

Shorefields Conservation Area Appraisal

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Southend-on-Sea: Shorefields Conservation Area Appraisal

Contents

1.0 Introduction	3	5.0 Character Analysis	35
<i>Map A: Boundary</i>	4	5.1 Architecture	36
1.1 What is a Conservation Area?	5	<i>Map J: Building Uses</i>	48
1.2 Aims of the Conservation Area Appraisal	6	5.2 Townscape	49
1.3 Background and Methodology	6	<i>Map K: Townscape</i>	54
1.4 Overview and Location	7	5.3 Setting	55
<hr/>		<hr/>	
2.0 Summary of Special Interest	8	6.0 Management Plan	57
<hr/>		6.1 Introduction	58
3.0 Planning Framework	10	6.2 Conservation Vision	58
3.1 The National Planning Policy Framework	11	6.3 Issues, Opportunities and Recommendations	59
3.2 Local Planning Policies and Guidance	12	<i>Map L: Boundary Amendments</i>	73
3.3 Designations	14	6.4 Guidance on Alteration and Repair	74
<i>Map B: Designations</i>	14	<hr/>	
<hr/>		Bibliography	79
4.0 History and Archaeology	17	<hr/>	
4.1 Archaeological Interest and Early History	18	Appendices	80
4.2 History of Shorefields	19	A: Building-by-Building Descriptions	81
<i>Map C: Chapman and André's 1777 Map</i>	19	<i>Map M: Building Values</i>	82
<i>Map D: Tithe Map, 1841</i>	20		
<i>Map E: 1874 OS Map</i>	21		
<i>Map F: 1897 OS Map</i>	26		
<i>Map G: 1922 OS Map</i>	30		
<i>Map H: 1939 OS Map</i>	32		
<i>Map I: Building Ages</i>	34		

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 Overview and Location	7



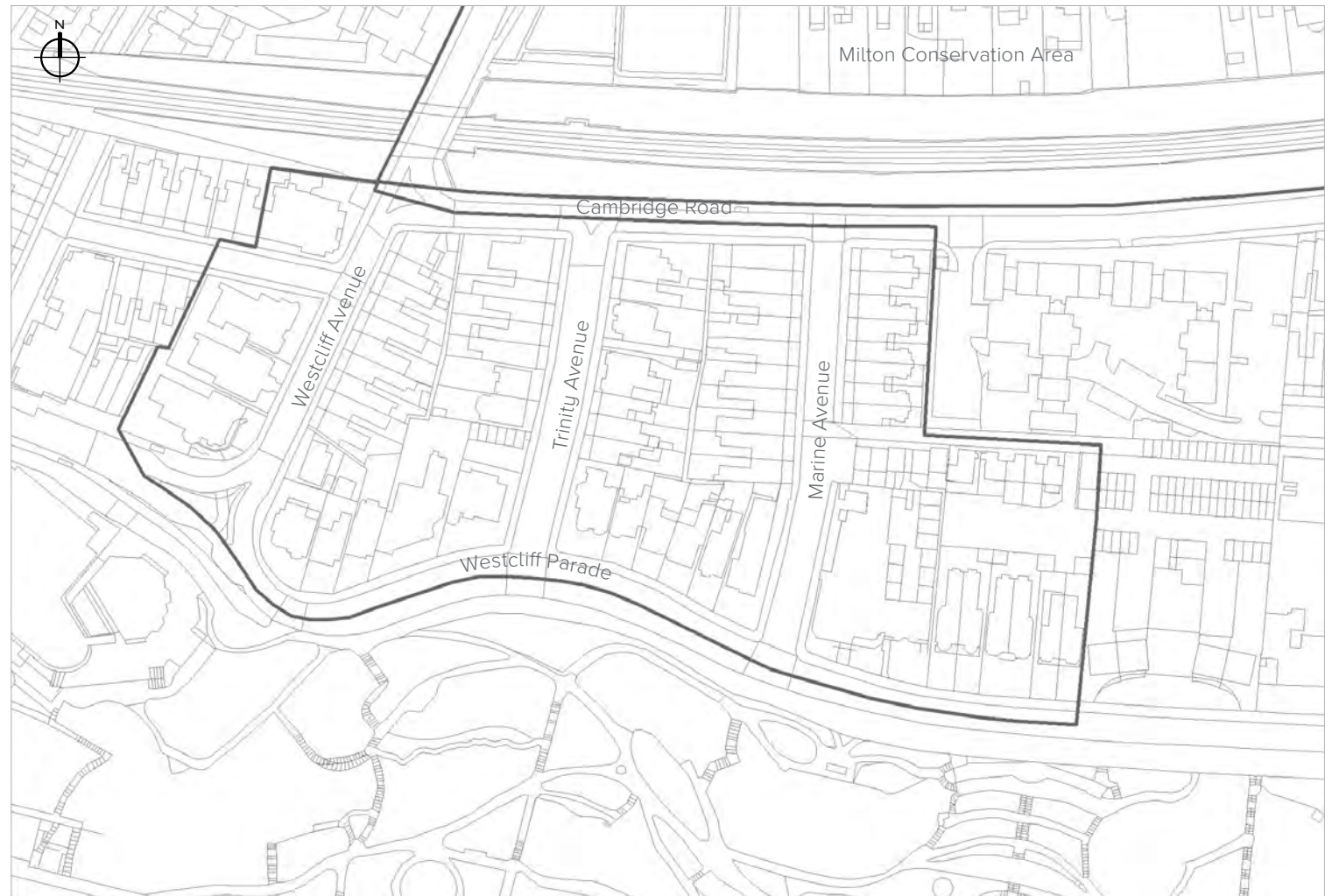
Introduction

Map A: Boundary

- Conservation Area Boundary

This plan is not to scale

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Introduction

1.1 What is a Conservation Area?

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

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

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

Document (July 2015) that seek to conserve the character of its Conservation Areas. The emerging Local Plan, which will review the Core Strategy and Development Management Document, will set out a policy approach to managing the historic environment. Document (July 2015) that seek to preserve 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 over time they will 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 boundaries;
- Assists with 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 Shorefields updates the former document from 2003. It has been written 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 July and August 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 All photographs within this report were taken in 2019 unless otherwise stated.

