

Prittlewell Conservation Area Appraisal

Working to make
lives better
www.southend.gov.uk



Southend-on-Sea: Prittlewell Conservation Area Appraisal

Contents

1.0 Introduction	3	5.0 Character Analysis	33
<i>Map A: Boundary</i>	4	5.1 Architecture	34
1.1 What is a Conservation Area?	5	<i>Map H: Building Uses</i>	45
1.2 Aims of the Conservation Area Appraisal	6	5.2 Townscape	46
1.3 Background and Methodology	6	<i>Map I: Townscape</i>	52
1.4 Overview and Location	7	5.3 Setting	53
<hr/>		<hr/>	
2.0 Summary of Special Interest	8	6.0 Management Plan	55
<hr/>		6.1 Introduction	56
3.0 Planning Framework	10	6.2 Conservation Vision	56
3.1 The National Planning Policy Framework	11	6.3 Issues, Opportunities and Recommendations	57
3.2 Local Planning Policies and Guidance	12	6.4 Guidance on Alteration and Repair	69
3.3 Designations	14	<hr/>	
<i>Map B: Designations</i>	14	Bibliography	76
<hr/>		<hr/>	
4.0 History and Archaeology	18	Appendices	77
4.1 Archaeological Interest and Early History	19	A: List Descriptions	78
4.2 History of Prittlewell	20	B: Building-by-Building Descriptions	80
<i>Map C: Chapman and Andre's Map of 1777</i>	23	<i>Map J: Building Values</i>	81
<i>Map D: Tithe Map, 1841</i>	24		
<i>Map E: 1897 OS Map</i>	26		
<i>Map F: 1922 OS Map</i>	29		
<i>Map G: Building Ages</i>	32		

Section 1.0

Introduction

Map A: Boundary	4
1.1 What is a Conservation Area?	5
1.2 Aims of the Conservation Area Appraisal	6
1.3 Background and Methodology	6
1.4 Location and Overview	7



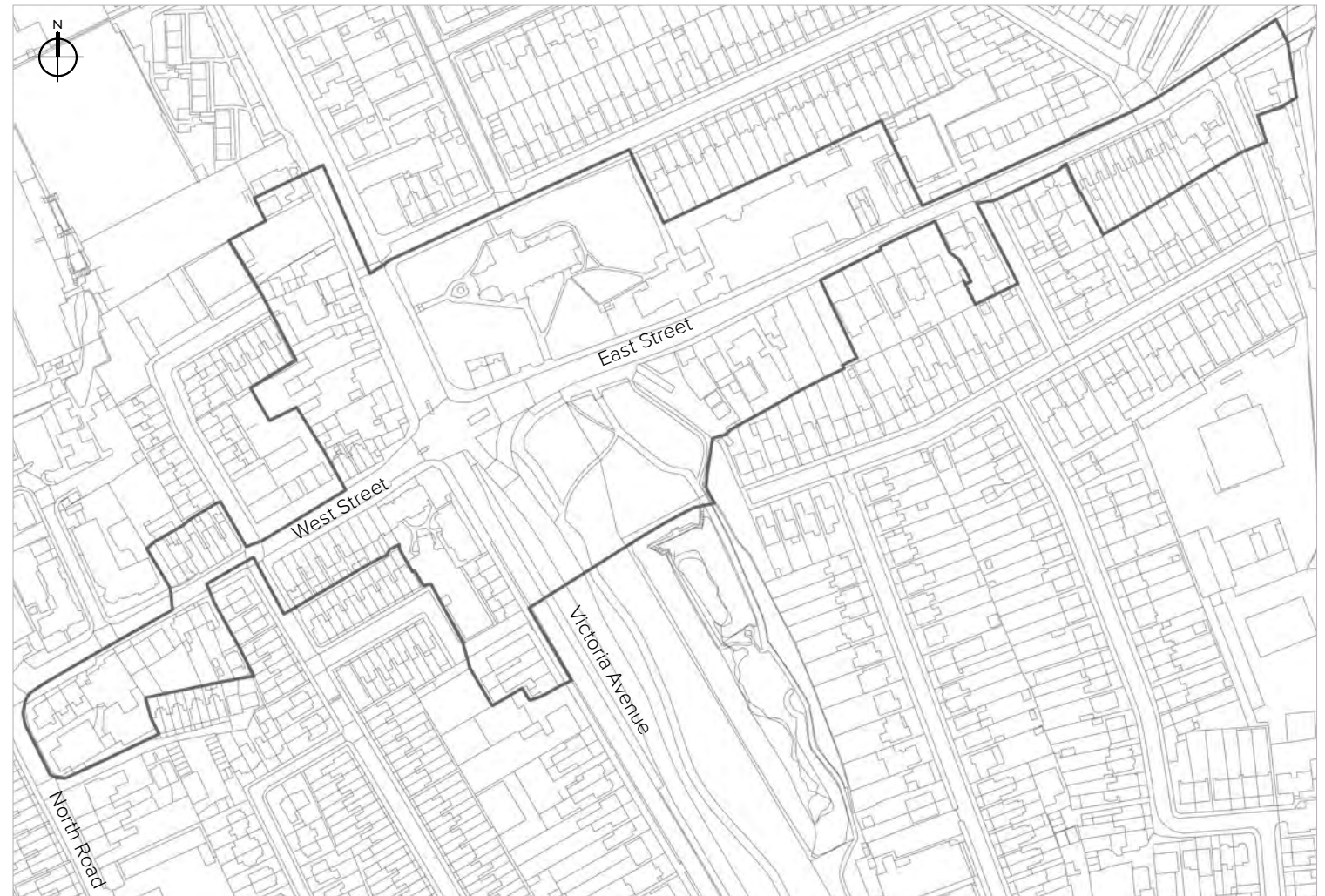
Introduction

Map A: Boundary

— Conservation Area
Boundary

This plan is not to scale

© Crown Copyright 2019. All
Rights Reserved. Licence number
100019680



Introduction

1.1 What is a Conservation Area?

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

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

1.1.2 As the aim is to conserve and enhance the significant qualities of a Conservation Area so that owners, occupiers and visitors to the place can experience a high-quality historic environment, designation extends planning controls over certain types of development, principally the demolition of unlisted buildings and works to trees, although an area's status as a Conservation Area is a material consideration for all planning applications. Southend Borough Council, as the Local Planning Authority (LPA), also has policies within its *Core Strategy* (December 2007) and *Development Management*

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

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

1.1.4 Southend Borough Council (SBC) will also review each Conservation Area from time to time to monitor its condition and ensure that it has an up to date Conservation Area Appraisal which sets out its special architectural or historic interest.

Introduction

1.2 Aims of the Conservation Area Appraisal

1.2.1 This Conservation Area Appraisal:

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

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

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

1.3 Background and Methodology

1.3.1 The Conservation Area Appraisal for Prittlewell updates the former draft document from 2003. It has been prepared by Purcell, a firm of specialist heritage consultants and architects, on behalf of Southend-on-Sea Borough Council. The research and fieldwork for the Appraisal was carried out in June and July 2019. The methodology for the work was based on Historic England's *Conservation Area Appraisal, Designation Management: Historic England Advice Note 1 (second edition)*, February 2019 and also references *The Setting of Heritage Assets: Historic England Good Practice Advice in Planning Note 3 (second edition)*, December 2017.

1.3.2 The Prittlewell Conservation Area was first designated in 1995 and subsequently extended to cover the surviving buildings from the former village which front the historic street pattern (see Map A). It includes buildings which illustrate the village's development history through to the early-20th century when it became part of a larger urban area. It does not include Prittlewell Priory because later development with no special interest now separates it from the surviving area of the village.

1.3.3 All photographs within this report were taken in 2019 unless otherwise stated.

Introduction

1.4 Overview and Location

1.4.1 The former village of Prittlewell is centred on the parish church of St. Mary and the medieval road alignments of East Street/West Street and North Street to the north (now part of Victoria Avenue). It is towards the top of the south slope of a shallow valley formed by Prittle Brook. On the north slope (outside the Conservation Area) is Prittlewell Priory, a former Cluniac Priory now in use as a museum and Priory Park. Until the second half of the 19th century, the village of Prittlewell had been the principal settlement and parish in the area now covered by the Borough of Southend-on-Sea. Towards the end of that century, the small town of Southend (the south end of Prittlewell), one mile to the south along the shore of the Thames Estuary, began to expand rapidly as a seaside resort and residential centre. North Street (Victoria Avenue) was extended southwards to connect with Southend's new High Street and by the early 20th century the expanding town had absorbed the former village.

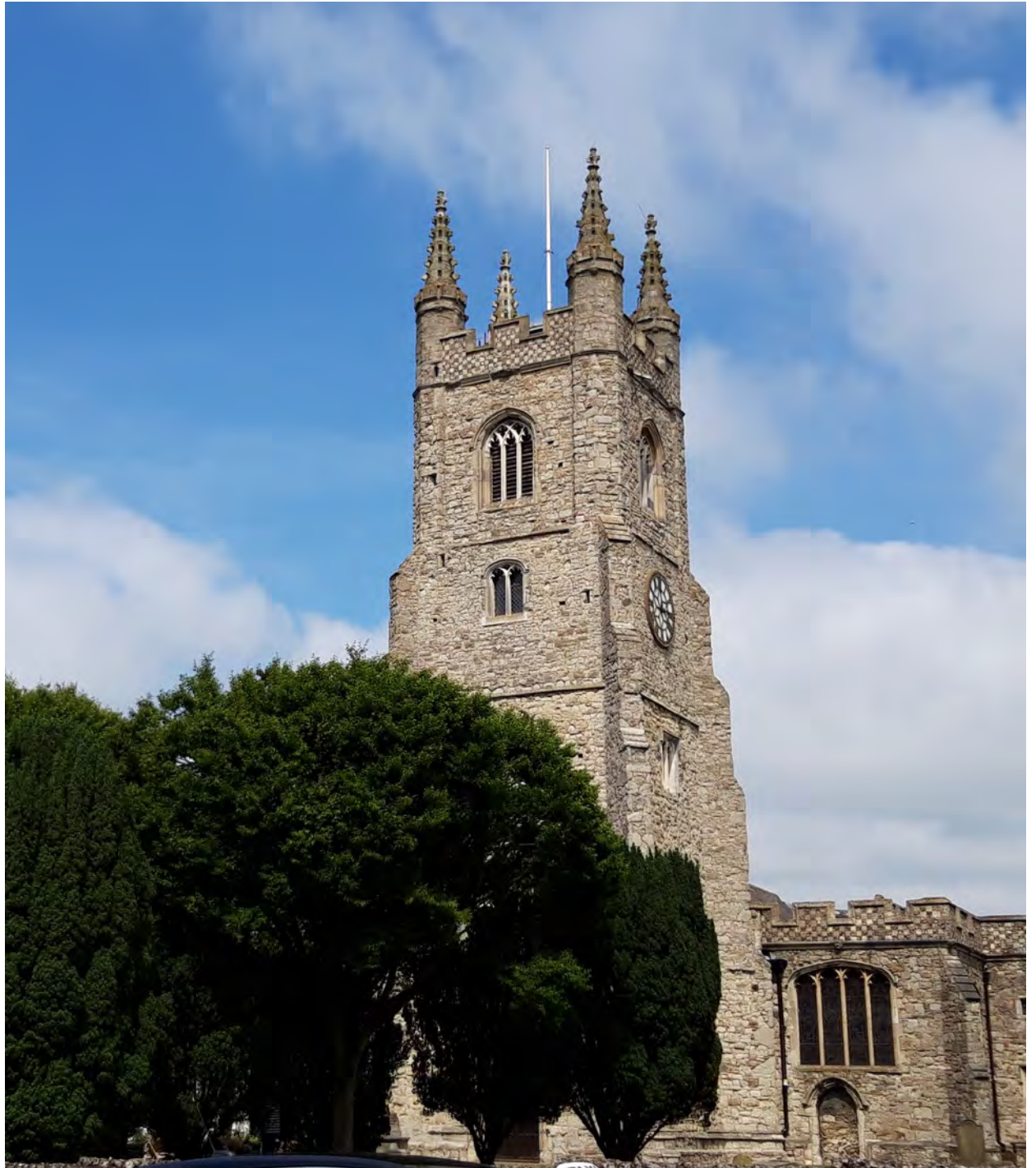
1.4.2 Victoria Avenue now forms one of the main routes into Southend's town centre and seafront. Road widening over the years and associated demolitions and other works have eroded the former village's character. However, it still retains aspects of its past architecture and, having been the principal settlement in the area, it has considerable historic interest.

1.4.3 The area now comprises a mix of small scale uses reflecting its village origins, including residential, commercial, retail and industrial, none of which are predominant. They help consolidate the area's character as a large village with a traditional mixture of uses. Some of the premises have poor access or backland situations and there is a relatively high level of vacancy, to shops and some former residential properties, and associated disrepair.

1.4.4 The Prittlewell Conservation Area was designated in 1995. The boundary of the Area is shown on Map A. It includes buildings which illustrate the village's development history through to the early 20th century when it became part of a larger urban area. It does not include Prittlewell Priory because later development with no special interest now separates it from the surviving area of the village and because the Priory is protected as a Listed Building and Scheduled Monument.

Section 2.0

Summary of Special Interest



Summary of Special Interest

- 2.1.1 Prittlewell's key historic interest derives from its origins as a Saxon village which thrived during the medieval period, becoming one of the primary settlements in the south-east Essex region and the principal village in the immediate area which has today become Southend. The village has a strong connection with Prittlewell Priory which was located to the north. There may be significant archaeological evidence from the earlier periods of the village's history and there may be opportunities to investigate this further should sites be developed.
- 2.1.2 Though few buildings remain from the medieval period, those that do survive, including St. Mary's Church, No.255 and Nos.269-273 Victoria Avenue, are good quality and the church stands as a landmark in not only Prittlewell but within the wider Southend settlement. The medieval road pattern is also a significant survival, with the main three roads of East, West and North (now Victoria Avenue) Streets converging on the medieval marketplace. This road pattern has been eroded by the creation of Victoria Avenue, a busy street which impacts on the village qualities of the Conservation Area.
- 2.1.3 The Conservation Area illustrates the evolution of the village from medieval times to the present day, through its variety of architecture which shows a sequence of typical materials and details for the periods, for example a change from timber framed buildings to brick, or timber sash windows to casements. Key phases of buildings include the medieval group, a small group of 18th century houses, late-19th and early-20th century housing and shops, Edwardian public houses and 20th/21st century residential development. The later phases demonstrate the growth of Southend northwards and the transition of Prittlewell from a separate village to part of the wider settlement.
- 2.1.4 The townscape of the area has some negative features, such as vacant buildings and plots, inappropriate alterations, such as the insertion of uPVC windows, and large-scale housing blocks within its setting. However, the churchyard and Churchill Gardens are important green open spaces which compliment the historic buildings in the Conservation Area.

Section 3.0

Planning Framework

3.1	The National Planning Policy Framework	11
3.2	Local Planning Policies and Guidance	12
3.3	Designations	14
	Map B: Designations	14



Planning Framework

3.1 The National Planning Policy Framework

- 3.1.1 The *National Planning Policy Framework* (NPPF) came into effect in March 2012 and was most recently updated in July 2021. It establishes the planning principles that should underpin both plan-making and decision-taking, including to that these: *‘assets are an irreplaceable resource, and should be conserved in a manner appropriate to their significance, so that they can be enjoyed for their contribution to the quality of life of existing and future generations’*.⁰¹
- 3.1.2 Section 16 of the NPPF sets the policy framework for conserving and enhancing the historic environment. Paragraph 191 of the NPPF stipulates that, *‘When considering the designation of conservation areas, local planning authorities should ensure that an area justifies such status because of its special architectural or historic interest, and that the concept of conservation is not devalued through the designation of areas that lack special interest.’*
- 3.1.3 Further guidance regarding the implementation of the policies in the NPPF can be found in the chapter on ‘Conserving and enhancing the historic environment’ in the *National Planning Practice Guidance* (NPPG), July 2018: <https://www.gov.uk/guidance/conserving-and-enhancing-the-historic-environment>.