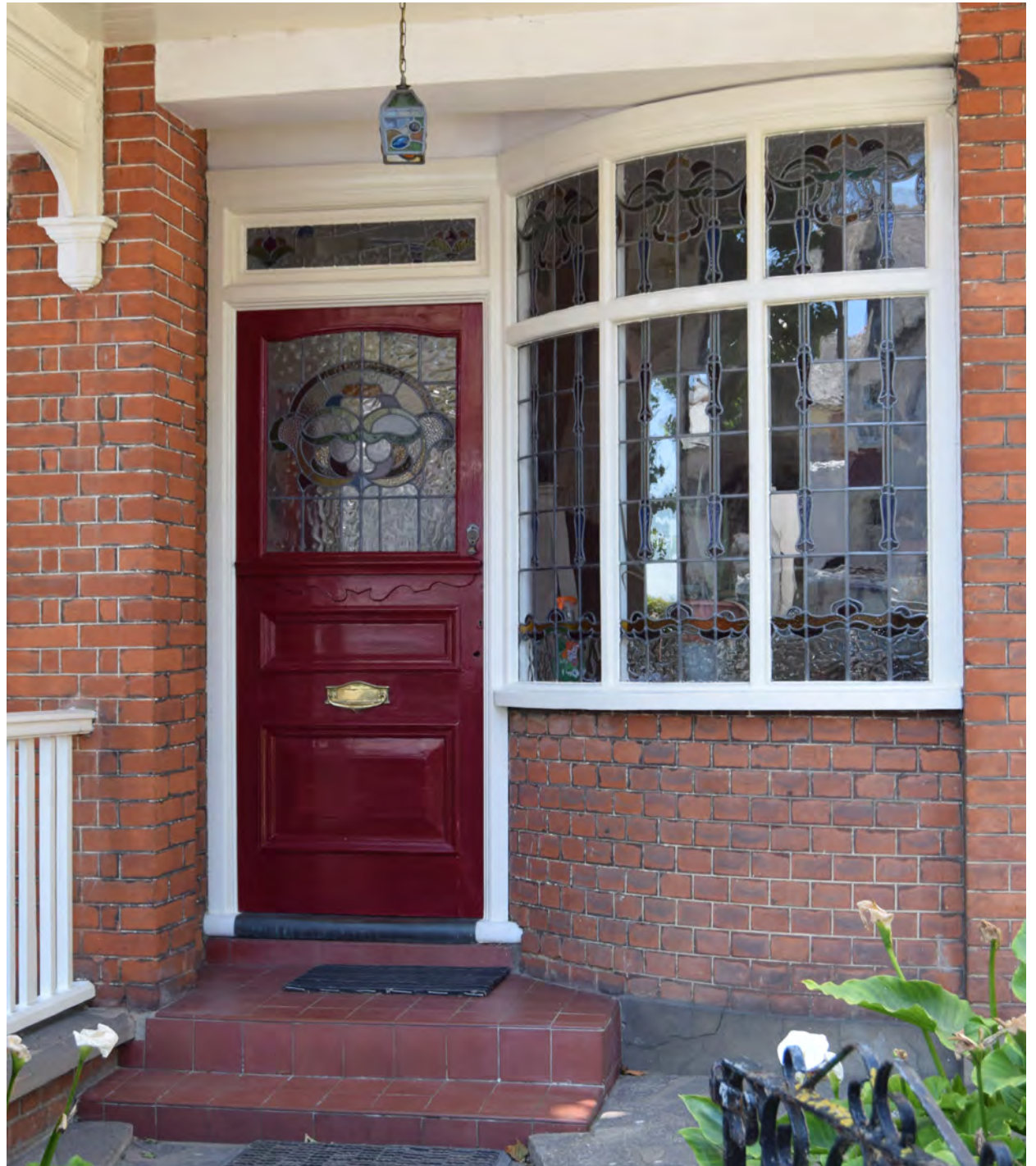
Introduction

1.4 Overview and Location

- 1.4.1 The Shorefields Conservation Area was designated in 1981. The boundary of the Area is shown on Map A. It includes buildings on Westcliff Parade, Trinity Avenue, Marine Avenue and Westcliff Avenue, north of Cliff Gardens and the Cliffs Pavilion. As part of the Appraisal process the boundary of the Conservation Area has been reviewed and a minor amendment made to include a garage on the plot of Westerley on Westcliff Avenue. Maps in this Appraisal show the new boundary. See paragraph 6.3.53 and Map L for details of the changes that were made.
- 1.4.2 The area developed in the late-19th century during the rapid expansion of Southend as a seaside resort. There were rows of houses, as well as several hotels and guest houses, in particular the large Westcliff Hotel. Larger buildings on Westcliff Parade, overlooking the Cliff Gardens and waterfront, have large balconies to take advantage of the views. Houses on the streets behind are still good quality although generally more modest.
- 1.4.3 The area has retained its predominately residential and hotel uses over time. There has been some erosion of original details and materials, including painting of original brickwork and replacement of timber windows with uPVC. Other threats include the subdivision of houses into flats and the loss of boundary walls to create off-street parking. However, it still retains its character as an attractive residential area with seafront setting.

Section 2.0

Summary of Special Interest



Summary of Special Interest

- 2.1 Shorefields is associated with the start of Southend's rapid growth as a seaside resort and residential centre between 1870 and 1900. During these decades, the national rise of holidays, day trip excursions and the easy access from London by rail, and later by boat, made it increasingly popular as a resort and a residential centre. The Shorefields estate was sold for piecemeal development as the resort expanded westwards to become the first part of a new resort with its own identity, Westcliff-on-Sea.
- 2.2 The Conservation Area contains the resort's oldest surviving hotel, the Westcliff Hotel, built in 1890 as a temperance hotel and still in hotel use. Demand for accommodation also encouraged residents to open their homes to visitors. Some of the housing development in Shorefields was designed for this dual purpose. The west side of Trinity Avenue is a notable example and still retains Guest House uses.
- 2.3 Shorefields contains a variety of late Victorian architecture and materials. This results from the estates' subdivision into small development plots for speculative building and occupation by owners, and from the changing architectural fashions towards the end of the 19th century. This can be summarised as changing from yellow stock brick to red brick or render, from slate to red clay plane tiles and decorative ridges for roofing, instead of timber sliding sash windows; from slate roods to plain red clay tiles with decorative ridges; to side hung casements and fanlights, from roof eaves to gable frontages. Trinity Avenue is a good example of the changing styles, the terrace on the west side being a notable example of the later architecture and having attractive detailing with terracotta panels on the front elevation.
- 2.4 There are two notable exceptions to the typical Victorian and Edwardian styles. The Westcliff Hotel is in a Classical style which references the Georgian architecture in the earlier parts of Southend. Allcoat House, on the corner of Trinity Avenue, is Italianate, a style which was fashionable throughout the 19th century but rarely used in Southend.
- 2.5 Other architectural features contributing to the Conservation Area's interest include the various balcony designs exploiting sea views, the variety of porch and doorway designs, and various decorative detailing to individual frontages.
- 2.6 The Conservation Area has a fine setting overlooking the Cliffs and Estuary. Whilst making an attractive amenity for residents, it also provides a suitable context for Shorefields' Victorian architecture and a continuing reminder of its association with the resort's history. Although outside the Conservation Area, the Cliffs include features, such as shelters, lighting and planting that complement Shorefields' character and setting.

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 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 **The Core Strategy (2007), Development Management Document (2015) and Southend Central Area Action Plan (2018 - SCAAP)** are the principal documents that guide SBC in determining local planning and listed building consents. 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 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

3.2.6 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 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.

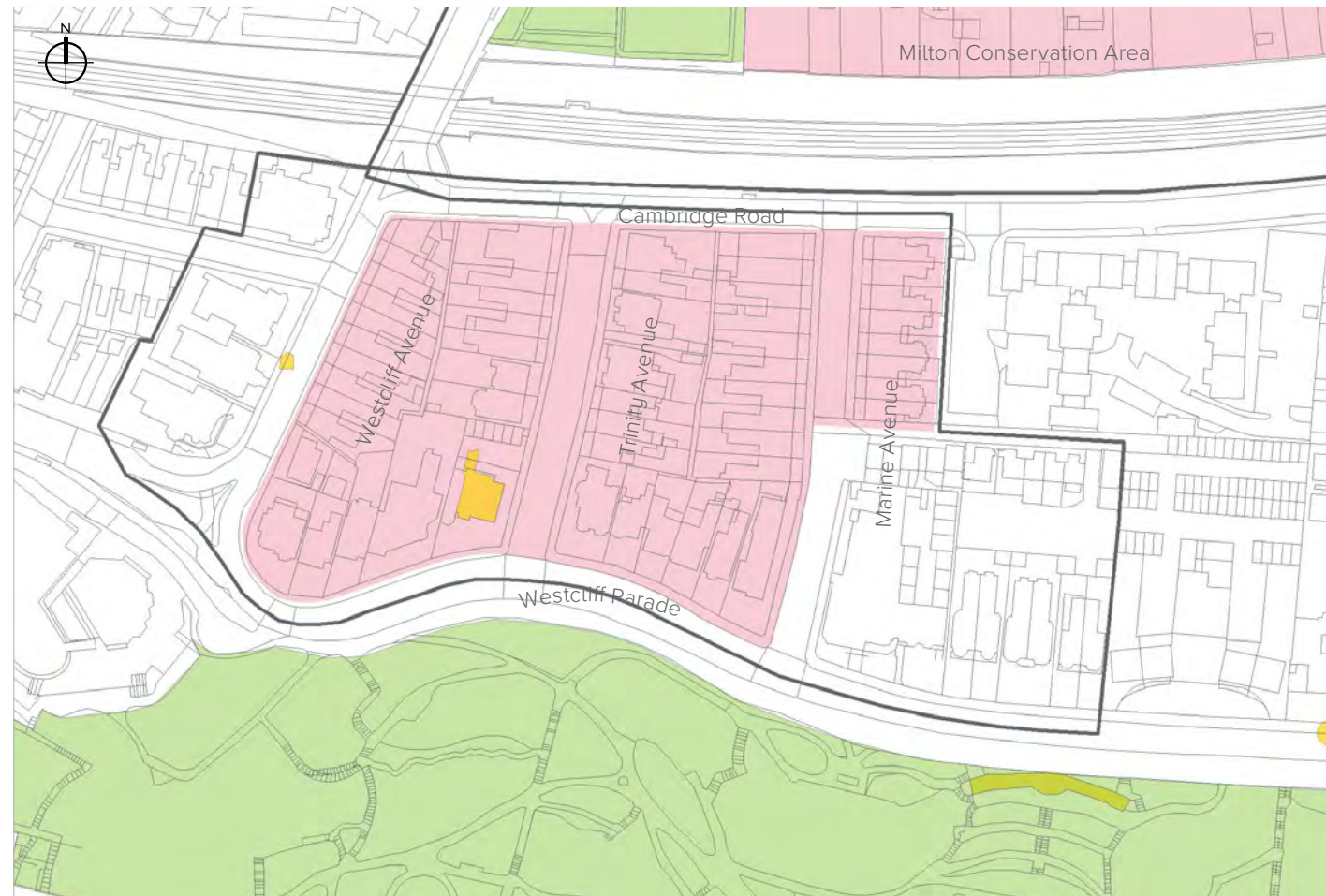
3.2.7 All of these documents can be found on SBC's website, www.southend.gov.uk/planning, and will be reviewed as part of the production of the Southend New Local Plan.

Planning Framework

3.3 Designations

3.3.1 As a Conservation Area, Shorefields 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. It is adjacent to the Milton Conservation Area to the north, 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.



Map B: Designations

- Conservation Area Boundary
- Article 4 Direction
- Locally Listed
- Public Open Space

This plan is not to scale

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Planning Framework

Listed Buildings

3.3.3 Buildings of special architectural or historic interest are designated as Listed Buildings by the government under the Planning (Listed Buildings and Conservation Areas) Act 1990 for their special architectural or historic interest. There are no listed buildings within the Shorefields Conservation Area or within its setting.

Locally Listed Buildings

3.3.4 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 conserve them.

3.3.5 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.

3.3.6 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.

3.3.7 There are two Locally Listed Buildings within the Conservation Area and one within its setting. These are:

Address

Allcoat House, 27 Westcliff Parade

Post box adjacent Winton Hall, Westcliff Avenue

Sun Shelter, Westcliff Parade (outside the Conservation Area boundary)

Planning Framework

Article 4 Directions

3.3.8 An Article 4 Direction removes the right of householders to undertake some minor forms of development, such as alterations to windows or the installation of hardstandings, which would normally be classed as permitted development under the planning legislation and therefore would not require planning permission. The Article 4 Direction is needed to ensure that minor alterations to the appearance of the houses are not made in a way which would be out of character and harmful to the Conservation Area.

3.3.9 The Direction covers the following properties within Shorefields Conservation Area:

Address

2a, 2b, 2-20 (even) Westcliff Avenue

21-32 (consecutive) Westcliff Parade

1a, 1b, 1-11 (odd), 2-14 Trinity Avenue

154 Cambridge Road

3-21 (odd), 4-18 (even) Marine Avenue

3.3.10 Planning permission from the Council is for the following types of development:

3.3.11 Alterations to Dwelling houses:

- The alteration of any window which fronts a highway.
- The rendering of brickwork which fronts a highway (other forms of cladding already need planning permission).
- Re-roofing with different materials.

3.3.12 Alterations to All Buildings:

- Painting over facing brickwork of any part of a building which fronts a highway.

3.3.13 No fee is needed for a planning application required by the Direction.

Other Designations

3.3.14 Cliff Gardens is designated as a public open space. This is shown in green in the Designations Map.

Section 4.0

History and Archaeology

4.1	Archaeological Interest and Early History	18
4.2	History of Shorefields	19
	Map C: Chapman and Andre's 1777 Map	19
	Map D: Tithe Map 1841	20
	Map E: 1874 OS Map	21
	Map F: 1897 OS Map	26
	Map G: 1922 OS Map	30
	Map H: 1939 OS Map	32
	Map I: Building Ages	34



History and Archaeology

4.1 Archaeological Interest and Early History

- 4.1.1 Evidence of prehistoric settlement has been found across the borough of Southend, including Bronze and Iron Age axes, tools and domestic enclosures, particularly at Fossett's Farm to the north of the town and at Shoebury. Roman finds have also been discovered across the area. Saxon settlement was established at Prittlewell by the 6th century. Milton, the settlement closest to Shorefields, was also established by this time.⁰¹
- 4.1.2 Shorefields may have therefore seen some passing human activity. The Sites and Monuments Record records a polished Neolithic (c.4500-3500 BC) axehead found in 1923 on the cliffs opposite the Westcliff Hotel (SMR 391). Other than this, the only other record is for anti-tank pimples (concrete cone shaped bollards) on the cliffs at Westcliff Parade during WWI but these have since been destroyed (SMR 130).

⁰¹ Yearsley, 2001, p.7

History and Archaeology

4.2 History of Shorefields

4.2.1 The ages of buildings within the Conservation Area are shown on Map I.

4.2.2 Milton, which derives its name from its situation as the 'middle town' between the former villages of Leigh and Southchurch, is mentioned in the Domesday Book of 1086 as a small hamlet with 24 families covering approximately 240 acres and was described as a farming area. In the Middle Ages it was also a port and shipbuilding centre.⁰² However, this activity had ceased by the 19th century due to coastal erosion.

4.2.3 Milton Hall was the manor house for Milton Manor and was located in the northern part of the settlement. Further south was a windmill, and houses or farms situated on what are now Milton Road, Station Road and Hamlet Court Road. These buildings and roads can be seen on Chapman and André's 1777 map of Essex (Map C). The area that is now the Shorefields Conservation Area is south-west of the windmill, shown as open land sloping downwards to the shore. Two buildings surrounded by an enclosure lie partly, or possibly completely, within the Conservation Area boundary.



Map C: Chapman and André's 1777 Map of Essex showing approximate location of the Conservation Area

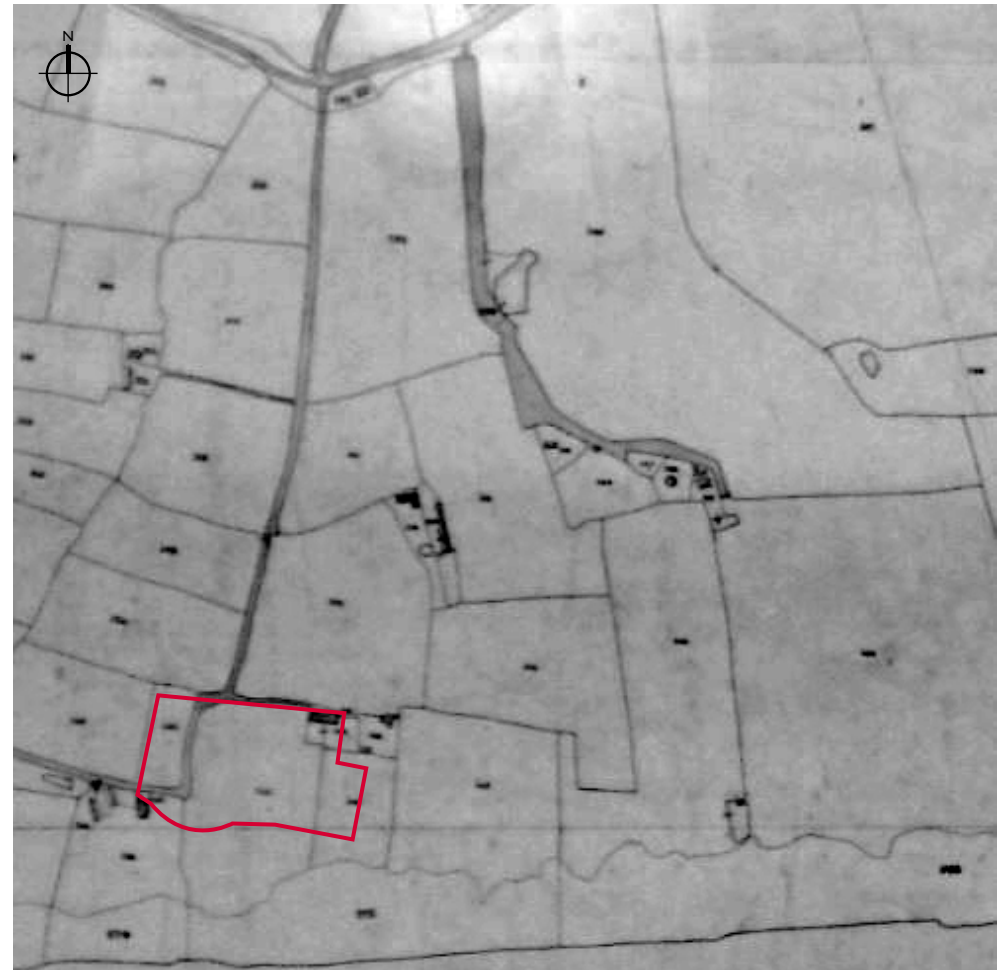
⁰² Ibid, pp.15-16

History and Archaeology

4.2.4 The Tithe Map (Map D) of 1841 shows a similar arrangement of roads. The Conservation Area is the complex of two buildings and three fields. A house has been added at the south end of what is now Westcliff Avenue, which could be Milton House (later known as Shorefields House) on the site which is now the Cliffs Pavilion. The original owner of this house was Mr Prevost, who sold it in 1895 to Frederic Francis Ramuz, a land agent and later mayor of Southend who lived there with his wife and 10 children.⁰³ From 1922-1933 Dr Frederick Nolan, a linguist and author, as well as vicar of Prittlewell from 1822-1864, lived there and installed his own printing press, which was probably the first in the Southend area.⁰⁴

4.2.5 The Tithe Map (Map D) also shows a portion of land at the waterfront which contains the cliffs. In 1884 the Southend Standard described the cliffs:

“The aspect of the cliff is very different for what it was 30 years ago; then the brow was many yards seawards of its present irregular outline, and in addition, it presented if not a more picturesque, certainly a more rural aspect. There were then in abundance the wild flora of English woodland, primroses, violets etc. with numerous members of the rabbit tribe, the nightingale, thrush, lark and other songsters.”⁰⁵



Map D: Tithe Map, 1841, showing approximate location of the Conservation Area (Reproduced courtesy of the Essex Record Office: D/CT 276/1)