Definitions

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

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

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

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

⁰¹ NPPF, 2021, para.189, p.55

Planning Framework

3.2 Local Planning Policies and Guidance

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

3.2.2 Core Strategy (2007)

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

3.2.3 Development Management Document (2015)

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

3.2.4 Southend Central Area Action Plan (SCAAP)

- The SCAAP provides a detailed planning framework and planning policies for managing development and growth within the town centre and central area. There are five conservation areas within the Southend Central Area: Prittlewell (Policy PA8: Victoria Gateway Neighbourhood Policy Area Development Principles), Kursaal (Policy CS1: Central Seafront Policy Area Development Principles), Clifftown (Policy PA6: Clifftown Policy Area Development Principles), Warrior Square (Policy PA5: Warrior Square Policy Area Development Principles) and Eastern Esplanade (Policy CS1: Central Seafront Policy Area Development Principles).

3.2.5 The SCAAP aims to celebrate and enhanced the heritage of Prittlewell Conservation Area. Policy PA8.1.b seeking to ensure that all development within and adjacent to the Conservation Area conserves and enhances the heritage assets and repairs any gaps in the frontage along Victoria Avenue, realising the potential of the backland area to the rear of Victoria Avenue (west side 255-289). It also, in PA8.2, recognises the archaeological potential to the area particularly at Roots Hall, and in PA8.3 promotes public realm enhancements.

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

Planning Framework

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

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

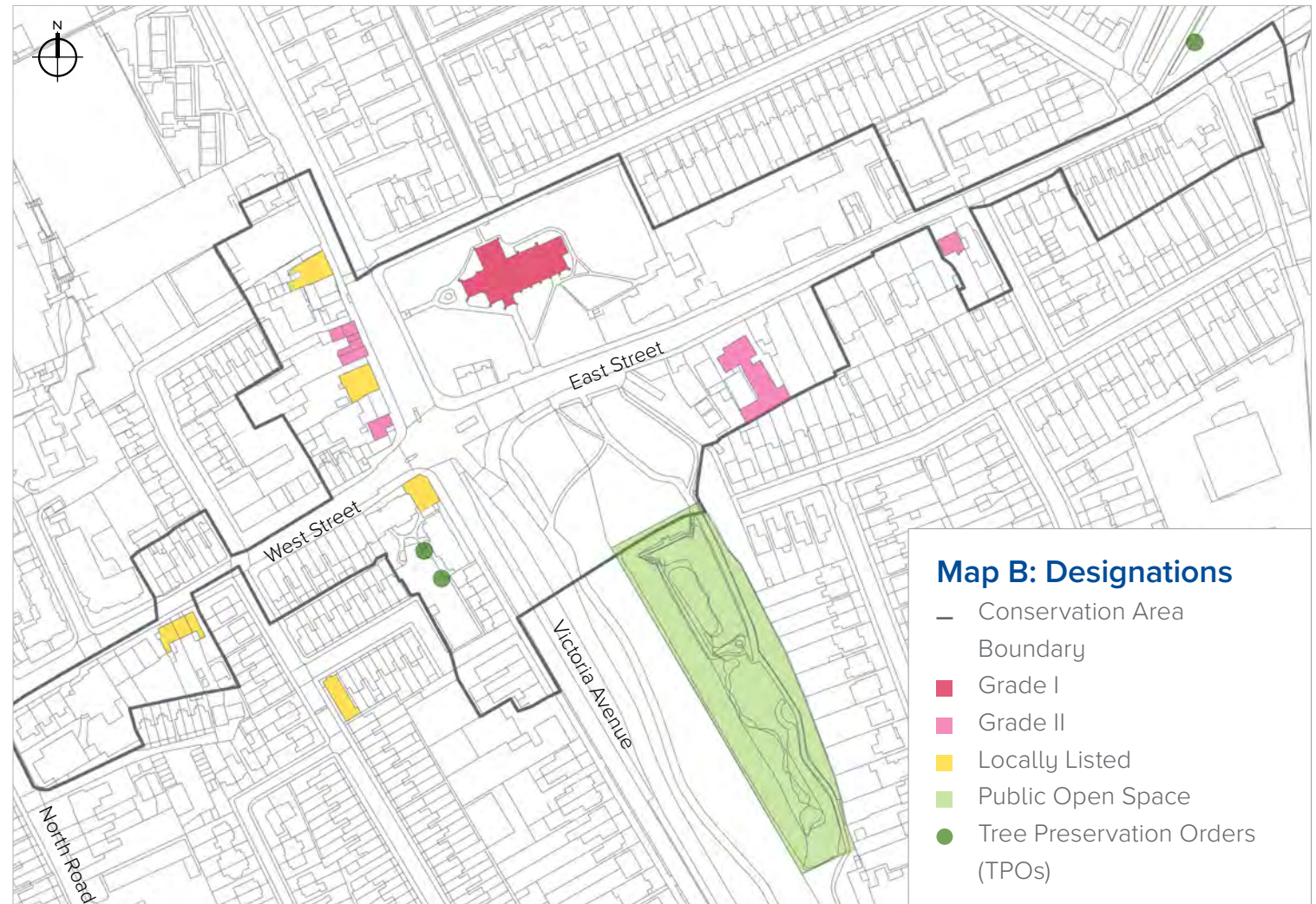
3.2.8 All of these documents can be found on SBC's website, www.southend.gov.uk/planning, and will be reviewed as part of the production of the Southend New Local Plan.

Planning Framework

3.3 Designations

3.3.1 As a Conservation Area, Prittlewell is a designated heritage asset in its own right. It also contains other designated heritage assets, including listed buildings and non-designated heritage assets, such as locally listed buildings. These are shown on Map B.

3.3.2 Further information on Southend's listed and locally listed buildings and article 4 directions can be found on the Council's website: www.southend.gov.uk/planning.



This plan is not to scale

© Crown Copyright 2019. All Rights Reserved. Licence number 100019680

Planning Framework

Listed Buildings

- 3.3.3 Buildings of special architectural or historic interest are designated as Listed Buildings by the government under the *Planning (Listed Buildings and Conservation Areas) Act 1990* for their special architectural or historic interest. Listing ranges from Grade I (the highest level of protection) through II* to II. Listing also applies to freestanding objects and structures within the building’s “curtilage” (i.e. its grounds) which have been there since before 1st July 1948, for example, a wall attached to a Listed Building or a garden building where the main house is listed.
- 3.3.4 Protection is provided through the Listed Building Consent procedure, which is required by owners or developers when they apply for change to their property, including alterations, additions or demolitions. Work to a Listed Building should conserve and enhance the building’s special architectural or historic interest.
- 3.3.5 Listed Building Descriptions can be found via the National Heritage List for England: <https://historicengland.org.uk/listing/the-list/>.
- 3.3.6 There are five Listed Buildings within the Conservation Area. These buildings represent the earliest buildings in the Conservation Area, including the church with some fabric dating back to the 7th century although most fabric dates from the 12th–16th centuries, and two timber framed houses on Victoria Avenue from the 15th–16th century. The houses on East Street represent houses from the 18th century.

Address	Listing
Church of St. Mary, Victoria Avenue	Grade I
30 East Street	Grade II
60 East Street	Grade II
255 Victoria Avenue	Grade II
269–275 Victoria Avenue	Grade II

Their list descriptions are in Appendix A.

Planning Framework

Locally Listed Buildings

3.3.7 Southend has a wide range of historic buildings and structures. For those which do not meet the criteria for national listing, the Council can identify them as 'Locally Listed'. These are non-designated heritage assets. The purpose of the Local List is to identify buildings, structures and monuments of local architectural or historic importance and to take action as far as possible to preserve them.

3.3.8 SBC's criteria for the designation of Locally Listed Buildings requires buildings to:

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

3.3.9 Change to Locally Listed Buildings needs to be carried out in a sympathetic manner. A building's Locally Listed status will be a material consideration for all planning applications affecting it and, as with Listed Buildings, applications involving loss or harm to a Locally Listed Building will normally be resisted although a balanced judgement will be made, having regard to the scale of any harm or loss, the significance of the asset and any public benefits.

3.3.10 There are four Locally Listed Buildings within the Conservation Area.

Address

The Blue Boar, Victoria Avenue

37–41 (odd) West Street

The Golden Lion PH, Victoria Avenue

The Spread Eagle PH, Victoria Avenue

Planning Framework

Other Designations

- 3.3.11 The Designations Map also shows tree protection orders (TPOs) and public open space. TPOs are placed to prohibit works to cut down, lop, uproot or damage important trees. All trees within Conservation Areas, whether they have a TPO or not, are protected and consent must be given by the SBC prior to works being carrying out so that the Council have sufficient time to decide whether the designation of a TPO is needed.
- 3.3.12 Churchill Gardens is designated as a public open space. This is shown in green on the Designations Map.

Section 4.0

History and Archaeology

4.1	Archaeological Interest and Early History	19
4.2	History of Prittlewell	20
	Map C: Chapman and Andre's Map, 1777	23
	Map D: Tithe Map, 1841	24
	Map E: 1897 OS Map	26
	Map F: 1922 OS Map	29
	Map G: Building Ages	32



History and Archaeology

4.1 Archaeological Interest and Early History

4.1.1 Archaeological evidence shows prehistoric activity in the general area of Prittlewell. This includes pots and cremation burials/graves from the Early Iron Age (between about 50BC – 50 AD) found on the site of the present Roots Hall, just north of the Conservation Area. They suggest a settlement nearby but its position is unknown.

4.1.2 A large number of Roman tiles and graves found during road works in the 1920s, east of Priory Park, also indicate a Roman settlement in the area, possibly a villa and a Romano-British settlement, but again their positions are unknown. Similar Roman tiles are evident in the fabric of St Mary's Church and may have come from that site.

4.1.3 Evidence from another burial ground in the vicinity of the later Prittlewell Priory shows that a Saxon settlement had been established at Prittlewell by the 6th century. The name 'Prittlewell' has Saxon origins, meaning babbling spring or stream,⁰¹ and a minster church had been built there in the 7th century. The present St. Mary's Church contains a 7th century Saxon arch and it is clear that the present building evolved over the centuries from the Saxon building.

4.1.4 It is probable that the Saxon village was located around the church, although no other evidence above ground now remains, and that Prittlewell consequently originated as a Saxon village. Prittlewell's Saxon history is largely unknown but its Church is the only one in the Rochford Hundred (roughly south-east Essex) mentioned in the Domesday Book (1086), after the Norman conquest. By that time, therefore, Prittlewell is likely to have been locally important as a settlement. It is probable that the East Street/West Street and North Street road alignments were established in this Saxon period.



Saxon arch in St. Mary's Church (2003)

History and Archaeology

4.1.5 The Sites & Monuments Record includes a small number of records in the vicinity of the Conservation Area. These relate mainly to finds at Roots Hall Stadium during early-20th century earth extraction, including Palaeolithic axe heads (SMR 523, 527), Belgic pottery (SMR 524, 525) and Roman pottery (SMR 526), and to St. Mary's Church, including a Saxon loom weight found in the vicinity of the Church (SMR 555). A medieval ditch and rubbish pit (SMR 385) were discovered adjacent to the early-15th century 255 Victoria Avenue (see below for further details of that building), while a medieval encaustic tile was found in the late-19th century, north of the churchyard (SMR 333).

4.1.6 Much of this area of Southend has been previously developed, although there are still areas of archaeological interest with potential for new finds. One such example is the Roots Hall area. Any areas that are considered to exhibit significant archaeological potential should be assessed in line with national guidance and Policy DM5 of the Development Management Document (or subsequent new Local Plan policy).

4.2 History of Prittlewell

Medieval Market Town

4.2.1 At the time of the Norman conquest the Manor of Prittlewell was held by Sweyne. He gave his allegiance to the Normans and his family continued in possession of the Manor. The Manor was split in the early-12th century when Robert Fitzsweyne, Lord of the Manor, granted the Church and its lands to the French Cluniac priory at Lewis. The grant may have been made to demonstrate Fitzsweyne's continuing loyalty to the Norman regime. A new priory was established on the north side of Prittle Brook and became the largest Priory in Essex and the only one within about 30 miles.

4.2.2 At the same time, St. Mary's Church was altered and expanded, possibly by Fitzsweyne to provide the monks with a more worthy building. The Priory remained responsible for the Church until the Dissolution, and it became and remains the central focal point for Prittlewell. The Priory and Church became part of Priors Manor which appears to have been to the east of the former North Street (now the section of Victoria Avenue north of East/West Streets) and north of East Street.

4.2.3 The remaining parts of Prittlewell became the Manor of Earls Fee and Polsted-wic (Earls Hall) which by the 13th century was held by the Earls of Oxford and later passed to the Earls of Arundel and then the Dukes of Norfolk. Prittlewell village was consequently split between the two manors, although Pollitt suggests in his 'History of Prittlewell' (1943) that Earls Hall became the principal manor for the village and it became known in time as the Manor of Prittlewell.

History and Archaeology

4.2.4 The Earl of Oxford was granted a weekly market at Prittlewell, probably in the second quarter of the 13th century, which continued until the late 16th century when it may have been transferred to Rochford, three miles to the north. The marketplace was located at the junction between West, North and East Streets. Building encroachments onto the churchyard and highway are evident from historic maps (see buildings lining the south and west sides of the churchyard on the 1777 and 1886 maps below) and may have resulted from market activities, although the buildings themselves are now demolished. Opposite the Church, 255 Victoria Avenue, the surviving wing of an early-15th century hall house faced onto the centre of the marketplace and may have originally been a ground floor shop and a high-status hall on its first floor which may have connections with the market. Evidence of a medieval shop also exists at 269 Victoria Avenue.

4.2.5 An annual fair was held in the churchyard from the 13th century until around the 1860s when it was closed down for riotous behaviour.⁰²



No.255 Victoria Avenue



No.269 Victoria Avenue

⁰² Yearsley, 2001, p13

History and Archaeology

- 4.2.6 From the mid-15th to the mid-16th centuries there was substantial building work in the village and a period of growth and increasing prosperity, in line with national trends. Major additions and rebuilding of the Church included a new tower completed in about 1470, which for many years acted as a seamark for shipping in the Thames estuary. New timber-framed buildings were erected including some which were substantial and of relatively high status, such as Reynolds, Roots Hall and the Guild House (all now demolished). The parish had a large boundary and prominent church, which is indication of its importance in the region: it was one of the three most important settlements in south-east Essex at the time, together with Rochford and Rayleigh.⁰³
- 4.2.7 A Jesus Guild established in the 15th century also suggests surplus wealth in this period to finance charitable works until both it and the Priory were suppressed in the mid-16th century. Such guilds comprised local people who carried out or funded charitable works – welfare of the poor and ill, burial of the dead, education and maintenance of roads and bridges. Formation of the Guild at Prittlewell was relatively late in the guild movement and might suggest a decline in the ability or desire of the Priory itself to carry out such work in Prittlewell.
- 4.2.8 The Jesus Guild also expresses the transition during this period from manorial to parish control of Prittlewell’s economic and social life. A chapel and monuments in the Church commemorate the Jesus Guild.
- 4.2.9 Prittlewell was described in this period as “*a populous town having in it 300 people*”⁰⁴ (presumably adults) and played an important role for the local rural community. Only two buildings remain from this period, No.255 and Nos.269–275 Victoria Avenue, but there is likely to be archaeological evidence below ground of other medieval structures. Medieval property boundaries have also been largely obliterated by later subdivision and development and are not reflected in present-day Prittlewell other than in maintaining the historic road alignments.
- 4.2.10 In addition to East Street/West Street and North Street, which originated in Saxon times, the alignment of North Road (towards the western end of the Conservation Area) is believed to have existed from at least the 14th century, and connected Prittlewell to the Manor of Milton.