⁰³ Sipple, 2006, p.5

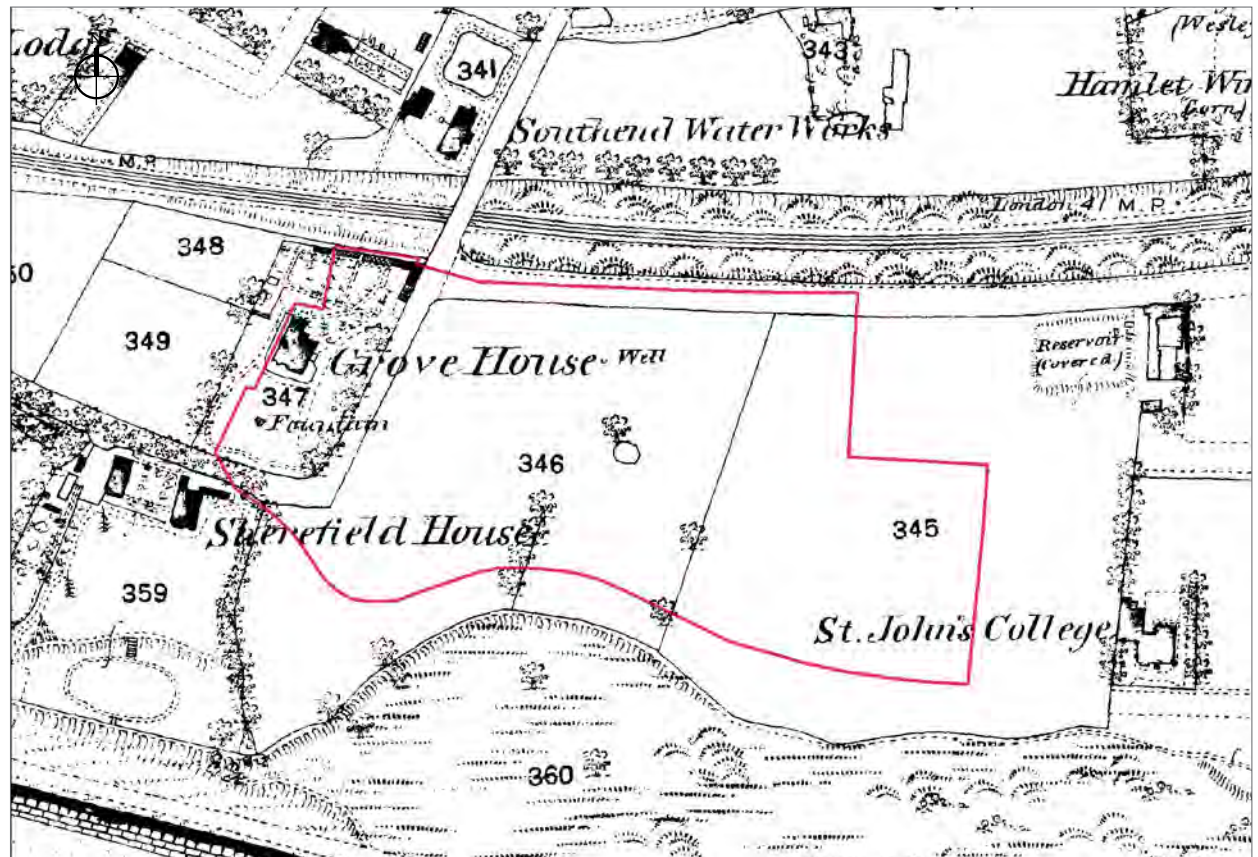
⁰⁴ Payne, 1985, PP.40-41

⁰⁵ Southend Standard, April 1884, cited in Pearce, 2000, page number not known

History and Archaeology

4.2.6 The 1874 OS map (Map E) shows the cliffs still as a wild area. Shorefield House is marked just to the south-west of the Conservation Area boundary. A kink in the road shown on the previous maps has been straightened near Grove House with its landscaped grounds. The four buildings on the western side of Westcliff Avenue are now on this site.

Houses on Trinity Avenue, Marine Avenue and Westcliff Parade now stand where two fields were. A building marked St. John's College lies to the east of the Conservation Area boundary and has since been demolished to make way for the Tower Court block of flats. To the north, the railway line has been built. Hamlet Windmill marks the location of the windmill seen on the 1777 map (Map C).



Map E: 1874 OS map 1:2,500 © Crown Copyright 2019. All Rights Reserved. Licence number 100019680

History and Archaeology

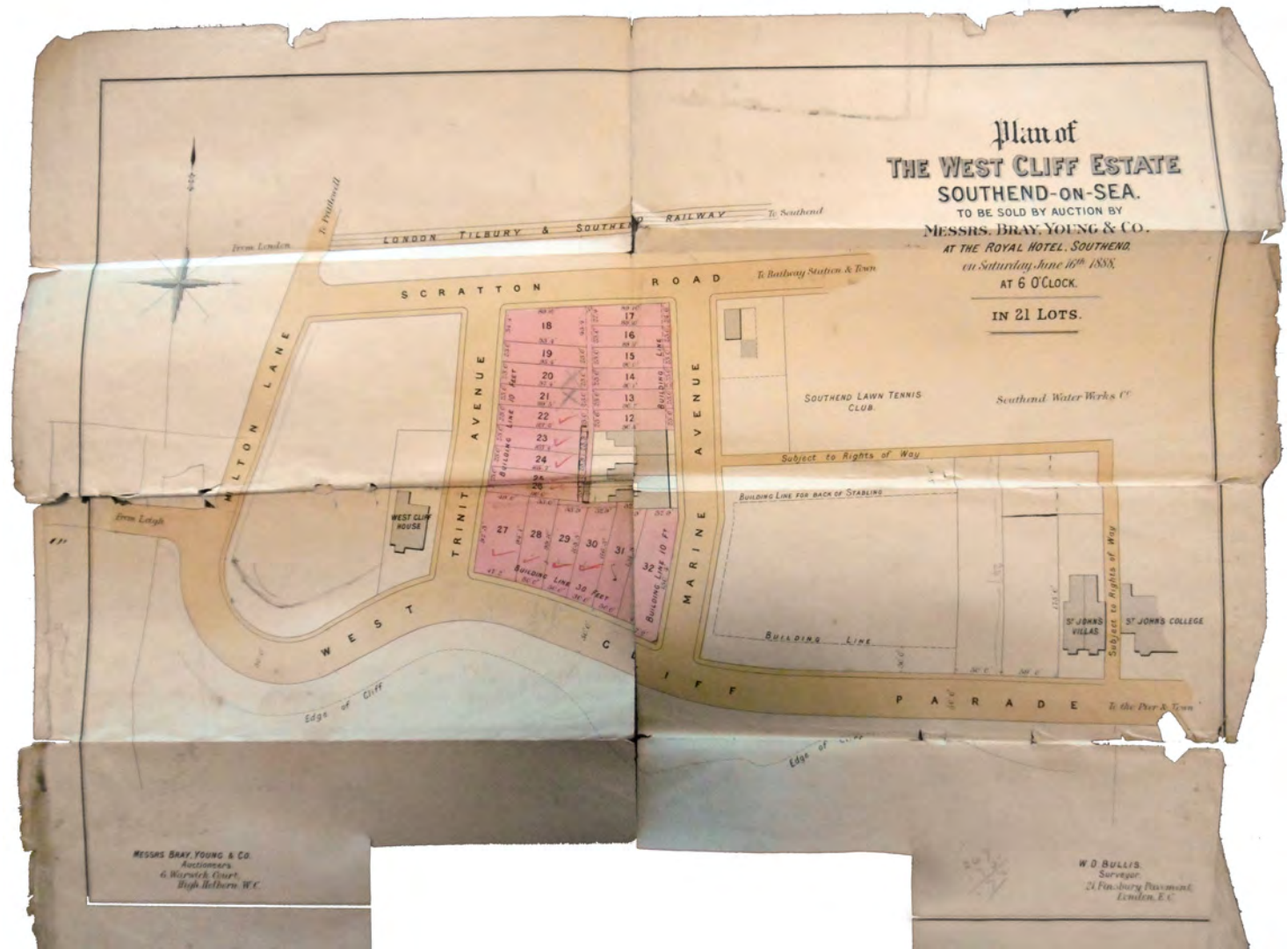
- 4.2.7 In the late-19th century Southend began a period of rapid growth as a seaside resort and residential centre. This was due to the national rise in popularity of holidays and day trip excursions (compulsory Bank Holidays were introduced in 1871), as well as greatly improved access from London by rail and boat. The first railway from London was completed in 1856 and lines were built connecting the borough from east to west during the second half of the 19th century, as seen on the 1874 map (Map E). The Cliff Town Estate to the west was developed first, shortly after the arrival of the railway.
- 4.2.8 The development of Shorefields followed in the late 1880s and early 1890s. A sales catalogue of 1888 shows that 21 “*valuable freehold building plots magnificently situated on the West Cliff Estate*”⁰⁶ were being sold at auction for development. Shorefields was the first area in the newly named Westcliff/West Cliff area to be developed. The site was described as follows:

”This highly important building estate is advantageously situated facing the sea, and commands charming views. The land is in the best part of the town and is about five minutes’ walk from the railway station, from which the service of trains is remarkably good and fast.

The property is without doubt now thoroughly ripe for development, and Southend being a rapidly rising sea-side resort, the plots now offered should form an excellent investment with great prospective value, the Town being built right up to the edge of the Estate”.

History and Archaeology

4.2.9 The accompanying plan shows that the streets had already been laid out by this date. At this time Cambridge Road was called Scratton Road, which was named after the Scratton family who were Lords of the Manor of Milton. It is still called Scratton Road further east. A few houses had already been constructed: West Cliff House (now Allcoat House), St. John's Villas (12-13 Westcliff Parade) and 3-9 Marine Avenue. The plots to be sold were on the land between Trinity Avenue and Marine Avenue.

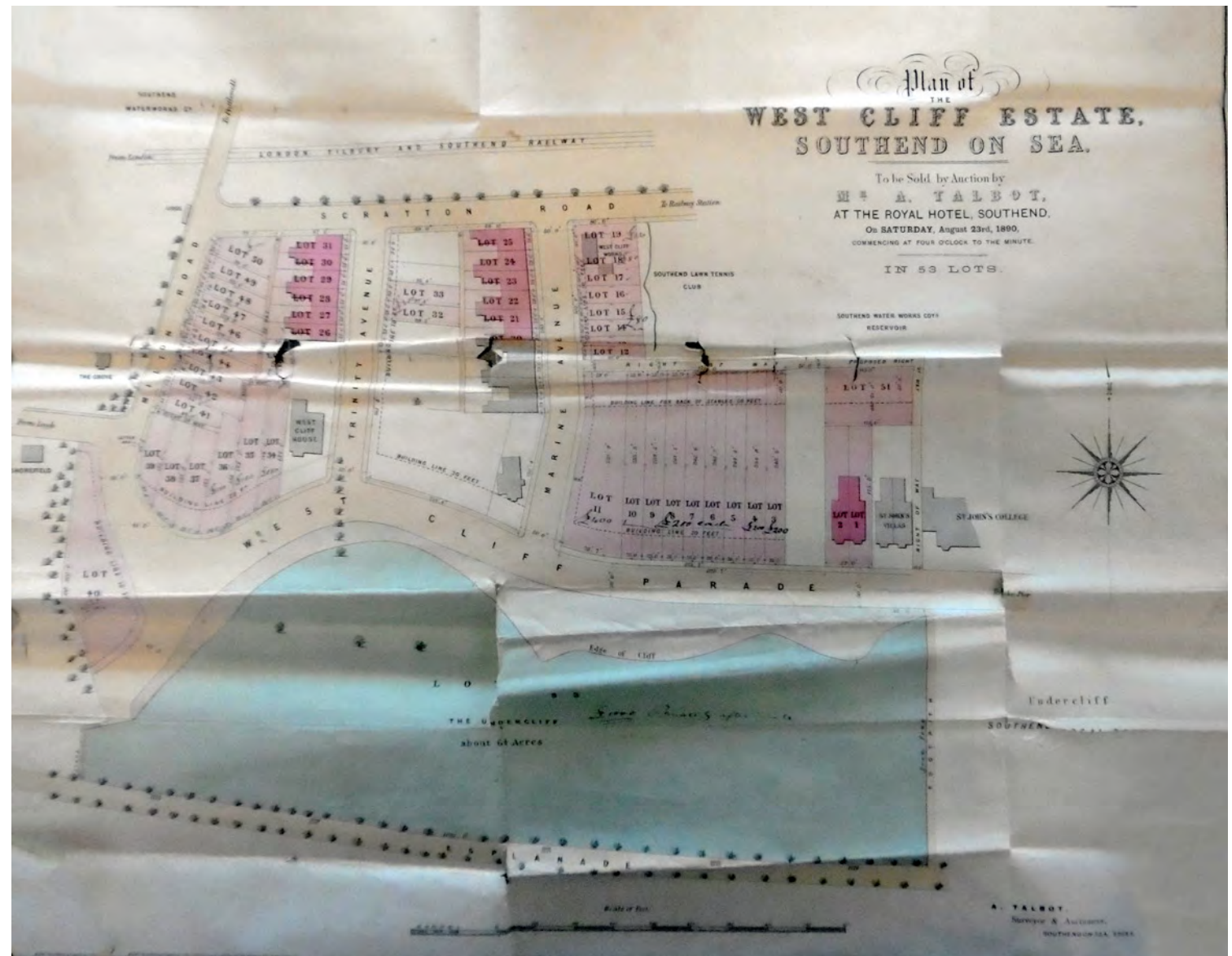


Plan showing building plots for sale at auction in 1888. (Reproduced courtesy of the Essex Record Office: D/DS 166/10)

History and Archaeology

4.2.10 A further sales catalogue from 1890 advertised the sale of 12 residences already constructed, 36 building plots, 2 parcels of land suitable for tennis courts and the “undercliff” consisting of six and a half acres of “undulating land”⁰⁷. Again, an elaborate description extolled the virtues of the site:

“Occupies an elevated, healthy, and picturesque position at the Western End of Southend, and is situate high above the Sea, with an extensive Frontage thereto, and commands most charming and panoramic Views of the Mouth of the Thames and Kentish Coast. The District is greatly favoured, the Air being bracing and invigorating, but not bleak.”



Plan showing plots for sale at auction in 1890. (Reproduced courtesy of the Essex Record Office: D/DS 166/12)

History and Archaeology

4.2.11 The 1890 plan shows that two further houses had been built on Westcliff Parade (now Imperial Court) and two rows of six houses had been built on Marine Avenue and Trinity Avenue. Those on Trinity Avenue are seen in a 1907 photograph of the street, looking south towards the water. Other than one property which had white trellises on the exterior, the houses look much the same as they do today. Further building plots were for sale along Westcliff Parade, Milton Road (now Westcliffe Avenue), two on Trinity Avenue (which were previously up for sale in 1888 but may not have been sold), Marine Avenue, and to the rear of Imperial Court and St. John's Villas.



Trinity Avenue looking south in 1907



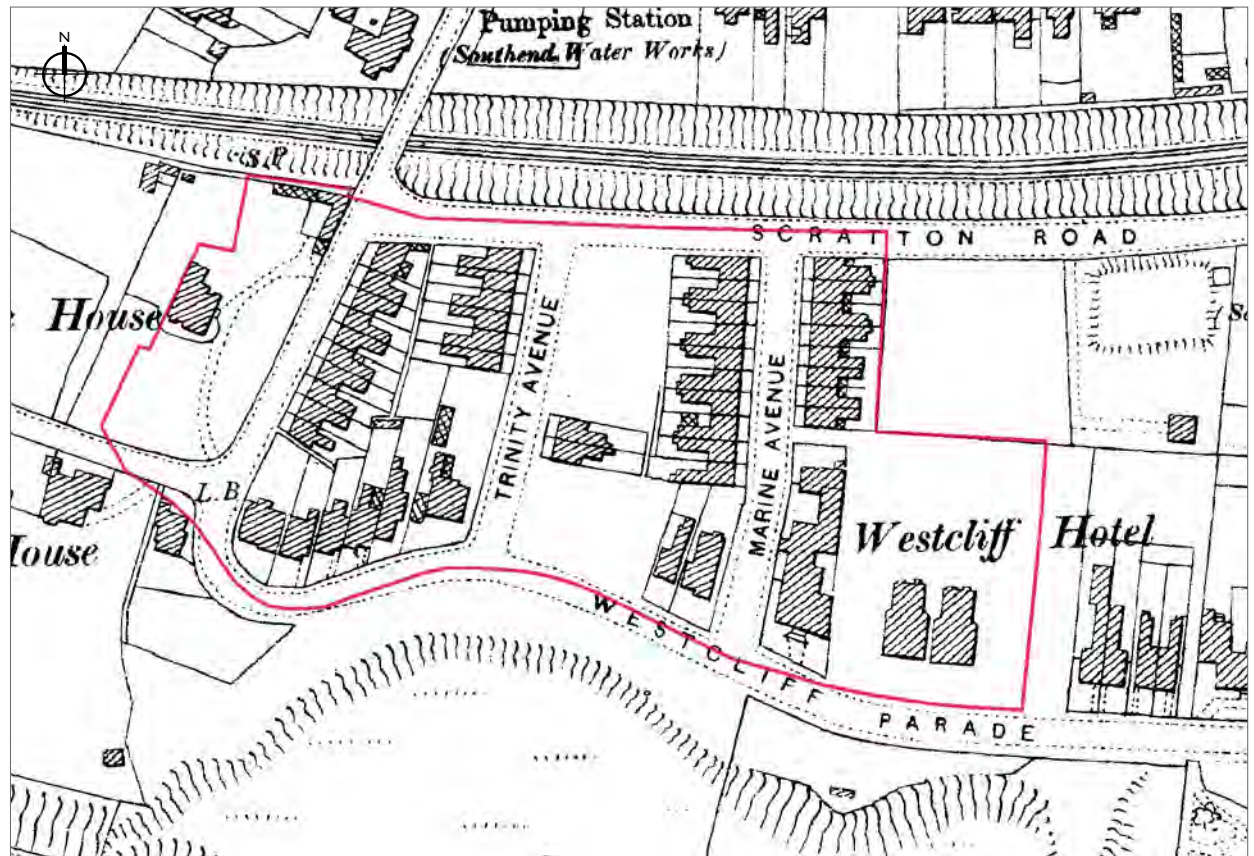
Trinity Avenue in 2019

History and Archaeology

4.2.12 The 1897 OS map (Map F) includes the houses built on the plots. Terraces are situated on streets leading north from the seafront, while Westcliff Parade contains larger detached or semi-detached, houses. A photograph from the late-19th/early-20th century shows Westcliff Parade looking west. St. John's College (the site of Tower Court flats today) is topped with a spire, and the St. John's Villas, Imperial Court and Imperial Mansions roofs are visible beyond. The photograph also shows trees lining the road, benches for people to sit and admire the view, and the wild nature of the cliffs.