03 Ibid, p13

04 Cited in Pollitt, 1943, p21

History and Archaeology

Post-Medieval Stagnation

4.2.11 When the Priory was suppressed in 1536, its lands and properties passed to Thomas Audley, the Lord Chancellor's brother, and about ten years later to Lord Rich (Earl of Warwick). Lord Rich later purchased Earls Hall Manor and from that time on both of Prittlewell's Manors were held in the same ownership. Little outward expansion in the 17th and 18th centuries, the absence of Church building and maintenance, and the loss of its market, suggest stagnation or decline. The Manor's succession of owners of lesser eminence from the late 17th century supports this contention. During this period Prittlewell appears to have reverted to a large rural village. Five houses survive from this period, Nos.30 and 60 East Street and 37–41 West Street.

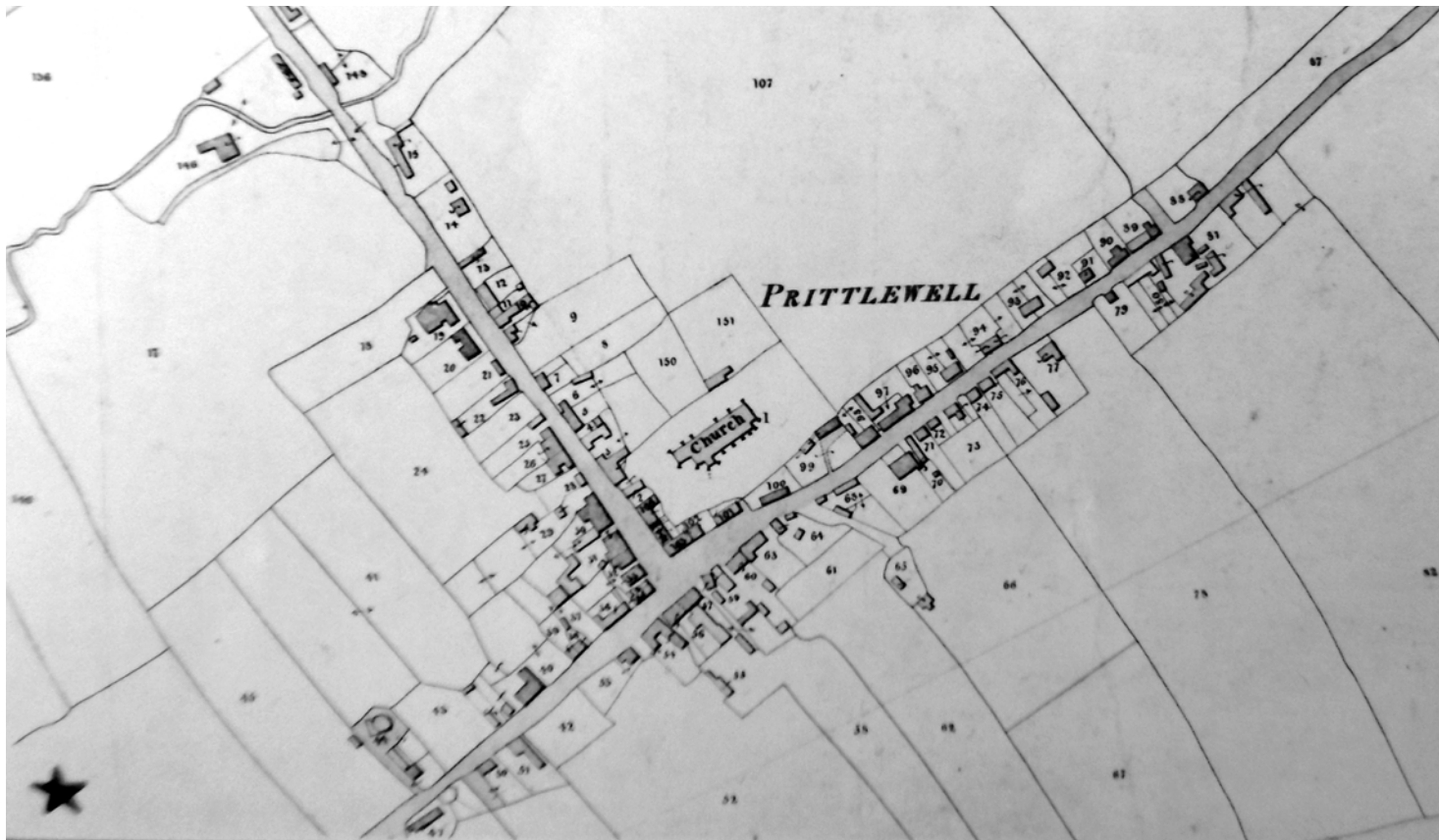
4.2.12 The village is shown on Chapman and André's 1777 map (Map C) of Essex. Buildings are shown lining East, West and North Streets, with Earls Hall and Prittlewell Priory to the north beyond Prittle Brook. The church is depicted on the corner of East and North Streets, with the churchyard lined with buildings on the south and west sides. A windmill is also shown on the west side of North Street. The small structure at the junction of the three streets may be a well mentioned by Pollitt, which stood opposite the Blue Boar.⁰⁵ At the western end of the village, North Road leads down to Milton. A similar arrangement of buildings is shown on the 1841 Tithe Map (Map D).



Map C: Chapman and André's Map of Essex, 1777

05 Pollitt, 1943, p25

History and Archaeology



Map D: Tithe Map, 1841 (Reproduced courtesy of the Essex Record Office: D/CT 276/1B)

History and Archaeology

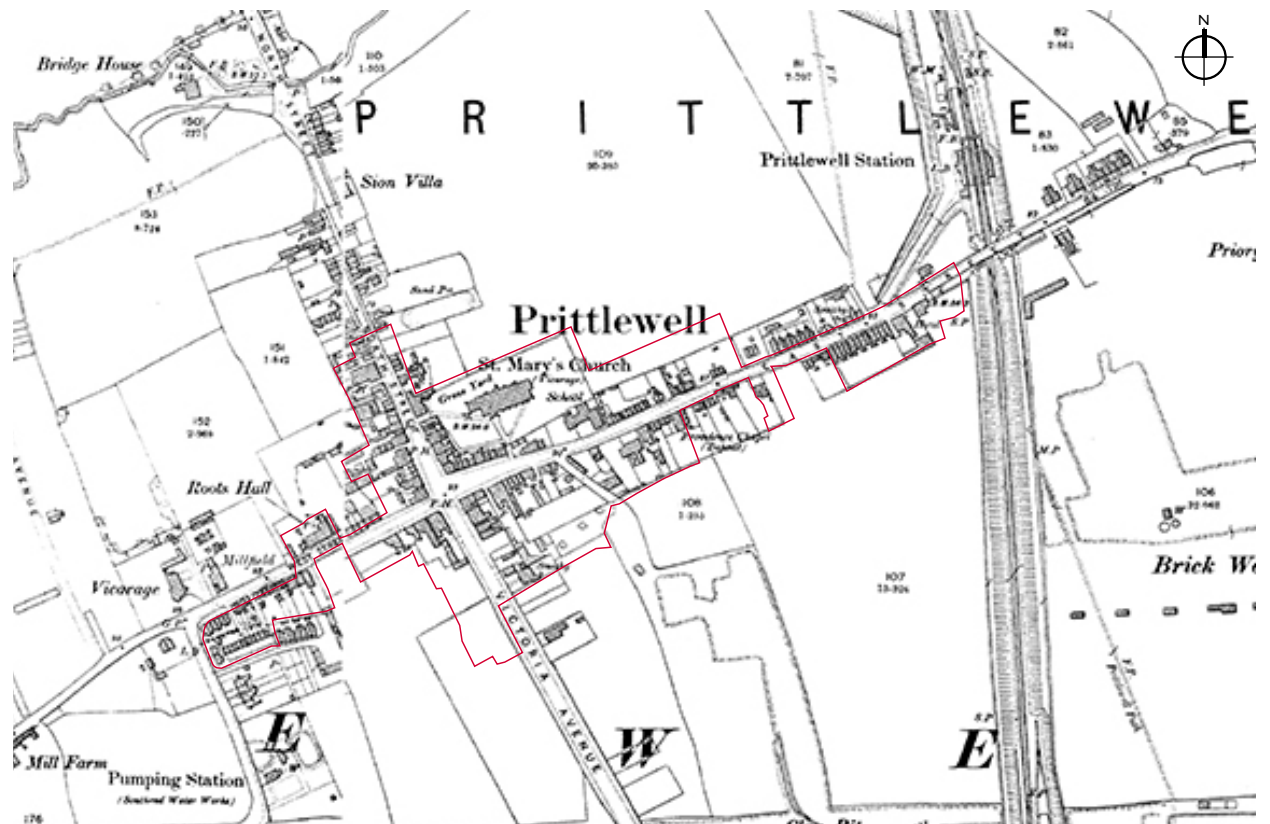
Southend and Urban Growth

- 4.2.13 Rapid expansion of Southend towards the end of the 19th century and associated railway development, which included a station on the edge of the village, absorbed Prittlewell in a larger urban area. Urbanisation resulted in much redevelopment and new buildings in and around the village, mostly in the form of small terraced housing, shops and commercial uses. Clay and sand pits were excavated on the fringes of the village to provide building materials for this urban growth and include the area now occupied by Southend United's football stadium, adjacent to the Conservation Area to the north.
- 4.2.14 A new connecting road to the south (Victoria Avenue) was opened in 1889 and resulted in demolition and rebuilding, which included a new Blue Boar on the road junction, replacing the old public house with the same name. New houses were constructed on either side of the road leading south from the new crossroads. This north-south route through Prittlewell became the main road into Southend and is now a dominant element in its visual character. In the 20th century, road widening resulted in further demolition, notably of medieval buildings, and rebuilding.
- 4.2.15 A school may have existed in Prittlewell from the time of the Jesus Guild.⁰⁶ In the 18th century the school was on the east side of North Street close to Prittle Brook. It moved to the site of the former vicarage in East Street next to the Church, a new vicarage having been built in West Street. The new school building was constructed in 1868 with later extensions and demolition of adjacent buildings fronting East Street for the expanding population.

⁰⁶ Pollitt, 1943, p26

History and Archaeology

4.2.16 The Ordnance Survey map of 1897 (Map E) shows these changes. The school building can be seen to the south-east of the Church. Victoria Avenue has been created, with the Blue Boar, marked 'P.H.' for public house, on the corner. The railway line and Prittlewell Station are at the east end of the village. Several terraces of houses and shops have been built on East and West Streets. One of the sand pits used in the construction of new houses is marked to the north of the Church. Future development of residential streets can be seen plotted in dotted lines to the west which would become Shakespeare Avenue, Gainsborough Avenue and Fairfax Drive.



Map E: 1897 1:2,500 OS Map, © Crown copyright and database rights 2019 Ordnance Survey 100019680

History and Archaeology



North Street (now Victoria Avenue) looking north from junction with East and West Streets. No.255 is the building on the left, while buildings on the right lined the edge of the churchyard and are now gone



East Street, showing buildings on the edge of the churchyard now demolished. Nos.9-11 East Street now stand here



The same view in 2019



The same view in 2019

History and Archaeology



East Street looking west towards the junction, with houses lining the churchyard on the right. The corner building at the junction has since been demolished but the building to the right of this is 255 Victoria Avenue before the timber frame was revealed during restoration in the 21st century

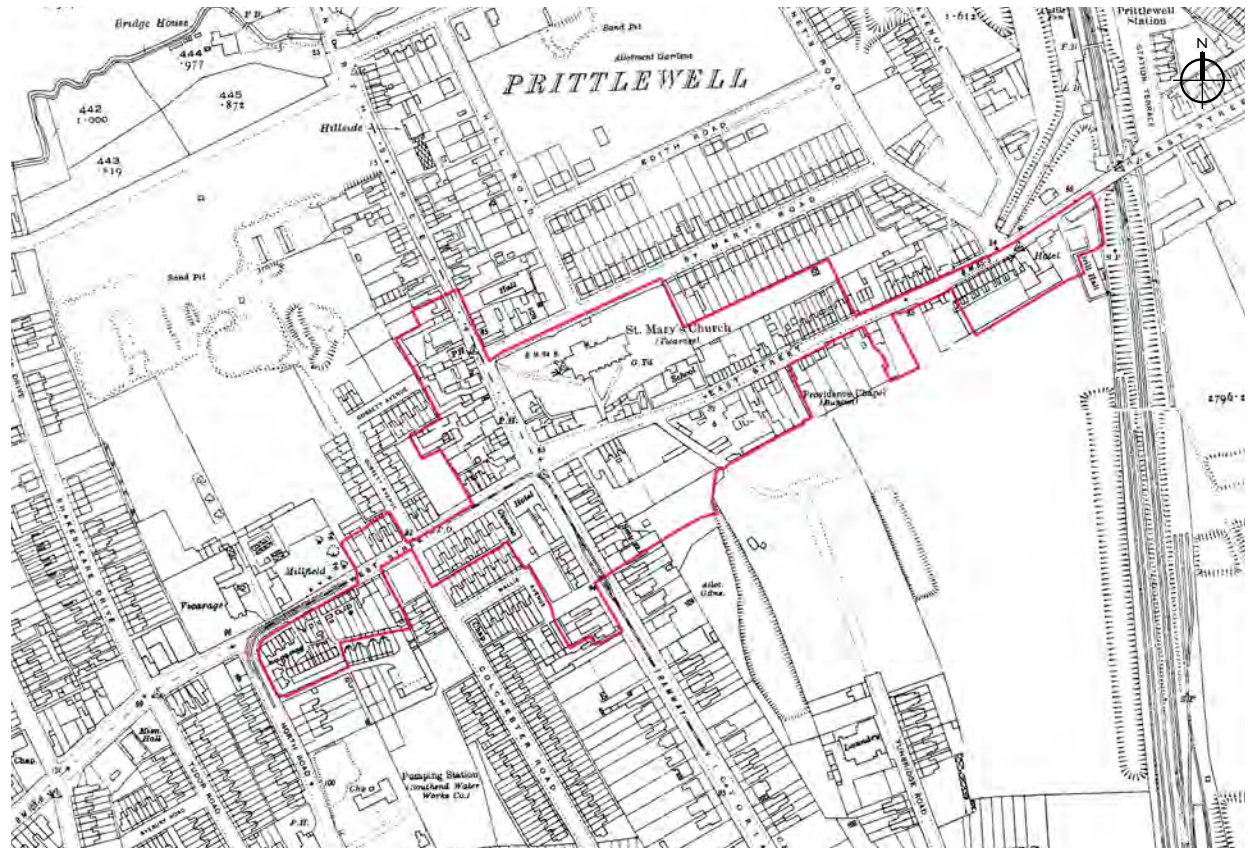


The same view in 2019

History and Archaeology

20th and 21st Century

4.2.17 In the early-20th century the expansion of Southend had reached as far as Prittlewell. The 1922 OS map (Map F) shows many rows of terraced houses in the surrounding area, with Prittlewell becoming subsumed as part of the larger settlement, rather than a distinct village on its own. The map also shows houses still remaining around the churchyard, though fewer than on the 1897 map. Most of these, other than Nos.9 and 11 East Street, were cleared by the 1930s. New houses on either side of Victoria Avenue are also shown, which survived until the 1960s when the road was widened to incorporate a dual carriageway.