Late-19th/early 20th century photograph of Westcliff Parade, showing the cliffs, St. John's College (outside the Conservation Area boundary, now demolished) with spire on the roof



Map F: 1897 OS map 1:2,500 © Crown Copyright 2019. All Rights Reserved. Licence number 100019680

History and Archaeology

- 4.2.13 Westcliff Hotel was constructed on the large corner plot where Westcliff Parade meets Marine Avenue in 1890-91 by Mr William Stubbs (a successful London barge owner). Mr Stubbs also acquired the cliffs below to lay out as a pleasure ground. It was said to be a luxurious hotel with four baths⁰⁸ and attractive public rooms overlooking the sea. No alcohol was served until 1923, as it was run as a temperance hotel. Westcliff Hotel is now Southend's oldest surviving hotel.
- 4.2.14 Early photographs of the hotel show a brick building with stone dressings. Unusually for the area the design was Classical with regularly spaced sash windows topped with pediments. Originally there just an awning on the ground floor rather than an entrance porch. The ground floor south and west facades featured bay windows. 'WEST CLIFF HOTEL' was spelling out in large letters affixed to the top of the south façade. The boundary wall was brick with stone cappings, and brick piers with decorative railings in between. It would appear that shortly after the building was constructed a glazed entrance porch was added, together with a large projecting bay window extension on the ground floor of the west façade, as seen on other photographs of the early-20th century. These photographs also show the leafy nature of the street and the decorative lampposts, some of which survive today. The two pairs of houses adjacent to the hotel are also seen, showing that they were also originally brick.



Late-19th century photograph of the Westcliff Hotel, showing the building before the entrance porch and side bay window extension were added and before the brickwork was rendered

History and Archaeology



Early-20th century photograph of the Westcliff Hotel after the addition of a glazed entrance porch and side bay window extension but before the brickwork was rendered



Early-20th century photograph showing the Westcliff Hotel before the brickwork was rendered, adjacent pair of gabled houses (later to become part of the hotel) and Imperial Mansions

History and Archaeology

4.2.15 The popularity of Southend as a resort meant that demand for accommodation encouraged residents to open their homes to visitors. Some of the housing development in Shorefields was designed for this dual purpose. The terrace on the west side of Trinity Avenue is a notable example and still retains guest house uses. For example, Stuart House at the top end of Trinity Avenue was a Christian Boarding Home. It is shown on an early-20th century photograph with a very similar appearance to today, though the timber balustrade has been replaced with metal railings, the decorative railings to the

boundary wall have also been replaced with simplified versions and the ground floor windows have been replaced with uPVC. The photograph shows guests standing on the balconies of Stuart House and the adjacent 14 Trinity Avenue, which suggests the two were all part of the same boarding house at this time.



Stuart House on Trinity Avenue in the early-20th century

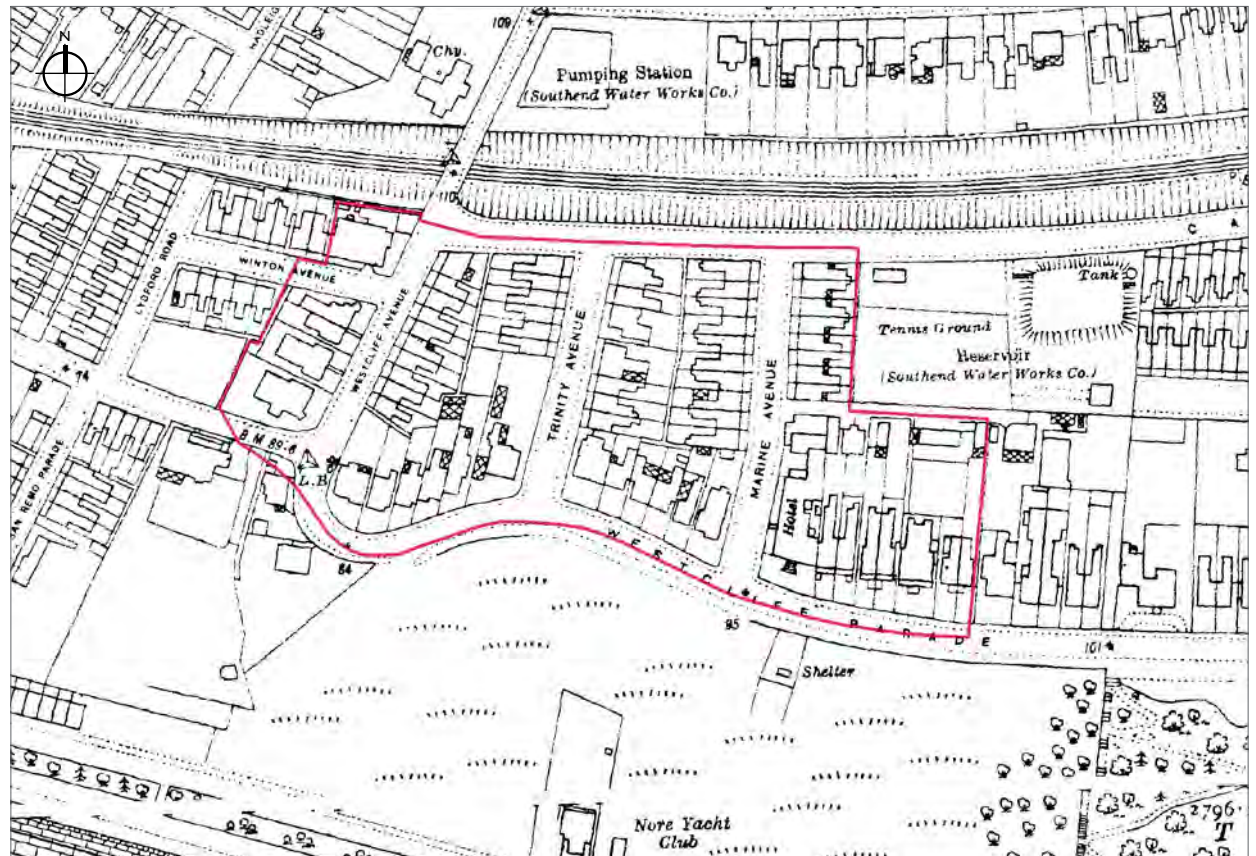


Stuart house in 2019

History and Archaeology

4.2.16 Grove House and Shorefield House are both on the 1897 OS map (Map F). However, the 1922 map (Map G) shows that Shorefield House survives, while Grove House has been replaced by four buildings. In the early-20th century, the southernmost of these buildings was run as the Warwick Hotel (later the Beecroft Gallery). It was described in an advert as having the “*finest position on the cliffs*”, being two minutes from the cliffs and an easy distance to all amusements. It had hot and cold running water in all bedrooms, gas fires, excellent cuisine (served at separate tables), a billiards table and table tennis. A photograph accompanying the advert (see following page) shows its asymmetrical design, with splendid decorative balcony and mock timber framing to the large southern gable.

4.2.17 Winton Hall (on Westcliff Parade) has a hotel sign in an early-20th century photograph (see following page). The building has since been painted, the balustrades to the balconies have been changed, and the boundary walls have been altered. However, the building otherwise remains recognisable.



Map G: 1922 OS map 1:2,500 © Crown Copyright 2019. All Rights Reserved. Licence number 100019680

History and Archaeology



The Warwick Hotel in the first half of the 20th century



The former Warwick Hotel (later the Beecroft Gallery) in 2019



Winton Hall on Westcliff Avenue



Winton Hall in 2019

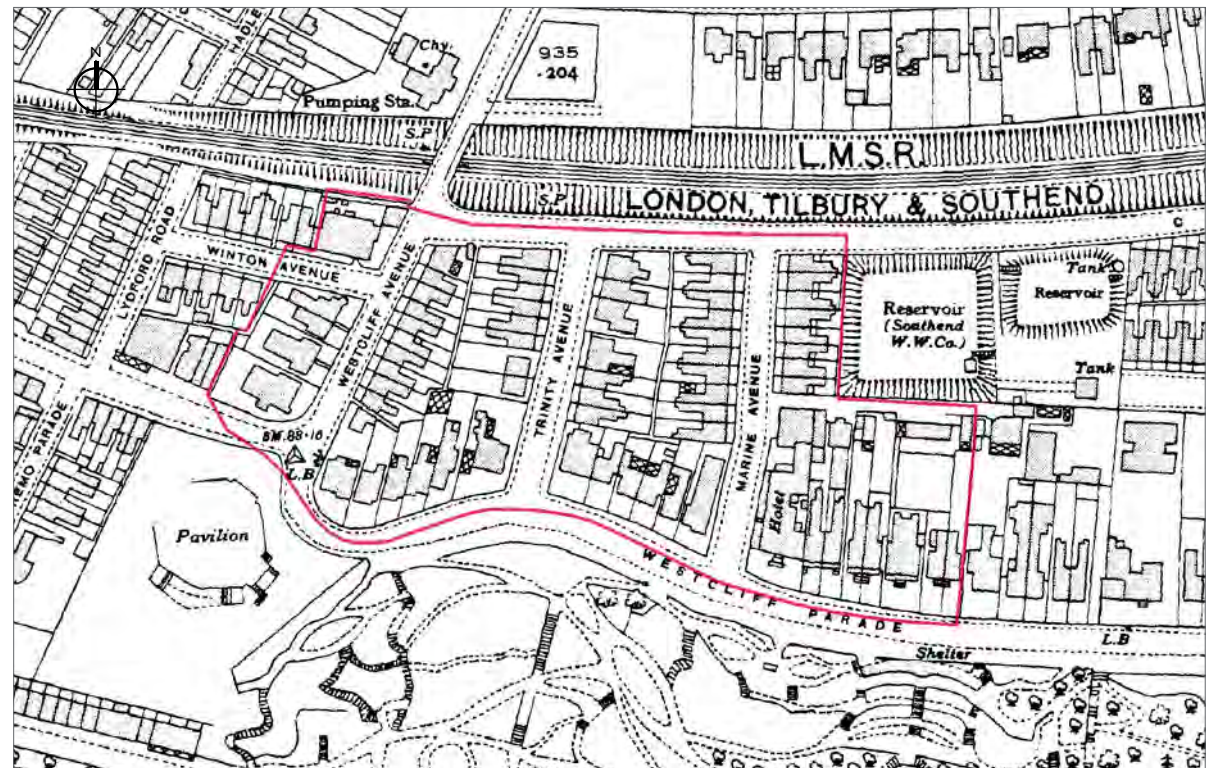
History and Archaeology

- 4.2.18 Shortly before WWI, Frank Matcham, a famous theatre architect of the late-19th/early-20th century, retired to Southend with his wife. He moved into 28 Westcliff Parade and died there in 1920. A blue plaque commemorates his time spent in the house.
- 4.2.19 Around this time there was a focus on entertainment in the area, with the hotels providing public rooms, and Shorefields House converted for use as a social club (called Shorefield Gardens) run by Arthur Wallis.⁰⁹ The Council also contemplated the redevelopment of this site as an entertainment venue and compulsorily purchased Shorefields House in the 1930s.

The 1939 OS map (Map H) shows the landscaped Cliff Gardens, with a new sun shelter set at the top, adjacent to Westcliff Parade. The beginnings of a pavilion are also shown on the site of Shorefields House. However, WWII prevented these plans from progressing. It was not until 1964 that the new Cliffs Pavilion was opened.



The new sun shelter in the Cliff Gardens, c1930s



Map H: 1939 OS map 1:2,500 © Crown Copyright 2019. All Rights Reserved. Licence number 100019680

⁰⁹ Sipple, 2006, p.5

History and Archaeology

4.2.20 After WWII, the Warwick Hotel was converted into the Beecroft Art Gallery. The Foundation for the Beecroft Art Gallery and collections was set up in 1949 by Walter Beecroft, a solicitor from Leigh-on-Sea, for the advancement of Art, Music and Literature in the County Borough of Southend-on-Sea. The gallery building was purchased in 1951 and the gallery first opened on 9th October 1953. By virtue of a Charity Commission Scheme, dated 18th February 1980, the Council was made sole trustee of the endowment, consisting of the Gallery building, the Beecroft collection. and additional funds held for the benefit of the Charity.

The Station Road building was always intended as a temporary homes for the collection, and the gallery moved to the former library building in Victoria Avenue before moving to The Forum in Southend in 2014. The former building is now vacant and in a state of disrepair. Consent was given in recent years for the conversion of the building to artists' studios, though this has not yet been implemented. Inappropriate alterations were made to some buildings in the area in the second half of the 20th century and 21st century. Examples include: infilling balconies and replacment of timber windows with uPVC. A pair of unsympathetic houses were built at the south end of Westcliff Avenue in the late-20th century. The Westcliff Hotel was painted externally by 1960 and was extensively renovated in the 1980s, then again after a serious fire in 2002. It has been refurbished with unfortunate uPVC windows and conservatory extension to the front of the building.

4.2.21 However, there have been good survivals in the Conservation Area, such as the relatively untouched terrace on the west side of Marine Avenue. Allcoat House, used as the Leas Hotel in the 1960s, has also been sympathetically restored in recent years. The area today remains one which contains houses, several care homes, hotels and guest houses.

History and Archaeology

Map I: Building Ages

- Conservation Area Boundary
- 1874-1897
- 1897-1922
- 1922-1939
- Late 20th Century

This plan is not to scale

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Section 5.0

Character Analysis

5.1	Architecture	36
	Map J: Building Uses	48
5.2	Townscape	49
	Map K: Townscape	54
5.3	Setting	55

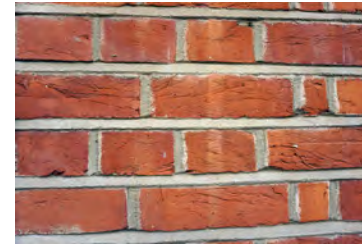


Character Analysis

5.1 Architecture

5.1.1 The buildings in the Shorefields Conservation Area are generally Edwardian in style, with typical details such as bay windows, mock-timber framing, recessed porches, timber panelled doors and sash windows. Buildings are larger on Westcliff Parade, reflecting their higher status, and also the west side of Westcliff Avenue, while smaller scale terraced houses are located in the other parts of the Conservation Area. Originally the buildings were red and/or stock brick with slate roofs, though several throughout the area have been painted or rendered.

Materials Palette



Character Analysis

Westcliff Parade

5.1.2 Westcliff Parade is characterised by large individual buildings/houses, including the Westcliff Hotel, which reflects its high profile position overlooking the estuary. Buildings are two-three storeys at the west end, rising to five stories for the Hotel and back to two-three for the buildings to the east. At the west end, their arrangement on the curve of the road with each building stepped back is distinctive.

5.1.3 Originally the buildings were all mainly brick, through several have since been painted or rendered. As individually designed houses this has not had a particularly negative effect, though it would not be desirable for any more to be painted over. Roofs are a mixture of red tile or slate. Most buildings are in an Edwardian style, with typical features of the period including:

- Gables;
- Bay windows;
- Asymmetric design;
- A mixture of timber casement and sash windows with interesting designs, such as stained-glass fanlights, curved details to the upper sashes and a variety of glazing bar arrangements;
- Decorative ridge tiles to the roofs;

- Brick chimneys;
- Mock timber framing;
- Balconies with decorative railings, particularly at the east end of the Conservation Area. These are also features typical of seaside architecture which make the most of light and views;
- Recessed porches; and
- Panelled timber doors with stained-glass fanlights and side lights.

5.1.4 There are two exceptions to the Edwardian style. Allcoat House is a mixture of Italianate, with the deep bracketed cornice, and Gothic, with its pointed arch windows. The Westcliff Hotel has Classical detailing, with pediments to the regularly arranged windows.

Character Analysis

Examples of Details on Westcliff Parade



Character Analysis

Westcliff Avenue

- 5.1.5 The two sides of Westcliff Avenue have contrasting characters. To the west are four large, detached, three-storey buildings. They continue something of the character of Westcliff Parade with its larger houses. The former Beecroft Gallery is a focal point, through its poor condition is a major detractor. Again, the consistent use of brick has been eroded over time with the painting or rendering of Sandringham and Winton Hall (the two centre buildings). Typical details include asymmetry, gables, mock timber framing, bay windows and turrets. The typical original windows were timber sash windows, though some have been replaced with uPVC.
- 5.1.6 The east side of the street is a terrace of ten houses. These have a more regular character, with the rhythm of the houses as they step down the street a key feature. Each has the same design, though mirrored on each alternate house. The house at the top of the street is slightly larger as its northern façade follows the line of Cambridge Road rather than turning at right angles.
- 5.1.7 Houses were originally red brick, though several have been painted or rendered. Each house has a two-storey bay window with floral capitals to pilasters between each light. These capitals are also present over recessed porches and on the single windows above. Originally roofs were slate. Most roofs are still slate, although some have been replaced with unsympathetic concrete tiles. One house has lost its hipped roof over the bay window.
- 5.1.8 Originally windows had timber sashes, which are retained on several properties. Some windows have been replaced with uPVC which is unsympathetic to the character of the individual buildings and the Conservation Area as a whole. Many original timber doors have also been retained. These are panelled, with two stained-glass panels to the top and stained-glass fanlights. Original patterned and coloured tiles also remain up to dado level within the recessed porches on several properties.

Character Analysis

West Side of Westcliff Avenue



Former Beecroft Gallery



Sandringham and Winton Hall



Westerley

Character Analysis

East Side of Westcliff Avenue



Character Analysis

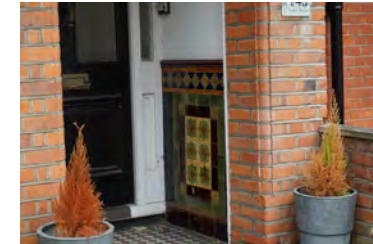
Trinity Avenue

5.1.9 The east and west sides of Trinity Avenue have slightly different characters. On the west side Nos.1-11 (consecutive) are the most complete group of buildings in the Conservation Area, with all of them retaining their original brick finish and most having original timber sash windows and timber doors. They have a good consistency of character. Each has the same design, though mirrored on consecutive houses. Each house is two and a half storeys, and has two storey bay windows topped with gables, and small dormers set into the roofs. They have decorative two tone brick work and terracotta tiles under the first-floor bay windows. Curved two-storey bays to the rear of this terrace are an interesting feature.

5.1.10 Nos.1a and 1b date from 20-30 years later and are a pair of semi-detached houses. They have similar features, including curved bay windows, gables, mock-timber framing, balconies and stained glass. The curved stained-glass windows to the side of the timber panelled front doors are particularly appealing.