Map F: 1922 1:2,500 OS Map, © Crown copyright and database rights 2019 Ordnance Survey 100019680

History and Archaeology

4.2.18 Churchill Gardens was created in 1951 on a site behind a (now demolished) row of houses on Victoria Avenue by Mr Scheerboom and his wife, who owned a laundry on Tunbridge Road. Scheerboom bought the former brickworks sand pit to stop it from being turned into a scrapyard. He created a garden with fifty types of trees, waterfalls, stream and pool, supposedly reminiscent of the Devon countryside. After his death his wife sold the park to Southend Council which was opened in 1966 in memory of Sir William Churchill who died in 1965.⁰⁷ An anonymous donation provided money for the decorative gates to the park on East Street opposite the Church.



View from the church tower in c.1960s, looking south-west towards the Blue Boar. The image shows the buildings to the left which were removed when Victoria Avenue was widened

⁰⁷ <https://www.southendtimeline.com/churchillgardens.htm>, accessed 12.07.19

History and Archaeology

- 4.2.19 Further changes took place in the second half of the 20th century and into the 21st century. On West Street, East Street and the west side of Victoria Avenue smaller houses were demolished to be replaced with larger blocks of flats. Victoria Avenue was dualled in the 1960s, making this the main route into Southend from the north and east.
- 4.2.20 Prittlewell, especially its church, remains a focal point in the local areas. It continues to host shops and public houses, as well as being a place of residence. Unfortunately, the area suffers today from vacancy and disrepair of many properties. However, there have been some success cases. No.255 Victoria Avenue was restored in the early 21st century, winning the Cliff Town Award from the Southend Society in 2004 for the work, though unfortunately the ground floor of the building is currently vacant (2019). The previously vacant St. Mary's Cottages at the western end of the Conservation Area were refurbished c.2012 as three residential units as part of a larger scheme to build supported living accommodation in a new block adjacent.⁰⁸ After lying vacant for a decade, Nos.59–61 East Street were recently saved from demolition and brought off Essex County Council's At Risk Register through restoration by the Southend and District Preservation Trust and Essex County Preservation Trust, who also restored the adjacent matching pair of houses, Nos.69–71, in c.2016.⁰⁹



St. Mary's Cottages



Nos.59–61 East Street

08 <http://www.awhardy.com/housing-development/st-marys-cottages-shelford-house/>, accessed 15.07.19

09 <https://www.savebritainsheritage.org/campaigns/recent/255/Renewed-hope-for-59-and-61-East-Street-Southend-Essex-as-they-are-saved-from-demolition>, accessed 15.07.19

History and Archaeology

Map G: Building Ages

- Conservation Area Boundary
- Saxon–15th Century
- 15th–16th Century
- 18th Century
- 1800–1874
- 1874–1897
- 1897–1922
- 1922–1938
- 1938–1961
- 1961–2000
- 21st Century

This plan is not to scale

© Crown Copyright 2019. All Rights Reserved. Licence number 100019680



Section 5.0

Character Analysis

5.1	Architecture	34
	Map H: Building Uses	45
5.2	Townscape	46
	Map I: Townscape	52
5.3	Setting	53



Character Analysis

5.1 Architecture

5.1.1 Buildings display a wide variety of designs and materials and give no dominant architectural character to the Conservation Area. Nevertheless, the variety illustrates the evolution of the village from medieval times until the late-19th century urbanisation and shows a sequence of typical local materials and designs for the period. The transition in materials and designs towards the end of the 19th century and early-20th century is also important (for example from yellow stock to red brick, from slate to tiles, from sliding sash windows to casements) as it coincides with the village's urbanisation.

Materials and Details

5.1.2 There is a wide variety of materials used in the Conservation Area. The earliest buildings are timber framed with render or ragstone to St. Mary's Church. The parapets of the church also feature knapped flintwork to the parapets. Red and stock bricks are widely used, often with contrasting brick colours utilised for details such as string courses. Render is also fairly common. Less commonly used are hung tiles, glazed tiles, mock timber framing and faience, seen on the public houses dating from the turn of the 20th century. A small amount of weatherboarding is used.

5.1.3 Timber sash windows are the traditional material and form for most buildings in the Conservation Area, though the public houses have some casements and the church has stone mullions and leaded stained glass. Panelled timber doors would have mostly been used originally but hardly any of these survive. Sympathetic replacements have been used on the refurbished Nos.59/61 and 69/71 East Street. Nos.265–267 Victoria Avenue has timber mullioned windows with leaded glass and timber plank doors under shallow arched openings.

5.1.4 Red tile roofs are used for the earlier buildings, except for the church which has a lead roof. Slate tiles or red clay tiles were both used in the late-19th/early-20th century buildings, though some of these have been replaced with concrete tiles.

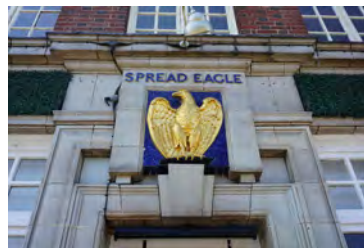
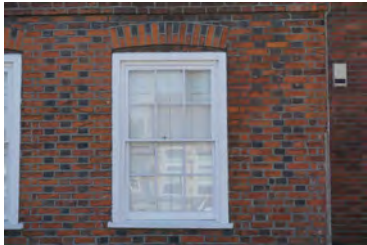
Character Analysis

Materials Palette



Character Analysis

Windows and Doors



Character Analysis

Roofscape



Character Analysis

Medieval

5.1.5 Medieval buildings in the Conservation Area include St. Mary's Church, Nos.225 and 269–275 Victoria Avenue. The Church is Kentish ragstone with knapped flint (forming a chequerboard design to the parapets) and dressed stone. It also includes Saxon brickwork internally. The building has Gothic features and details typical of churches, including buttresses, pointed arched windows, crenulations and pinnacles.

5.1.6 The other two medieval buildings are timber framed with render either infilling the sections between the frame or over the whole exterior. Jetties survive on both buildings. Nos.269–275 has later (18th or 19th century) timber sash windows and a shop window inserted, as well as later doors. The hipped H-shaped roof form is distinctive. No.255, however, has been restored to its original form, exposing and limewashing the timber frame, demonstrating medieval style windows with leaded lights set within the timber frame and cornices carved with oak leaves. The gables fronting the street are a prominent feature. Both buildings use red tiles to the roofs.



Ragstone church walls with knapped flint chequerboard pattern to crenulations and Gothic windows



Timber frame of 225 Victoria Avenue with leaded windows and carved cornice



Nos.269–275 Victoria Avenue displaying jettied timber frame, gabled H-plan house and later windows and doors

Character Analysis

18th Century

- 5.1.7 No.60 East Street and 39–43 West Street are small cottages dating from the 18th century. Both have timber frames: 60 East Street is weatherboarded externally showing an example of vernacular Essex materials; while 39–43 West Street is rendered. No.30 East Street is two-storey, with a symmetrical frontage containing timber sash windows and central timber panelled door with metal hood over the porch. The roof is red tiles with red brick chimney stacks. The three cottages at 39–42 West Street have rendered quoins to the corners, a red tile roof and a single red brick chimney stack. Each of the front two doors have canopies over, supported on metal columns. The door to the side has a moulded architecture. Timber sash windows would have been the original (or early) form, though these only survive to the westernmost property, with the others replaced with uPVC. Each house has a bay window, though this is more typically a Victorian or Edwardian feature so these may have been added later.
- 5.1.8 No.30 East Street is stylistically different, being a substantial former house in the fashionable Classical style. It has a symmetrical frontage with red brick with blue headers. Timber sash windows are used, with a central timber panelled door surrounded by a Classical architrave. A dentil cornice sits at the eaves of a red tile roof containing dormer windows that have weatherboarded cheeks. Internally there is evidence of an earlier timber framed building.



No.60 East Street



Nos.39–43 West Street



No.30 East Street

Character Analysis

19th and Early-20th Century Residential and Commercial

5.1.9 19th and early-20th century buildings within the Conservation Area are typically terraces of houses or shops with houses over, though there are some individual houses, such as 299 Victoria Avenue and 28 East Street. Most are two-storey, though those shops with residences over at 3–23 West Street are two-storey with attic floors set within gables. These buildings are typically red or yellow brick, often with rubbed brick lintels. However, some have been painted or rendered. Despite being modest properties, narrow on their plots, they usually have some decorative detailing, such as terracotta tiles forming a string course to 147–155 Victoria Avenue, dentil cornices with acanthus leaf brackets to 84–106 East Street or decorative barge boards to 3–23 West Street. Timber sash windows would have been the original form, though many have been replaced with uPVC, often with top or side hung forms (see paragraphs 6.3.21-6.3.25 for further details and examples of inappropriate windows). Original slate roofs have often been replaced with concrete tiles. Where shop fronts were originally included in the properties, these have often been replaced with larger glazing and brightly coloured modern fascia boards, though some replacements break up the glazing which mitigates their impact to an extent. There are some survivals of traditional shop fronts with modestly sized fascias, timber framed shop windows with stall risers, and doors set to the side on West Street, though often in need of redecoration. Stone brackets either side of the fascias also survive. In the case of 137 and 143 Victoria Avenue, inappropriate shop fronts have been added to the ground floors.

5.1.10 Nos.59–61 and 69–71 East Street are good examples of residential buildings from this period, having been recently restored with timber

sash windows, panelled timber doors with fanlights over, slate roofs and yellow brick with red brick bands.

5.1.11 St. Mary's Cottages on West Street, originally built as almshouses and now still in use for assisted living, differ in that they are single-storey. The red brick cottages have been recently restored, with slate roofs, timber casement windows and timber doors. Porches over pairs of front doors have moulded brackets, glazed fanlights and decorative barge boards.



Nos.94–100 East Street



Nos.147–155 Victoria Avenue



Nos.143–141 Victoria Avenue



Terrace of shops on the south side of West Street

Character Analysis

Public Houses

5.1.12 Four public houses (or former public houses) are located in the Conservation Area, which were built in the Victorian or Edwardian styles: The Blue Boar, Spread Eagle, Golden Lion and The Railway. Three are still in use as public houses, though the Spread Eagle has been converted into a car sales office.

5.1.13 The Railway, located at the junction of East Street with Station Approach, is two-storey, built of stock brick with red brick lintels, slate roof and dark brown brick chimneys. Glazed green tiles surround the ground floor large windows into the pub, with a fascia board featuring brass lamps above. Top-hung timber casement windows with leaded lights are on the first floor. The first-floor corner features a large area for a sign, currently a painting of a train, which is a prominent feature on the corner of the building when entering the Conservation Area.

5.1.14 The other three public houses are more typically Edwardian, featuring details such as mock-timber framing, gables, corner turrets and faience. All three are three-storeys, built of red or brown brick, with red tile roofs. Windows are timber casements, with leaded chequerboard sections to the upper parts of the windows on the Blue Boar. Each building highlights its ground floors with a greater amount of decorative detail, through the use of glazed tiles, moulded architraves or the faience used on the Spread Eagle. The use of the Golden Lion as a car sales office is not appropriate and has resulted in the use of the side yard as an unattractive car display area.



The Golden Lion



The Spread Eagle



The Railway



The Blue Boar

Character Analysis

20th-21st Century

5.1.15 The 20th century buildings in the Conservation Area are typically residential. There are two-storey houses and three-storey blocks of flats. These are relatively plain in design, picking up on a few traditional details, such as gables or pitched roofs. They use red brick with uPVC casement windows. They generally contribute little to the character of the Conservation Area.



Stable Mews



No.28a East Street

Character Analysis

Other

5.1.16 St. Mary's School has both a 19th century building and a 20th century extension. The earlier block is one to two-storeys, built of ragstone (mirroring the material used for the church). Gothic details also pick up on the style of the church, particularly trefoil headed windows. The gable end of a late-19th century extension which fronts the street has eroded the relationship of this building with the streetscape. This extension and a further small extension to the east end have red tile roofs, while the earlier part has replacement concrete tiles. The 20th century extension is long and low in form, wrapping around the west and north sides of the playground. It uses pale yellow bricks. The roof is an anomaly in the Conservation Area in that it is a flat roof set behind a low parapet. The original, potentially Crittal, windows have been replaced with uPVC with thick glazing frames. The long strips of windows and central curved bay, however, do add some interesting Art Deco inspired details.

5.1.17 The former Territorial Army Drill Hall on East Road, built in the early-20th century utilises Classical details, with quoins, a large corniced gable and timber sash windows. The building is red brick with a slate roof. The main doorway retains a columned architrave, though the original timber door has been replaced.

5.1.18 The Providence Baptist Church, built in the mid-19th century, has a long and low form, stretching away from the street. It is rendered with edge and window surround details picked out in pale red paint. The roof is slate and the timber sash windows remain, though the original timber doors have been replaced.



St. Mary's School – 19th century building and its setting with the church



Early-20th century extension to the school

Character Analysis



Former Territorial Army Drill Hall, now used as a school



Providence Baptist Church

Uses

5.1.19 There is a wide mix of uses within the Conservation Area. Many buildings within the area have remained in their original uses as residences, shops with residences above, public houses, the school and church. Some uses have changed: No.30 East Street is a former house converted to commercial offices; the Golden Lion is in use as a car sales office and yard; while the Drill Hall is now used as a school. Two of the terraced houses on Victoria Avenue have been converted to shops with the insertion of shop fronts, while conversely two of the former shops on West Street have been converted into residential with the infilling of the shop fronts. The Spread Eagle public house is now in use as a car sales office, with the yard adjacent used for displaying cars. There are several buildings within the area that are vacant. Uses are shown on Map H: Building Uses on the following page.

Character Analysis

Map H: Building Uses

- Conservation Area Boundary
 - Religious
 - Residential
 - Public House
 - Former Public House now Car Sales
 - Education
 - Commercial
 - Commercial with Residential Over
 - Vacant
 - Vacant shop with Residential Over
- A Under restoration in 2019 at time of survey

This plan is not to scale

© Crown Copyright 2019. All Rights Reserved. Licence number 100019680



Character Analysis

5.2 Townscape

5.2.1 Townscape features are shown on Map I: Townscape.

Street Pattern and Plots

5.2.2 Before the end of the 19th century the village of Prittlewell was formed of three streets: East Street, West Street and North Street. These streets still remain, with a slightly wider area at the junction denoting the former marketplace. Victorian redevelopment with the creation of Victoria Avenue has created a major crossroads at the centre of the historic village, with road widening making the area more urbanised.

5.2.3 Buildings in the pre-urbanised 19th century village abutted or were close to the edge of the highway and had compact street frontages with little space between buildings. This would have produced a visually lively and enclosed frontage to Prittlewell's three streets. Nos.30 and 60 East Street, dating from the 18th century, are both set back from the road and other buildings along this section of the road have followed suit.

5.2.4 Victorian and Edwardian development has produced wider open spaces of the churchyard and Churchill Gardens (further details below). Terraced houses from this period are all on narrow plots with houses set hard up to the street, except for 84–106 East Street which have small front garden/yard areas. The pairs of houses at Nos.59–61 and 69–71 East Street represent a former terrace of houses which has been truncated through later 20th century redevelopment. The 20th century blocks of flats on Victoria Avenue and West Street have large footprints.

5.2.5 Removal of buildings in the 20th century has left several vacant plots, such as on Victoria Avenue, east of Roots Hall football stadium. Some parking areas between or in front of buildings have also created gap sites, which are generally unattractive within the streetscape.



Vacant plot on Victoria Avenue

Character Analysis

Focal Points, Views and Vistas

5.2.6 Focal points are provided by St. Mary's Church tower, which dominates Prittlewell's townscape, and the Blue Boar on the opposite corner of the crossroads. St Mary's tower is also prominent from outside the Conservation Area, notably from the slope to the north of Prittle Brook, looking south from Hill Road and on views when travelling westwards along West Road. It provides a good visual link into the heart of the Conservation Area. Further south along the road the Kindercare shop just outside the Conservation Area blocks views of the tower. A slight bend in the alignments of Victoria Avenue and East Street/West Street at their junctions increases the prominence in the street scene of the west side of Victoria Avenue and in particular the Blue Boar. No.255 Victoria Avenue also provides a focal point on this corner as an interesting medieval building.

5.2.7 Views of the church tower are also seen in-between buildings as the viewer passes westwards along East Street, as well as when travelling north along Victoria Avenue and the pathway in Churchill Gardens. At the north-west corner of Churchill Gardens the open aspect, as well as a slight rise in the landscape, allows a vista of the crossroads, with the three focal buildings included, though this is marred by much street clutter at the junction, including traffic lights, metal fences, street lights etc. Good views of the west end of the church and its tower are also possible from Victoria Avenue at the west end of the churchyard.



View of the church tower from outside the Conservation Area from the slope on the opposite bank of Prittle Brook



View of the Blue Boar from the opposite corner of the crossroads



View of St. Mary's Church from the junction of Victoria Avenue and St. Mary's Road



View of the church tower from Hill Road

Character Analysis



View of the church tower from a position adjacent to 50-52 East Street



View north from the pathway adjacent to Churchill Gardens, looking towards the church tower as a focal point



View looking north-east at the crossroads towards the church tower and churchyard



Vista looking over the crossroads at Prittlewell

Character Analysis

Green Spaces and Planting

5.2.8 The churchyard, Churchill Gardens and the wide verge/cycleway on the east side of Victoria Avenue provide important green spaces within (or partially within) the Conservation Area. The churchyard, with mature trees around the perimeter provides something of a sense of enclosure within the area. The trees provide a backdrop to adjacent buildings and provide the tower with an attractive foreground. The north end of Churchill Gardens and the green verge, together with mature trees planted down the central reservation of Victoria Avenue, provide attractive greenery and open space, which helps to mitigate the busy dual carriageway road. Part of Churchill Gardens is enclosed behind a wall and railings, which provides a tranquil space away from the urban area. Hedges and trees at the east end of the St. Mary's School site, plus the well-planted front garden of 60 East Street, help to break up and soften this part of the streetscape. Adjacent to the Conservation Area, front gardens along the north side of East Street and trees on Station Approach provide pleasant greenery to the setting. A small, well-tended memorial garden outside Tanner's Funeral Directors (26 East Street), which includes a black marble memorial to those from Southend who died in World War II, also provides additional green space. In contrast there is a lack of green space and trees on West Street, the eastern end of East Street and north of the junction on Victoria Avenue.



Churchill Gardens



Green landscaping adjacent to Churchill Gardens and Victoria Avenue, mitigates the impact of the road and has views of the church tower



The churchyard



Memorial Garden at Tanner's Funeral Directors

Character Analysis

Boundary Treatments

5.2.9 As many buildings or plots within the Conservation Area are set up against the street, there are relatively few important boundary treatments. The wall surrounding the churchyard and school, built with red brick, flint and rendered panels, is likely to be a mid-20th century feature constructed after the removal of the houses surrounding the churchyard in the early-20th century. However, it provides continuity, is a pleasant means of enclosing the spaces and also includes the attractive timber framed lych gate with red tiled roof. The green metal fence above the wall surrounding the school is somewhat visually intrusive. Attractive railings and decorative gates surround the northern part of Churchill Gardens.

5.2.10 Other properties tend to have low red brick walls or timber picket or close-boarded fences. The low brick wall to 30 East Street is damaged and very plain in design in context with the grand house. Occasionally metal railings or timber fencing are used. The timber fence at the former Territorial Drill Hall is not in keeping with the character of the Conservation Area. The boundary treatments to the terraces 84–106 East Street are very varied in materials and design, with an incohesive appearance.



Lych gate to churchyard wall



Gates to Churchill Gardens



Varied boundary treatments on East Road

Character Analysis

Public Realm

5.2.11 The present townscape is dominated by the Victoria Avenue highway and its junction with East Street/West Street which fragment the area and reduce its townscape value. This junction is cluttered with utilitarian street furniture, including lights, metal fences, traffic lights and pedestrian crossings, pole mounted cameras and road markings. These all detract from the ability to appreciate the historic market square and village character of the buildings. However, foot/cycleway improvements carried out to the eastern side of Victoria Avenue, completed in recent years, have had a positive impact on the quality of the public realm here. Street furniture, such as bus shelters, around the rest of the Conservation Area, is generally also utilitarian in design. Surfacing of pavements is patchy tarmac in places, though there are some good quality granite kerb stones and resurfacing around the south-east corner of the junction and the foot/cycleway adjacent to Victoria Avenue has good quality grey brick sets and bound gravel pathways. Many lampposts within the Conservation Area are traditional in style, though there are some remaining on East Street in particular that are concrete and utilitarian in design. On St. Mary's Road to the north of the Church there is the base of an historic lamppost with a fluted detail.



Recent surfacing improvements on the foot/cycleway next to Victoria Avenue



Base of an historic lamppost on St. Mary's road, with modern lamppost base adjacent

Character Analysis

Map I: Townscape

- Conservation Area Boundary
- ▣ Important Green Space
- Important Trees
- ★ Landmark Building
- Views
- ↘ Vista
- Negative Feature*
- Positive Boundary
- A Busy traffic junction and clutter of traffic lights etc
- B Frontages with negative alterations
- C Very poor condition
- D Vacant and poor condition
- E Vacant plot
- F Vacant shop or whole building
- G Poor boundary
- H Fencing above wall distracts

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

This plan is not to scale

© Crown Copyright 2019. All Rights Reserved. Licence number 100019680



Character Analysis

5.3 Setting

5.3.1 The quality of Prittlewell's setting is mixed. To the north the topography of the area to the north with a slope down to Prittle Brook give views out of the area across the valley towards the green landscape of Priory Park. This gives links to the villages historic setting with the Priory. The 20th century housing between the Conservation Area and Priory Park are, however, of low quality. Both to the north and south the busy Victoria Avenue creates a poor setting for the historic buildings of the Conservation Area. The setting to the south is, however, complimented by the continuation of Churchill Gardens southwards out of the Conservation Area which does mitigate the impact of the road.

5.3.2 To the north and south of East Street are residential areas developed in the 20th century. Those on separate streets do not have much of a visual relationship with the Conservation Area, except for those directly north of the churchyard which are relatively neat two-storey houses which, together with the tree lined street, provides a pleasant setting for the church. Those 20th century residential buildings that directly front East Road are not of great architectural merit. They are often set back from the road with pleasant green spaces in front which provide additional soft landscaping within the setting of the Conservation Area. As well as the green setting of the railway station, the station building provides an historic link to the area and is another indicator of the growth of Southend in the late-19th and early-20th centuries, which was aided by the coming of the railways.

5.3.3 Parts of the setting of the Conservation Area to the west are relatively poor. The three-storey late-20th century block of flats over shops, opposite 3–23 West Street, is low quality and very tired, with a bland forecourt in front dominated by poor quality hardstanding, a plethora of bollards and advertising boards. Later blocks of flats further west are better quality but their three-storey height and larger massing is out of character with the smaller scale buildings of the Conservation Area. The petrol station at the western end of the Conservation Area is another urban future which erodes the village character of the area. Other residential streets of two-storey terraced housing are of reasonable quality and again demonstrate the growth of Southend northwards, which has resulted in Prittlewell becoming one part of the larger town.



Entrance to Priory Park to the north of the Conservation Area

Character Analysis



Twenty-first century block of flats on the north side of West Street



Poor quality 20th century buildings on the north side of West Street with bland forecourt



Twentieth century housing on the north side of East Street, with pleasant green space in front



Prittlevell Station

Section 6.0

Management Plan

6.1	Introduction	56
6.2	Conservation Vision	56
6.3	Issues, Opportunities and Recommendations	57
6.4	Guidance on Alteration and Repair	69



Management Plan

6.1 Introduction

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

6.2 Conservation Vision

- 6.2.1 The historic character and special interest of the Prittlewell Conservation Area will be conserved and enhanced, making it an appealing place for people to live and work, containing good quality small businesses, restaurants/cafés and housing.
- 6.2.2 The buildings will be in good condition, with inappropriate alterations reversed, and traditional materials and details used for features such as walls, windows, roofs and doors.
- 6.2.3 Vacancy will be eradicated, and gap and backland sites will be sensitively regenerated with development of scale, form, materials and details which reflect the characteristics of the Conservation Area. Redeveloped buildings within the setting of the Conservation Area will also be designed appropriately for its special interest, particularly in terms of scale, height, massing and use of materials.
- 6.2.4 The junction at the centre of the Conservation Area will be pedestrian friendly and street furniture will be reduced to a minimum and will be of high-quality design.
- 6.2.5 Churchill Gardens and the churchyard will be retained and maintained as attractive pockets of green space in an urban area. Where there are front gardens or forecourts, these will be attractively planted and/or landscaped.
- 6.2.6 St. Mary's Church will remain an historic landmark in Southend and the Conservation Area, with views of it retained and enhanced.

Management Plan

6.3 Issues, Opportunities and Recommendations

Condition

6.3.1 Some buildings in the Conservation Area are in poor condition. Often poor condition is linked to vacancy (see below for more details). Poor condition is sometimes purely decorative, and a refresh of paintwork would assist in improving the building's appearance and prevent further deterioration, for example to timber windows where paintwork provides a protective layer for the wood underneath. However, in some cases other issues are apparent. Vegetation growing out of gutters, for instance, demonstrates that gutters are blocked allowing plants to grow. This in turn means poor shedding of water away from the building and water ingress into the building. Regular maintenance would ensure that problems do not occur.

Recommendations

- 6.3.2 Keeping buildings in good condition will ensure the area is an attractive and desirable place to live and work.
- 6.3.3 Undertake regular maintenance and checks to prevent problems from occurring and protect original features. This will also ensure small problems do not become bigger, more costly issues to fix.
- 6.3.4 Follow guidance in section 6.4 to ensure repairs and alterations are carried out in an appropriate manner.



Issues with condition, such as poor decorative repair and problems with damp, indicated by vegetation growing out of blocked gutters.

Management Plan

Vacancy

- 6.3.5 There are several buildings within the Conservation Area, particularly around the busy main junction, which are vacant, either fully or the shop vacant with residential accommodation occupied above. Vacant buildings look unattractive and give an air of neglect to the Conservation Area. Vacancy can also lead to issues with condition as without regular inspections of the building small problems go unnoticed and can turn into larger issues. Vacant buildings can also be a target of vandalism.
- 6.3.6 Encouraging positive changes to gradually improve the area could lead to a reduction in vacancy as the area will become a more attractive place to live and work. There may be opportunities to pursue grant funding and regeneration schemes specifically targeted at high streets to assist with the improvement of the area.

Recommendations

- 6.3.7 Local communities could explore opportunities such as grants and high street schemes to bring about enhancements.
- 6.3.8 Encourage good design and the maintenance of buildings in good condition, as well as take enforcement measures against inappropriate change, in order to bring about positive change gradually which will enhance the area and bring in more businesses.
- 6.3.9 Enhance the area by making it more pedestrian friendly and with a more attractive street scene in order to bring in more businesses.



Building on a prominent corner site at the main junction with vacant shop on ground floor



Vacant house on Victoria Avenue

Management Plan

New Development

- 6.3.10 There are several gap sites in the Conservation Area which are vacant. Policy PA8.1.b in the SCAAP encourages the sensitive regeneration of gap and backland sites on Victoria Avenue. The loss of buildings in the 20th century has eroded the frontage character in places and these sites are usually are in poor condition, adding further to the air of neglect. Backland sites also have ad-hoc buildings in poor repair, particularly behind the buildings on the west side of Victoria Avenue, north of the junction. Again, these vacant plots could attract anti-social behaviour.
- 6.3.11 New buildings within the Conservation Area are mixed in quality. Though the new housing development on the south side of West Road is more varied in scale and massing, and good in terms of materials, other newer buildings in the Conservation Area are blander and more bulky in massing. Modern buildings adjacent to the Conservation Area and therefore in its setting are also often larger in scale and do not relate well to the character of the Conservation Area. Those on the north side of West Street have a particularly are particularly intrusive.
- 6.3.12 Redevelopment of gap or backland sites, or replacement of existing modern buildings in the setting of the Conservation Area, presents an opportunity to close gaps and revive frontage character, provide good quality buildings which relate well in terms of scale, form, materials and details.

- 6.3.13 Given the early origins of Prittlewell, all sites in the Conservation Area that are unaffected by deep building foundations or other excavation, such as gap sites, have archaeological potential. Redevelopment of sites provides opportunities for archaeological work to explore the history of Prittlewell.

Recommendations

- 6.3.14 New buildings within or in the setting of the Conservation Area should be appropriate in materials, scale, detail and massing to the street on which it is located and should preserve important views.
- 6.3.15 New buildings should reflect the character of the street on which they are located. A bespoke approach should be taken to development as an appropriate design for one street may not be on another. For example, on Victoria Avenue north of the junction a smaller, two or two and a half storey grain with a broken rhythm of buildings would be more appropriate in order to reflect the variety of buildings on the west side of the street and to preserve views of the church tower, whilst on West Street a replacement for the later 20th century three storey block adjacent to the Conservation Area may be more appropriately designed with 3 storeys and a regular rhythm reflecting the terraces of shops adjacent and opposite.

Management Plan

- 6.3.16 For many sites in the Conservation Area, the historic pattern of development was for buildings set directly on the street. It would therefore not necessarily be inappropriate to bring buildings closer to the road on redevelopment sites within or in the setting of the Conservation Area. However, some landscaping and/or improvements (sensitive to the Conservation Area) to the street surfacing should be included in new development to enhance the quality of the Conservation Area and the building's contribution to its special character.
- 6.3.17 The Council will not approve applications for new developments which detract from the special interest of the Conservation Area.
- 6.3.18 The Council will use enforcement powers where necessary to prevent or reverse inappropriate new development.
- 6.3.19 Heritage Impact Assessments should be undertaken for new development in the Conservation Area.
- 6.3.20 The development of sites should include programmes of archaeological desk-based assessment and below-ground investigation to contribute to the understanding of the history of Prittlewell. This is also an aim of Policy PA8.2 which recognises the archaeological potential of the Roots Hall area.

What is a Heritage Impact Assessment?

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

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

Management Plan



Poor quality buildings in the setting of the Conservation Area



Vacant gap site where new development will need to be treated sympathetically to the characteristics of the Conservation Area



New development in the Conservation Area, of reasonable quality but not contributing to the heritage significance of the area



Two vacant buildings on Victoria Avenue where issues with condition are visible, including poor decorative repair and cracking to plasterwork

Management Plan

Inappropriate Alterations

6.3.21 Throughout the Conservation Area change has taken place to historic buildings which has eroded its character and appearance. These changes reduce the coherency of appearance of rows of terraced houses/shops or can be detrimental to the condition of the building in the long-term. The replacement of these features with designs and materials which reflect the historic form of the building would enhance their appearance. Examples include:

- uPVC doors and windows, especially where they are of a different design to the original, such as timber sash windows being replaced by uPVC windows with top-hung casements. As well as being visually out-of proportion with the historic façades, uPVC limits the breathability of historic buildings. This is an important trait of historic buildings, where original materials are more permeable than modern materials, ensuring that moisture does not get trapped within walls, which would cause issues with damp;
- Oversized shop fronts and fascias in garish colours. Large plate glass shop front windows are also out-of-character with historic shops where windows were usually broken down into smaller areas divided by glazing bars;

- The conversion of shop fronts to residential and vice versa with the resulting designs being out of scale and proportion with the existing building;
- Changes to roofing materials, for example slate to artificial slate or concrete tiles;
- Porches added to houses;
- Painting or rendering of historic brickwork;
- Cement pointing replacing lime mortar. This is another modern material which lacks breathability and can lead to the erosion of surrounding stone or brickwork as moisture evaporates through the masonry rather than the pointing, resulting in erosion of the masonry; or
- The loss of boundary treatments, occasionally in this Conservation Area to be replaced with hardstanding for car parking, or replacements of boundary treatments of inappropriate materials, such as close-boarded fences.

Management Plan



Two shop fronts in this terrace have been converted into residences with windows of an inappropriate scale and proportions for the building. Brickwork has also been rendered and the larger shop is vacant



uPVC windows and replacement doors to most of the houses in this terrace. Those in sash form are more appropriate than top hung casements. Two houses have been rendered and have lost their decorative cornices. One has had a porch added.



Example of cement pointing to historic brickwork



Substantial alterations to this former shop have seriously eroded its historic character

Management Plan



Oversized, garish signage and large area of glazing to a shop front inserted into a terraced house



Oversized and garish shop fronts, plus painted brickwork and inappropriate replacement windows. The white painted building does have historic timber sash windows, though in poor decorative repair

Recommendations

- 6.3.22 Take opportunities to enhance properties when considering alterations, for example by restoring any missing historic features and improving poorly designed alterations of the past. St. Mary's Cottages is a good example of appropriate restoration of historic buildings within the Conservation Area.
- 6.3.23 Follow guidance in section 6.4 to ensure repairs and alterations are carried out in an appropriate manner.
- 6.3.24 The Council will not approve applications for alterations which detract from the special interest of the Conservation Area.
- 6.3.25 The Council will use enforcement powers where necessary to prevent or reverse inappropriate alterations.

Management Plan

Public Realm and Traffic

6.3.26 The junction of Victoria Avenue, East Street and West Street is one of the key roads leading into central Southend. It is therefore a very busy dual carriageway road, which is car dominated and detracts from the ambiance of the area. Additionally, this junction has many sets of traffic lights, barriers, cameras, road markings and other street furniture which is cluttered. Street furniture throughout the rest of the Conservation Area, such as bus shelters, benches and bins, are generally fairly plain and institutional in design. Surfacing of pavements throughout much of the Conservation Area is plain tarmac, often patchy in places, though there are some good granite kerbs stones and the bound-gravel surfaces of pathways on the foot/cycleway are good. Road markings also detract from the character of the Area. A billboard just outside the eastern extent of the Conservation Area has a detrimental visual impact on its setting. Improving these features and making the junction more pedestrian friendly would help the appearance and ambiance of the Conservation Area.

Recommendations

- 6.3.27 Enhance the junction to make it more pedestrian friendly.
- 6.3.28 Improvements to standards of street furniture should be made, with bespoke designs where possible.
- 6.3.29 Reduce street clutter and signage at the junction to the minimum needed for safety.
- 6.3.30 Improve surfacing of pavements.
- 6.3.31 Where necessary, road markings should be the minimum necessary for safety and yellow line road markings should be 50mm wide in primrose.



Abundance of traffic lights and institutional street furniture at the busy junction

Management Plan

Green Space

6.3.32 The green spaces of Churchill Gardens and the churchyard are good, with no particular issues. Where planting is included in front gardens it contributes to the appearance of the Conservation Area. However, most front yards or gardens lack any planting and including this would be of benefit to the street scene. There is also a lack of street trees in parts of the Conservation Area, such as West Street and the eastern parts of East Road. Including landscaping in new development should be encouraged.

Recommendations

6.3.33 Retain and maintain trees in the Conservation Area and the green spaces of Churchill Gardens, the foot/cycleway area adjacent to Victoria Avenue and the churchyard. New trees would be beneficial in areas which currently lack greenery.

6.3.34 Front gardens or forecourts without greenery or landscaping would benefit from their introduction.

6.3.35 Landscaping should be included in new development.

Views

6.3.36 St. Mary's Church tower is one of the key historic landmarks not only for the Conservation Area but for the town as a whole, and is recognised accordingly in the Southend Central Area Action Plan. Views of it should be maintained in order to preserve it as a landmark building and focal point. Some views of the tower are restricted by later development, for example the Kindercare shop to the north restricts views of the tower from Victoria Avenue looking south. Views of other landmark buildings, the Blue Boar and 255 Victoria Avenue, would benefit from improvement through upgrades to the traffic junction (see above for recommendations).

Recommendations

6.3.37 Views of the church tower should be retained and enhanced, both from within the Conservation Area and in views looking into it from the surrounding area.

6.3.38 New development within and in the setting of the Conservation Area should have regard to the church tower and not restrict views of it.

6.3.39 Views of the Blue Boar and 255 Victoria Avenue should be retained and enhanced.

Management Plan

Uses

6.3.40 The best use for an historic building is usually the one it was originally designed for. Some changes in use in the Conservation Area have led to inappropriate alterations, for example shop fronts of a poor scale and design have been inserted into residential buildings and vice versa. A car sales yard has been established at the former Golden Lion public house, which is an uncharacteristic use for the yard to the side of the building. It has previously resulted in the erection of temporary shelters, though enforcement action has resulted in their removal.

Recommendations

6.3.41 Changes of use should be appropriate to the building in which they are housed and should not result in inappropriate alterations to the building.

Management Plan

Boundary Proposals

6.3.42 Councils have a duty to review the boundaries of Conservation Areas every so often to ensure that the special interest is not devalued by the inclusion of areas which are not of special interest. The interest can change over time as negative alterations take place or as more understanding is gained of the importance of areas adjacent to the boundary that were not previously recognised as having special interest.

6.3.43 During surveys for the preparation of this Appraisal, the surrounding streets were reviewed. These included St. Mary's Road, Roots Hall Avenue, Colchester Road, Wallis Avenue, North Road and Station Approach. None were deemed of sufficient architectural merit to warrant inclusion and most were of a more residential character consistent with late-19th and early-20th century expansion of Southend, rather than reflecting the original extent of the older village of Prittlewell. The station, though of architectural and historic merit, was deemed to be too far removed from the historic core of the village to be included.

6.3.44 Within the Conservation Area, though there are some buildings which are of neutral value, such as the flats either side of The Blue Boar, these are integrated into the streetscape and removal of the buildings would make the boundary disjointed. Other buildings have had many inappropriate alterations but their retention in the boundary would encourage positive enhancement to improve the character and appearance of the Conservation Area.

6.3.45 Therefore, at this time no changes are proposed to the boundary of the Prittlewell Conservation Area.

Management Plan

6.4 Guidance on Alteration And Repair

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

Key Principles for Guiding Change

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

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

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

Management Plan

Windows

6.4.5 Traditional windows, especially timber sliding sashes on late-Victorian buildings and timber casements on Edwardian buildings, are vital for the character of the Conservation Area. Original windows can be given a new lease of life by overhauling them and installing draught proofing brushes in the sash rebates. Secondary glazing is also acceptable if it is unobtrusive.

6.4.6 If replacement or reinstatement is necessary, purpose-made windows to match the original materials and external appearance should normally be installed and advice sought from the Council's Planning Department before undertaking any works, should planning permission be required. For most buildings, double glazing within timber frames is acceptable if the external appearance is unaltered, and the metal frames and seals are not visible. This will need to be demonstrated in planning application drawings including existing and proposed large scale sections of key elements. Non-traditional materials, especially plastic, cannot match traditional timber windows and are normally not acceptable. Where original designs and materials have been lost the Council will seek replacements to match the original when change is proposed.

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

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

Management Plan

- 6.4.8 For good quality softwood, Historic England's recommendation of slow grown Scots Pine or Douglas Fir should be followed. This has greater durability than other softwoods. However, Chemically modified and stabilised softwood can also offer the same durability.
- 6.4.9 Where uPVC replacement windows already exist, the Council may consider replacement with uPVC provided that there is an enhancement to the character and appearance of the Conservation Area, for example an improved design which better reflects the original detailing.
- 6.4.10 For further guidance, see Historic England's guidance on the maintenance and repair of historic windows: Traditional Windows, Their Care, Repair and Upgrading, <https://historicengland.org.uk/images-books/publications/traditional-windows-care-repair-upgrading/>

Doors and Porches

- 6.4.11 Original front doors of Georgian, Victorian and Edwardian buildings are well proportioned and have good detailing. They tend to be larger than standardised modern doors, sometimes have a fanlight, and help to give the property distinction. Original front doors should normally be retained and repaired when necessary. If this proves impossible, the new door should be solid timber, painted not stained, similar in design and dimensions to the original and should not have an over-emphasis on glass. Original decorative surrounds to porches and doors should be retained.
- 6.4.12 Recessed porch areas give shadow and interest to the face of many buildings and should not normally be enclosed with doors, gates or new porches. New porches will only be acceptable where they complement the original design of the façade and use traditional materials. Where a house is being converted to flats, the original entrance door should be retained or restored. Entrance doors to individual flats should be contained within the building behind the original entrance.

Management Plan

Outside Walls and Decoration

- 6.4.13 Yellow stock brick and soft red brick are typical local materials and give attractive 'warm' tones and texture to façades. They are sometimes combined for decorative effect.
- 6.4.14 Facing brickwork, therefore, should not normally be rendered or painted. If it suffers from damp, dirt or deterioration, alternatives should first be considered, such as cleaning with an appropriate solvent and repointing. Cement-based render and non-porous masonry paints might increase problems of damp by trapping moisture within the brickwork. If brickwork has already been painted, it may be possible to clean it off and in such instances discussions should be had with the Council's Conservation Officer in the first instance before works are undertaken, to first be ensured that the proposed method will not damage the face of the bricks.
- 6.4.15 Repointing also needs care. It should match the colour and style of the original and not extend over the face of bricks or make joints appear wider. To achieve this it may need to be slightly recessed. The mortar mix needs to include lime and be the right strength for the bricks. Too strong a mix will force damp into the bricks and damage their surface.
- 6.4.16 Decorative features, like brick arches to openings, mouldings to window and door surrounds, string courses, friezes, cornices and stone or terracotta panels, which add interest to buildings should be retained.
- 6.4.17 Traditional feather-edged weatherboarding is an important local building material and should always be retained if original.

Roofs and Chimneys

- 6.4.18 In Prittlewell Welsh slate was widely used for late-19th and early 20th century buildings, though many have now been replaced with concrete tiles. Red clay tiles (usually plain) are typically used on the earlier buildings in the Conservation Area. Both are natural materials which weather well to produce attractive roof surfaces. They give unity to terraces or semi-detached buildings and help establish the character of the Area. Finials and decorative ridge tiles are also important features of some older buildings.
- 6.4.19 Re-roofing should put back the original materials and designs. For slate roofs, it may be possible to re-use some of the existing slates to help keep costs down. Spanish slate may be a cheaper acceptable alternative to Welsh slate.
- 6.4.20 Stacks and pots usually emphasise the roofline and, in most cases, should not be removed. Some stacks have moulded detailing which adds to the character of the property and should be retained. Chimneys are an important part of the character of the buildings and should not normally be removed.

Management Plan

Timber Framed Buildings

- 6.4.21 Prittlewell contains some of Southend's few timber framed buildings: Nos.255 and 269-275 Victoria Avenue. The timber frames of the buildings must be preserved and alteration, other than essential repairs, would not normally be acceptable. No.255 has been restored with the timber frame exposed and limewashed, and medieval style windows inserted. This has allowed the timber frame and its decorative detail to be showcased, as well as an impression given of how the original building would have appeared.
- 6.4.22 Nos.269-275 have been rendered and in the past Georgian sash windows have been inserted. This is not an inappropriate way to present the building, as these alterations have importance as reflecting important historic changes reflective of past fashions and technological advancements. Lime-based render should be used for any re-rendering work to ensure that moisture does not become trapped behind cement render, which could lead to serious damage to the timber frame. The sash windows should be retained and refurbished, while the 20th century shop front and door could be removed and replaced with a sensitive replacement informed by historic research.
- 6.4.23 Jetties are a distinctive feature of this form of building and should not be infilled on the ground floor.

Hardstandings and Boundaries

- 6.4.24 Front gardens should be maintained as planted areas wherever possible. Hardstandings in front gardens or forecourts harm the appearance of individual properties and the Area's character if badly designed. They will only be acceptable if there is adequate space in the garden or forecourt to allow a good design incorporating a suitable surface, landscaping and partial enclosure of the frontage with a traditional low brick boundary wall or low picket fence, and no reasonable alternative to parking is possible. It should not involve the loss of mature trees. Planning permission will be required for the installation of driveways.
- 6.4.25 The appearance of some properties has been eroded by the loss of traditional front boundaries, usually brick walls and stone copings. Their restoration would enhance Conservation Areas and is encouraged.

Shopfronts

- 6.4.26 Shop fronts are an integral part of traditional retail buildings and play an important role in creating a sense of place, particularly at the pedestrian scale. The nature and style of buildings may vary from one property to another and as a consequence each shop front may need to be designed individually.
- 6.4.27 Shop fronts are composed of a number of elements; all of which have important practical and visual functions. Details on historic shop front terminology and how each element should be treated are provided opposite and on the following page.

Management Plan

A – Fascias

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

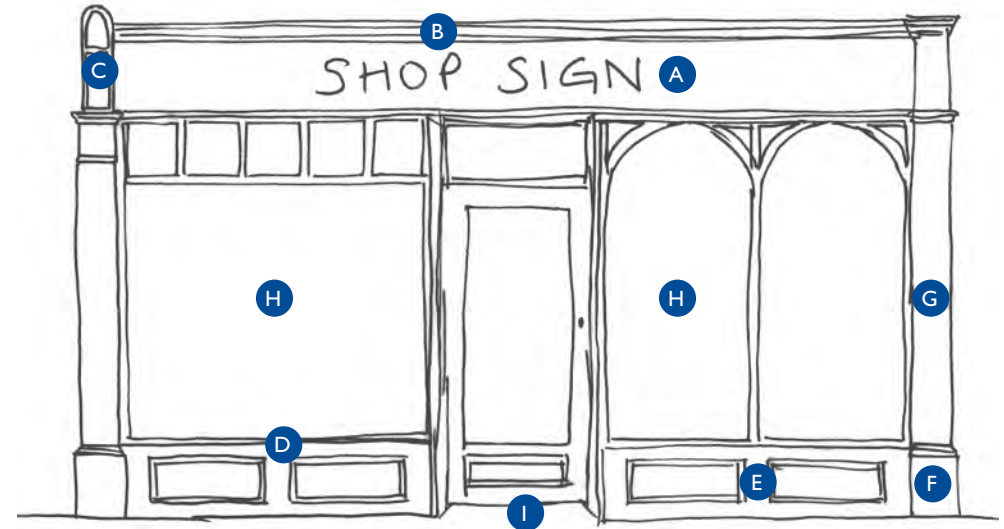
B – Cornice

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

C – Console/Corbel

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

Shop Front Terminology



D – Sill

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

E – Stall-Riser

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

Management Plan

F & G – Plinths and Pilasters

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

H – Windows

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

I – Recessed Doorways

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

Bibliography

AW Hardy and Co, 'Housing Development Case Study: St. Mary's Cottages & Shelford House, Southend', <http://www.awhardy.com/housing-development/st-marys-cottages-shelford-house/>, accessed 15.07.19

Burrows, John William, *Southend-on-Sea and District Historical Notes*, 1909

Historic England, *Conservation Principles, Policies and Guidance*, 2008

Historic England, *Conservation Area Appraisal, Designation Management: Historic England Advice Note 1 (second edition)*, February 2019

Historic England, *The Setting of Heritage Assets: Historic England Good Practice Advice in Planning Note 3 (second edition)*, December 2017

Mills, A.D., *Oxford Dictionary of British Place Names*, 2003

Ministry of Housing, Communities and Local Government, *National Planning Policy Framework*, 2021

Ministry of Housing, Communities and Local Government, *National Planning Practice Guide*, 2018

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

Planning (Listed Buildings and Conservation Areas) Act 1990

Pollitt, William, *A History of Prittlewell*, 1968

Save Britain's Heritage, 'Renewed hope for 59 and 61 East Street, Southend, Essex, as they are saved from demolition!', <https://www.savebritainsheritage.org/campaigns/recent/255/Renewed-hope-for-59-and-61-East-Street-Southend-Essex-as-they-are-saved-from-demolition>, accessed 15.07.19

Southend Borough Council, *Core Strategy*, December 2007

Southend Borough Council, *Development Management Document*, July 2015

Southend Borough Council, *Design and Townscape Guide (SPD 1)*, 2009

Southend Borough Council, *Planning Obligations: A Guide to S106 & Developer Contributions (SPD 2)*, 2015

Southend Borough Council, *Streetscape Manual (SPD 3)*, June 2015

Southend Borough Council, *Southend Central Area Action Plan*, February 2018

Southend Timeline, 'Churchill Gardens', <https://www.southendtimeline.com/churchillgardens.htm>, accessed 12.07.19

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

Appendices

A: List Descriptions

B: Building-by-Building Descriptions



Appendix A

List Descriptions

St Mary's Church, Victoria Avenue

Grade I

List Entry Number: 1322353

A large church built mainly of Kentish ragstone. The church goes back to Saxon times and it is mentioned in Domesday Book. In the north wall of the chancel there is the remains of a C7 Saxon arch with Roman brick voussoirs. The north wall of the nave and chancel is of the early C12. The fine west tower was built circa 1470 and has diagonal buttresses with three offsets, flint and stone chequered battlements and has diagonal buttresses with three offsets, flint and stone chequered battlements and corner turrets with crocketed spirelets. The south aisle and chapel were added at the end of the C15, after the tower was built. The nave and aisle have chequered flint and stone battlements. A C15 two-storey porch projects on the south side with an inside Tudor carved door. There is a C16 octagonal font with concave sides ornamented with roses and crossed spears. Church of St Mary forms a group with nos 255 and nos 269 to 275 (odd).

255 Victoria Avenue

Grade II

List Entry Number: 1112683

Shop with accommodation above. Built as service end and passage to a mid C15 hall house, altered C17 and C19. Rendered and whitewashed timber frame; plain tile roofs. PLAN: service end consists of two rooms with an additional shop at front (east), with arcaded extended passage abutting to south, with a first floor chamber. EXTERIOR: two-storey east front; two window range. Ground floor of north gabled range rebuilt late C17, and fitted with two C19 canted bay windows separated by a doorway. Two boarded 2/2 sash windows to first floor, that to left inserted between the service gable and the main gable. Gabled main roof, hipped to west. C18 stack on north roof slope, and similar stack on north roof slope of passage range. North return with exposed studs and inserted C20 blockwork at east end, and weather boarded remainder. South elevation of passage without openings. Main block projects to west: single-storey outshut to east, weather boarded ground floor with doorway, and two boarded first floor windows. West elevation with single-storey outshut and one boarded first floor window. INTERIOR: north service range divided into three rooms, but partitions removed. Principal studs with jowled tops and formerly with arched braces in three directions; secondary studs of heavy scantling. Inserted C19 brick stack with bread oven at west end. Passage with arched braces to south wall defining two formerly open arcade bays. One four centred doorway with

List Descriptions

hollow mouldings leads into main range. C18 four panelled door with HL hinges adjacent. Inserted staircase. South west outshut with C18 fireplace. First floor of main range with three bay crown post roof, the two freestanding posts of rebated cruciform section with arched braces in four directions. Cambered tie beams with hollow chamfers and arched braces to chamfered principal studs. Secondary rafters. Four centred doorway on south side with hollow mouldings now blocked by inserted stack. Roof of passageway chamber of C17 tie beams, principals and collars. Late C17 with inserted C20 timber posts.

269-275(odd) Victoria Avenue

Grade II

List Entry Number: 1168789

A C16 timber framed and plastered house built on a half H-shaped plan, with cross wings at the north and south ends. Two-storeys. The windows are partly double hung sashes with glazing bars and partly casements. The ground storey has C20 shop fronts to the cross wings and a six panel door to the centre block. A tall cart entrance passes through the north end of the centre block. Roof tiled. Church of St Mary forms a group with nos 255 and nos 269 to 275 (odd).

30 East Street

Grade II

List Entry Number: 1306912

A C18 red and blue brick house. Two-storeys and attics. Five window range, double hung sashes with glazing bars, in flush cased frames. A raised brick band runs between the storeys. A central six panel door has a Doric doorcase with fluted pilasters, triglyph frieze and a dentilled pediment. Roof tiled with stop end gables and a modillion eaves cornice on the front. A later addition of lower storey height extends at the west end and there are modern additions at the rear.

60 East Street

Grade II

List Entry Number: 1112712

A C18 timber-framed and weather boarded cottage. Two-storeys. Three window range, double-hung sashes with glazing bars. Central doorway. Floor tiled, double pitched (slate at the rear).

Appendix B

Building-by-Building Description

Descriptions of streets and buildings relate to the situation at the time of survey in July 2019. They are intended to guide decisions on conservation area boundaries, on future development control, and on the need for enhancement. They relate to the main street frontages unless specifically stated. They are not necessarily comprehensive and other features not mentioned may nevertheless have value for the character of the area.

The List Descriptions for those buildings indicated as being designated as a Listed Building are included in Appendix A.

Properties are assessed according to their value to the area's character, which is charted on the map on the following page (Map J). Values are:

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

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

Building-by-Building Description

Map J: Building Values

- Conservation Area Boundary
- Positive
- Positive*
- Neutral
- Negative

This plan is not to scale

© Crown Copyright 2019. All Rights Reserved. Licence number 100019680



Building-by-Building Description

East Street

The street was part of Prittlewell's medieval road alignment, its narrow width emphasised by buildings close to the edge of the highway reflects its rural origins whilst widening close to the junction with Victoria Avenue reflects the medieval market area and opens up views of buildings in Victoria Avenue. Its historic character has been eroded by demolition, gaps in the frontage, redevelopment with buildings set well back from the highway, poorly designed building alterations and street boundaries and hard surfaced forecourts without landscaping. The billboard just outside the eastern extent of the Conservation Area has a detrimental visual impact its setting. Street furniture is not sympathetic to the area's historic character. The church and its tower, other historic buildings, mature trees in the churchyard and trees and planting elsewhere on the frontage are positive features of the street scene.

Building-by-Building Description

Address	Value	Designation
9–11 East Street	No.9: Neutral No.11: Negative	N/A

Description

c.1900, original form was a pair of houses with stock brick, slate roof and stock brick chimney stacks to party wall and flanks, three window range, timber sliding sash windows, central entrance to each house, recessed porch. Roofs now concrete tiles. No.9: modern timber sliding sash windows, tile cills, however metal frame entrance door with metal gate to porch and satellite dish to front elevation are unsympathetic additions; No.11 altered by unsympathetic shopfront, fascia, retractable awning, replacement windows to the first floor, and painted brick. Rear elevations have facing stock brick; also additions, flues and fences unsympathetic but screened by vegetation. Flanks rendered. Prominent position, important for setting of church. No.11 needs substantial improvement. Potential for planting in churchyard to screen flanks



Building-by-Building Description

Address	Value	Designation
St Mary's School	Positive	N/A

Description

West section 1868, south wing added between 1897 and 1922, east section added between 1922 and 1938. Now in use as St. Mary's Prittlewell C of E Primary School. West section, comprises original school in a tall single-storey building and possibly teachers' accommodation in a two-storey house attached as a cross wing to west end with a gable flank facing the road. Originally all with clay tiled roof and ragstone facing. Altered with poor cement ribbon pointing, concrete tiles and variety of window styles. The school originally had a symmetrical frontage with central stepped gable above tripartite window and two stacks on front. Windows with stone dressings, some with trefoil heads.

Central section comprises two additions – extension to east end of school, and south wing with gable end on edge of highway. Squared ragstone with stone dressings to openings, plane tiled roofs. Some windows now uPVC.

West and centre sections in setting of Church and compatible.



Building-by-Building Description

Address	Value	Designation
St Mary's School cont'd	Neutral	N/A

Description

East section set well back from the highway, single-storey, flat roof behind parapet, yellow brick and concrete band above windows, six bays with projecting and curved entrance, originally metal windows, now white framed uPVC which are rather over dominant.

Large tarmac playground fronting building. Boundary to street similar to church boundary wall but with green metal fence above; east end chainlink and hedge behind – hedge also on east boundary. Boundary fencing somewhat unsightly; boundary wall visible historic link with Church.



Building-by-Building Description

Address	Value	Designation
59 and 61, 69 and 71 East Street	Positive	N/A

Description

c.1880, two pairs of small semi-detached houses separated by an vehicular access to the school which was previously the site of attached cottages. Stock brick with red brick bands, stone or precast lintels, sliding timber sash windows, simple four-panel entrance doors with fanlight over. Flank walls prominent and all rendered except for on No.69 – outline of cottage visible on No.61. Nos.59/61 have a low brick front boundary wall to the street without entrance gates, while Nos.69–71 have low rendered boundary wall to street which is a less sympathetic feature, although do retain low timber garden gates. Slate roofs and central stack. Cottages have been sympathetically restored, including sympathetic extensions to the rear of Nos.59 and 61, and are of high quality.



Building-by-Building Description

Address	Value	Designation
26 East Street 'Essex Lodge'	Neutral	N/A

Description

c.1850, original use not known. Now funeral directors. Site aligned diagonally from road, giving access in the 19th century to field at rear. Building flank is on street boundary. Much altered, two-storey, rendered, flat roof, metal framed leaded light windows. Garden to east side provides some good greenery on East Street, vehicular access to yard and garages at rear. Red brick boundary wall with scalloped coping contributes to the Conservation Area. Prominent in street scene.



Address	Value	Designation
28 East Street 'Oakleigh Cottage'	Positive	N/A

Description

1902, two-storey house on street boundary, symmetrical frontage, plane tiled roof with decorated ridge, gable ends with truncated stacks. Ground floor – red brick with arched openings, central entrance door, double timber sash windows either side. First floor – old pebble dash and red brick quoins, double timber sash windows either side. Stock brick flanks – prominent. Date stone inset in front of house.



Building-by-Building Description

Address	Value	Designation
28A East Street	Neutral	N/A

Description

Small modern red brick two-storey house set back from road with a garden and low brick boundary wall. The front garden is predominantly hardstanding. Green landscaping to soften the driveway's appearance would contribute to the character of the Conservation Area.



Address	Value	Designation
30 East Street	Positive	Grade II

Description

See list description for more details. An 18th century red and blue brick house, two-storeys with attic floor, with symmetrical five-bay frontage. Important historically and for townscape. Building set back from road behind low brick wall and tarmac parking area – unsightly. Would benefit from green soft landscaping to enhance the setting of the Listed Building and Conservation Area. The 20th century buildings to the rear are unsympathetic but are not prominent in townscape.



Building-by-Building Description

Address	Value	Designation
32 East Street	Positive	N/A

Description

Early 19th century (?) cottage on street boundary. Ground floor converted to shop front. Undergoing refurbishment (2019). New hipped slate roof, chimney stack appears to have been removed. Formerly weather boarded but all recently removed and rendered, painted white. New timber sliding sash windows and timber panelled front door. Flanks are prominent. Later extensions to rear in painted render or black weatherboarding.



Address	Value	Designation
Pair of houses to rear of No.32 East Street	Neutral	N/A

Description

Pair of semi-detached two storey cottages built in 2019. Stock brick with red brick lintels and string courses. Pitched slate roof. Timber doors with small leaded pane to upper half. Timber sash windows. Uses appropriate materials but relatively plain in appearance. Paved driveway in front would benefit from softening with planting.



Building-by-Building Description

Address	Value	Designation
Providence Baptist Church	Positive*	N/A

Description

c.1854, single-storey chapel with gable end on street boundary, stock brick now rendered with red brick heads to openings. Timber sliding sash windows, long flank walls prominent. Artificial slates to roof, though natural slate would have been preferable and more sympathetic to the character of the Conservation Area. Car park to side, tarmac surface, with low walls to street frontage – scope for improvement with planting and enhanced use of permeable surface materials suitable to the Conservation Area. Modern door to front not sympathetic to age/style of building. Porthole window on front elevation.



Address	Value	Designation
60 East Street	Positive	Grade II

Description

See list description for more details. Two-storey white painted weather boarded cottage with symmetrical three-bay frontage. 18th century. Important historically and for the townscape. Building set back behind garden and with stock brick side boundary walls, with picket fence and gate to front with hedge and other planting being dominant, which makes a very positive contribution to the character of the Conservation Area on East Street, which generally lacks planting, by softening the streetscape and the impact of the busy road.



Building-by-Building Description

Address	Value	Designation
62 East Street	Positive*	N/A

Description

1926 'Tickfield House', slate roof, two-storey stock brick with red brick bands, uPVC windows (top hung) are unsympathetic in materials and form have eroded character. Tarmac forecourt open to East Street, electric car charging point installed, which would benefit from enhancement with soft landscaping and the reinstatement of a boundary enclosure. Date stone inset within front wall. Canted corner where brick differs slightly at ground floor – possibly a former shop front infilled at ground level in previous years. The brickwork is not a particularly good match but does include red brick details in character with the rest of the building.



Building-by-Building Description

Address	Value	Designation
84–106 East Street	Positive*	N/A

Description

c.1880. Three groups of two-storey terraced houses close to street boundary. Originally, each terrace with mirrored frontage design, hip end slate roofs, stacks at each hip, stock brick with red brick band to eaves and to first floor window arches which have pale yellow brick keys. Originally timber sliding sash windows with central glazing bars, three-section sliding sash window to ground floor. Simple four panel timber door with fanlight. Pre-cast cornice with dentils and three brackets across frontage at first floor level. Unsympathetic alterations – concrete roof tiles (all), windows replaced with uPVC in a variety of opening types (Nos.90, 94, 96, 100 (inc. gd. fl. bow), No.102 (inc. gd. fl. bow), No.106), front doors all later replacements, some with uPVC and some in timber (the latter is preferable), porch with pitched roof added to the front of No.100, rendered front (No.84 (flank with return to front), Nos.90, 102), painted brick (Nos.92, 98 (to red brick arches)), cornice removed (Nos.90, 102, 106) and poor state of repair to Nos.94 and 84. Restoration needed. Varied front boundaries – uniform treatment would be beneficial.



Building-by-Building Description

Address	Value	Designation
108 East Street 'Railway Tavern'	Positive	N/A

Description

Between 1922–1938. Two-storey with return frontage to Tickfield Ave, canted corner, stock brick with glazed green tiles to ground floor, slate hipped roof, brick stacks at flanks and centre, first floor windows are metal casements with leaded lights including three oriels, ground floor timber windows with upper leaded lights. Traditional fascia.



Address	Value	Designation
110 East Street 'Ticket House'	Positive*	N/A

Description

c.1911, former Territorial Army Drill Hall, now Southend YMCA Community School. Return frontage to Tickfield Ave. Two-storey with single-storey modern rear additions. Slate roofs. Main building – red brick, gable to front with projecting eaves, plaster(?) motif on gable, red brick quoins, altered door to front unsympathetic, modern windows and signage to ground floor front (single storey element of building) also unsympathetic, elsewhere windows timber sliding sash with brick soldier course over. Signage unsympathetic. Modern railings/timber fence – unsympathetic. Tarmac forecourt needs improvement.



Building-by-Building Description

Victoria Avenue

There is a distinct difference in the character of the east and west sides of the road. That to the south-east is now open with substantial planted areas for Churchill Gardens. That to the west is predominantly built up with buildings of different periods, styles and alignments and with side accesses to buildings at the rear, mainly in commercial use to the north and residential use to the south, giving a lively historic appearance. The two sides are complementary. The slope down to the north gives views out of the area towards Prittlewell Priory and a well-treed landscape. Buildings set back from the road frontage north of the Conservation Area give potential for reinforcing tree planting and visually defining the edge of the former village. Views to the south are dominated by mature trees and other planting, which help define the edge of the former village. The width of roadway, heavy traffic volumes, highway furniture and signage are intrusive. Open sites, poor building condition and unsympathetic alterations harm the frontages on the west side; the flank wall to 9 East Street and buildings north of the church on the east side are unsympathetic to the setting of the Conservation Area. Relatively narrow pavements, low kerbs, lack of tree planting and heavy traffic north of East Street/West Street produces an environment which can be intimidating for pedestrians.

Building-by-Building Description

Address	Value	Designation
135–143 Victoria Avenue	Positive*	N/A

Description

c.1900, originally four terraced houses, converted to shops/offices. 139–143 have slate roofs, red tiled decorative ridge, yellow brick with stone(?) bands and surrounds to openings, brickwork now mainly painted, which is unsympathetic. Where original materials and details survive, these are positive. Timber sliding sash windows to first floor of Nos.149 and 143, metal(?) frames sashes to No.141 in correct form but unsympathetic material. Modern timber sash windows to ground floors of Nos.139 and 141. No.139 has inappropriate stone mouldings/cladding applied over brickwork to ground floor. No.143 painted brick and with a poorly designed modern shopfront. Some fascia brackets remain. Nos.135–137 has different design, now rendered and with inappropriate applied timbers, poor design to ground floor office. In need of restoration.



Building-by-Building Description

Address	Value	Designation
Land adjacent to 147 Victoria Avenue	Negative	N/A

Description

Unused open site, overgrown with vegetation and used as a dumping area. In need of landscaping or sympathetic development.



Building-by-Building Description

Address	Value	Designation
147–155 Victoria Avenue	Positive*	N/A

Description

c.1897 'Victoria Terrace'. Terrace of small houses, originally red brick, terracotta course at 1st floor level and rendered bands at lintel level, slate roof and stacks at alternate party walls, originally sliding sash windows (top sash with six panes) with mullions to paired windows, originally simple four-panel timber doors and fanlights. Some inappropriate alterations – No.47 rough render (painted), modern uPVC doors to all properties, uPVC top hung windows to all except No.155, concrete tiles to all except Nos.151 and 155; No.155 is the best preserved, including timber sash windows that have smaller panes on the upper sash.



Building-by-Building Description

Address

Blue Boar

Value

Positive – though would benefit from the replacement of uPVC windows to attic floor

Designation

Locally Listed Building

Description

c.1899, Arts & Crafts design – red brick, with glazed tiles to ground floor, plane tiled roof with decorative ridge and corner turret. Ground and first floors – timber casement windows with arched heads and small panes to upper lights. Attic floor – windows replaced with unsympathetic uPVC, though would benefit from replacement of unsympathetic uPVC windows. Its corner position makes it an important townscape feature.



Building-by-Building Description

Address	Value	Designation
Stable Mews & Reynolds House	Neutral	N/A

Description

Modern three-storey flats (third floor expressed in attic floor/dormers). Red brick with stock brick bands. Tile roof. Mock timber framing to some elements. Set back behind low brick wall with railings between piers.



Building-by-Building Description

Address	Value	Designation
255 Victoria Avenue	Positive Modern extension neutral	Grade II

Description

See list description for more details. Mid-15th century hall house. Timber framed. Repaired and restored c.2004, now occupied by estate agent. Crucial to Prittlewell's townscape and character. Attached to south side is two-storey mock-timber framed building, with weather boarded sections and gables. Generally sympathetic but vacant shop to extension at the time of survey (2019). The cluttered street furniture on the junction adjacent provides a poor setting for this important listed building.



Address	Value	Designation
257–261 Victoria Avenue	Positive*	N/A

Description

Early to mid-19th century. Originally three cottages (historic photographs show rendered walls), slate roof with hip to south end. Now converted to single office to ground floor and flat over with substantial alterations. Weatherboarding to ground and first floor and casement windows in enlarged openings to first floor are inappropriate. Windows would benefit from replacement with timber sashes. Ground floor has simple shop windows, which are not inappropriate but the brown staining to the timber is not particularly in-keeping and would benefit from painting. Occupied by estate agents.



Building-by-Building Description

Address	Value	Designation
263–267 Victoria Avenue 'Spread Eagle'	Positive	Locally Listed Building

Description

c.1910 (?), replaced previous PH. Substantial three-storey PH, symmetrical frontage with dominant triple dormer. Generally Arts & Crafts style but with Art Deco motifs to ground floor. Steep plain tiled roof, stacks to flanks, finials to hipped dormers, red brick frontage with creasing tiles to brick pilasters, faience to ground floor. Timber casements and fanlights. Side access to rear garden. Busy road is a poor setting for the building.



Address	Value	Designation
269–275 Victoria Avenue	Positive*	Grade II

Description

See list description (Appendix A) for more details. A 16th century timber framed two-storey building. Originally a single hall house with medieval shop. Now subdivided into two residential units and office. Central vehicular access to rear buildings through original hall. Peg tiled roof patched with plane cement tiles. Stacks truncated. Unsympathetic treatment of elevations and soffit to vehicular access. Important in townscape opposite church. No.275 retail unit currently vacant. In need of general repairs and restoration. Busy road is a poor setting for the building.



Building-by-Building Description

Address	Value	Designation
Rear of 275 Victoria Avenue	Negative	N/A

Description

Early 20th century buildings substantially altered and unsympathetic to neighbouring buildings. This backland site has the potential for sensitive regeneration which respects the setting of the Listed Building.



Address	Value	Designation
277–279 Victoria Avenue	Positive*	N/A

Description

c.1902, originally a house, now with vacant shop to part of ground floor, which has involved an unsympathetic alteration of the façade with the removal of the former bay window which would benefit from reinstatement. Slate roof with decorated red ridge tiles. Stock brick with red brick bands. South flank black paint. Ground floor rendered, door (modern), bay window to ground floor. Timber sliding sash windows (possibly original) to first floor, fixed casements to ground floor windows. Part of the brickwork above the shop entrance in is poor condition. Bus shelter adjacent provides a poor setting for the building.



Building-by-Building Description

Address	Value	Designation
Rear of 279 Victoria Avenue	Unknown	N/A

Description

The 2003 survey noted: several mid- to late 19th century two-storey buildings, originally houses, stock brick, slate roofs, sliding sash windows, converted to industrial use, altered and in poor condition. In need of restoration. Site not visible in 2019 survey due to fencing enclosing the site.

Address	Value	Designation
Workshop to rear of 279 Victoria Avenue	Unknown	N/A

Description

The 2003 survey noted: single-storey workshop c.1910, slate roof, rendered. Visible from Golden Lion car park. Site not visible in 2019 survey due to fencing enclosing the site.

Building-by-Building Description

Address	Value	Designation
287 Victoria Avenue 'Golden Lion'	Positive, though car park use to the side is negative	Locally Listed Building

Description

c.1910 (?), three-storey, symmetrical frontage. Typical Edwardian design. Plane tiled roof, truncated stacks, red brick, painted stone surrounds to openings, central two-storey bay with balcony and parapet. Timber sash windows to upper floors, casement windows and fanlights to lower floors. Closes view from St. Mary's Road. Rear area formerly a pub garden, plus residential unit. Car park to side – formed on a demolition site and creates an unsympathetic frontage gap.



Address	Value	Designation
Rear of 287 Victoria Avenue	Positive*	N/A

Description

c.1880. Derelict two-storey former house at rear, access to Roots Hall Avenue, formerly used as workshop/storage(?). Stock brick, slate roof in need of substantial restoration.

Building-by-Building Description

Address	Value	Designation
297 Victoria Avenue	Positive*	N/A

Description

Stables to rear c.1890 – two-storey, much altered, vacant and inaccessible but with potential for contributing to area’s character – in need of restoration.



Address	Value	Designation
299 Victoria Avenue	Positive*	N/A

Description

c.1900, two-storey double fronted house, originally attached to house to north which is now demolished. Property is boarded up and has suffered vandalism. Clay pantile roof, yellow brick, windows not visible due to boarding, recessed entrance. Unsympathetic treatment of front ‘garden’ area and north flank wall. In need of enhancement through a viable new use that restores timber windows and door, reinstates boundary wall and front garden and brings the building back into good condition.



Building-by-Building Description

Address	Value	Designation
St Mary's Church and Churchyard	Positive	Grade 1

Description

See list description (Appendix A) for more details. Church built of Kentish ragstone. Both Church and churchyard are crucial for the area's character and townscape dominating views from Victoria Avenue, East Street., Churchill Gardens and elsewhere. Churchyard has substantial open space with grass, gravestones, war memorial to west of tower, mature trees and other planting, Churchyard is important as the setting for the church and in townscape. Vegetation is also important for screening unsympathetic rear elevations of neighbouring buildings. A 20th century lych gate and uniform design of boundary wall which extends along frontage to former school (yellow and red brick with knapped flint, recessed rendered panels).



Building-by-Building Description

West Street

Part of Prittlewell's medieval road alignments, its narrow width reflects its rural origins. Buildings are generally close to the edge of the highway and give a sense of enclosure. The street is predominantly commercial close to Victoria Avenue. 1960s offices/shops, a derelict site and the petrol filling station/supermarket adjacent to the Conservation Area fragment the street frontage which has no dominant architectural or townscape character. Standard metal bollards, concrete lighting columns, telegraph poles and the street furniture east of No.2 are unsympathetic. Some shop fronts have been inappropriately replaced either with poorly designed shop fronts or with windows inserted for residential use. There is a lack of greenery on this street.

Building-by-Building Description

Address	Value	Designation
3–23 West Street	Positive*	N/A

Description

c.1901. A terrace of purpose-built shops and flats over. Originally with slate roofs, stacks to alternate party walls, gables to the front with small casement window, stock brick with red brick detailing and window arches, sliding sash windows to 1st floor and shopfronts with recessed canted entrances, panelled doors and fascias between fascia scrolls. Nos.21 and 23 have slightly different design with triple sash windows to first floor. Some shopfronts are altered and unsympathetic to the original design. Those that retain corbels, modestly sized fascias, timber framed shop windows with stall risers and doors to the side, are positive, though many would benefit from improvement of condition. Other inappropriate alterations: No.3 – painted brick and casement/louvre windows; No.5 – painted brick (though retains original sash windows); Nos.7 and 9 – uPVC windows to first floor; No.13 – painted brick and uPVC windows; No.15 – rendered to first floor and uPVC windows; No.21 – window in dormer replaced; No.23 – uPVC windows (out of proportion on west flank) and unsympathetic conversion of ground floor to residential use, with the loss of the shop front and the infilling of the shop window. Restoration of original features needed. The buildings all require general maintenance and refurbishment and continuity of shop frontages as they detract from the street scene.



Building-by-Building Description

Address	Value	Designation
37–41 West Street	Positive – though would benefit from replacement of uPVC windows with timber	Locally listed building

Description

Late 18th century. Three cottages, double range with plane tiled roofs. Brick built and rendered with corner quoins, ground floor bay, entrances on front on Nos.39 and 41 with canopies supported on iron columns, No.37 has side entrance. No.37 has uPVC windows, sash style but not slimline to bay. No.39 has uPVC top hung casement windows. No.41 has timber sash windows to first floor, with replacement timber windows to bay. Mix of sliding sash windows – three with central glazing bar, another in Georgian style, the remainder are uPVC. Originally curved glazing to side of bays and small panes (now altered). Mid-20th century boundary wall to street.



Building-by-Building Description

Address	Value	Designation
61–67, 1–5 Willow Mews	Neutral	N/A

Description

Red brick two and three-storey houses and flats. Red brick or render with red brick above windows. uPVC casement windows throughout. Part glazed external door with gable porch over.



Address	Value	Designation
Shelford (formerly St. Mary's Cottages)	Positive	N/A

Description

c.1880. Three single-storey cottages, red brick, plane tiled roof with prominent stacks, open porches to entrances with gabled roofs.

Timber casement windows with fanlights.



Building-by-Building Description

Address	Value	Designation
2–8 West Street	Positive*	N/A

Description

c.1895. Shops with flats over, rendered, tiled roofs, uPVC sliding sash windows though in sash form, modern shopfronts generally sympathetic.



Building-by-Building Description

Address	Value	Designation
24–34 West Street	Positive* (No.30: Positive No.34: Negative)	N/A

Description

c.1900. Two-storey terrace of shops and flats over. Originally with slate roof, red brick, precast lintels and sliding sash windows to first floor. Much altered: No.24 ground floor converted to flat – windows and door poorly designed – concrete tiled roof; Nos.26–28 concrete tiled roof, rendered, altered windows (No.26 uPVC, No.28 modern timber sashes), continuous fascia across shopfront; No.30 modern timber shopfront sympathetically designed, fascia between brackets; No.32 rendered, concrete tiles, metal windows, shop front bricked in and domestic door and window added, four meter boxes and two satellite dishes; No.34 open ground floor car sales, first floor supported on section of flank wall. uPVC windows in widened openings, painted brick to first floor, modern door and adjacent window, advertisement on flank wall. Most shops are closed and street scene is undesirable (though No.30 has been sympathetically renovated). No.32 has several broken gas meter cupboards across front façade and is generally in a poor state of repair. No.26–28 also in poor state of repair.



Working to make
lives better