5.1.11 The designs of the houses on the east side of the street are more varied in character but generally all display the typical Edwardian features found elsewhere. Of note are the casement windows to Nos.2-6 which feature curved glazing bar patterns to the first-floor windows. The gables of Ocean View House features floral swag details. No.10 is in a more unusual Arts and Crafts style. No.14 has patterned tiling present within the recessed porch.

Examples of Details on Trinity Avenue



Character Analysis

Marine Avenue

- 5.1.12 The seven houses at the top of the west side of Marine Avenue are almost identical to the houses on the west side of Trinity Avenue. However, all have been painted so have lost their original brick finish. They have also had a greater degree of unsympathetic change to windows and doors. The original designs of the architraves over the front doors and the patterning on the terracotta tiles also vary slightly from Trinity Avenue. They retain the regular rhythm of gables and bay windows.
- 5.1.13 Three other houses are attached to the end of this terrace, with simple two-storey designs. An unusual house is adjacent, with a more Inter-War style. It features prominent leaded box bay windows and a central double doorway.
- 5.1.14 On the east side of the street is a further terrace of eight houses in a simpler design. They are two storeys, originally with a red brick finish and slate roofs. Once again, several have been painted or rendered with the loss of the original finish. As is typical, the design of each house mirrors the adjacent one. They have two-storey canted bay windows with front door and a window above to the other side of the façade. Original windows were timber sashes, while doors are six-panel timber with a fanlight above. All of the doors appear to have survived, while some of the windows have been replaced with inappropriate uPVC. Two houses have had dormer windows added to the roofs which interrupt the roofline.
- 5.1.15 The side elevation of the Westcliff Hotel is a prominent feature of the southern end of this street. A large wall and four storey rear range are unattractive and further degraded by ducts, pipework and a fire escape.

Character Analysis

Examples of Details on Marine Avenue



Character Analysis

Tower Court Mews

5.1.16 Most of the houses on Tower Court Mews are late-20th century terraces of stock brick with red brick details, and some areas of render and weatherboarding. The houses are two storey and fairly modest in size. Two houses on the street are converted from former late-19th/early-20th century stables/coach houses (top left and right in photos adjacent). Both are modest one-two storey buildings in stock brick with red brick details. The one to the east (No.30) features decorative barge boards and a window formed from a former taking-in door, with winch above and roundel windows either side.



Character Analysis

Cambridge Road

5.1.17 Cambridge Road has few houses fronting on to it, as the side gables of the houses on the three north-south roads face this street. They are in red brick, stock brick or render. A double door entrance to the northern house on Westcliff Avenue faces this street, as does the

entrance for Stuart House on Trinity Avenue, which also features a bay window. Between the houses are high boundary walls and gates, with one garage added to the rear of 20 Westcliff Avenue. The rears of the terraces of houses can be seen, with a variety of rear ranges and bay windows.



Character Analysis

Uses

- 5.1.18 Uses of buildings are shown on Map J. The area is predominantly residential. This takes several forms: single dwelling houses divided into flats, hotel/guest house and care homes. Single dwellings are located on Westcliff Parade, the east side of Westcliff Avenue, some on both sides of Trinity Avenue, all on Marine Avenue, and on Tower Court Mews. They take the form of detached, semi-detached and terraced houses. Allcoat House, Imperial Court, Imperial Mansions, Winton Hall and Westerley are all large detached houses either built originally as flats or converted later. Other terraced houses on Westcliff Avenue and Trinity Avenue were also built as single dwellings but have been converted into flats. Nos.20 and 30 Tower Court Mews are houses converted from historic stable buildings.
- 5.1.19 The Westcliff Hotel is the main hotel within the area. Originally a pair of houses, 18-19 Westcliff Parade have now been incorporated into the Hotel. There are three guest houses on Trinity Avenue. This was a common use when the area was first developed and Trinity Avenue has several buildings which have continued in this use since the late-19th century. Stuart House (at the top of Trinity Avenue) appears in early photographs as a boarding house and may have been purpose-built as such. It has since been converted into flats.
- 5.1.20 Care homes or assisted living flats are located in Sandringham and Westerley on Westcliff Avenue and 25-26 Westcliff Parade. The latter were originally two houses which have been joined together to form one care home.
- 5.1.21 A school at Ocean View Lodge (on the east side of Trinity Avenue) and the vacant former Beecroft Gallery (on Westcliff Avenue) are exceptions to residential usage. A Chiropractic business is run from 1a Trinity Avenue. A few houses have modern garages built behind or between them. A car park for the hotel and adjacent houses on Westcliff Parade is located at the east end of the Conservation Area.

Character Analysis

Map J: Building Uses

- Conservation Area Boundary
- Care Homes
- Residential: Single Dwelling
- Residential: Flats
- Residential with Additional Commercial Use
- Garage
- School
- Hotel/Guest House
- Vacant

This plan is not to scale

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Character Analysis

5.2 Townscape

5.2.1 Townscape features are shown on Map K.

Street Pattern and Plots

5.2.2 Two of the streets in the Conservation Area derive from before the area's development in the late-19th century. What is now Westcliff Avenue, with Station Road branching off to the west of the Conservation Area, is seen on the 1841 Tithe Map, while what is now Cambridge Road started life as a track to a group of buildings which is seen on the 1777 Chapman and Andre Map. The curve of Westcliff Parade follows a curve in the land forming the cliffs, seen clearly on the 1874 OS map. The formal layout of the streets was established when the land was divided into building plots for sale in the 1880s/90s and follows a typical grid layout of development of the period.

5.2.3 Plots are larger on Westcliff Parade where wealthier owners could afford to pay for sea views, while the west side of Westcliff Avenue also has large detached houses. This appears to follow the historic pattern where Grove and Shorefields Houses were located at this end of the Conservation Area prior to its late-19th century development. Other areas follow the typical pattern for terraced houses of this period, with narrow plots leading away from the road. There were originally mews buildings located behind the Westcliff Hotel and the buildings east of this, though they have been redeveloped as Tower Court Mews with small terraced houses and two of the old mews buildings converted to residential use.

Focal Points, Views and Vistas

5.2.4 The Westcliff Hotel, Allcoat House and the former Beechcroft Gallery are all landmark buildings within the Conservation Area, as they are larger buildings on corner plots on the wider Westcliff Parade. They are markers in views along Westcliff Parade and at the junction with Westcliff Avenue. The sweeping curve of Westcliff Parade also allows views of the large houses along this street, with the step back of houses at the west end a key feature. Tower Court is an intrusive element in views looking east along Westcliff Parade. It cannot be seen from the three streets leading north, except from the junction of Marine Avenue and Tower Court Mews. The interesting Cliffs Pavilion at the west end of the street terminates the view.

5.2.5 Vistas are afforded from Westcliff Parade over the Cliff Gardens and out to the water beyond. Each of the streets leading north have views up and down the street where the rhythm of the terraced houses can be appreciated as they step down towards the south. Views southwards on these roads also look towards the water.

Character Analysis



Vista from Westcliff Parade looking over Cliff Gardens



View east on Westcliff Parade



View looking west of Westcliff Parade



View looking south on Westcliff Avenue towards the water



View north on Marine Avenue showing regular rhythm of houses

Character Analysis

Green Spaces and Planting

5.2.6 Green spaces within the boundary of the Conservation Area are limited to planting in front gardens and trees on Trinity Avenue, Cambridge Road and Marine Avenue. The best planted gardens are along Westcliff Parade. At the east and west ends of the street the front gardens have been retained and are planted with attractive shrubs and hedges. Some of the smaller front gardens on the three streets leading north also have some planting which helps soften the street scene. Planting has also been added to the traffic island at the south end of Westcliff Avenue. Many front gardens are paved over or have been converted to driveways (especially in the centre section of Westcliff Parade - see Section 6 for more details) which gives a starker appearance.

5.2.7 Young trees lining the streets are seen in early photographs of the streets (see page 25). Some, though not all, of these survive and give a pleasant leafy character to the streets.

5.2.8 For details of green spaces and planting in the setting of the Conservation Area, for example Cliff Gardens, see Section 5.3.



Trees on Trinity Avenue



Planted traffic island at the south end of Westcliff Avenue



Pleasant planting on Westcliff Parade

Character Analysis

Boundary Treatments

5.2.9 Original boundary treatments appear to have commonly been low brick walls topped with decorative railings (see historic photographs in Section 4). Some of these low walls have survived, though none appear to have original railings, and some have been rendered. Otherwise boundary treatments across the Conservation Area tend to be red or stock brick walls, some with modern railings between brick piers and some with curved details to the top. There are a variety of designs, some have been painted and some only survive as very low dwarf walls. This gives a somewhat incoherent appearance in places, though where better quality walls survive these make a positive contribution to the character of the area (for further details of negative boundary walls and loss of boundary walls see Section 6).

Examples of Good Boundary Treatments



Character Analysis

Public Realm

- 5.2.10 Generally, the public realm in the Conservation Area is ordinary. Roads and pavements are tarmac (often patchy), though there are good granite kerb stones. Some better-quality paving and planted areas have been installed at the south end of Westcliff Avenue.
- 5.2.11 Most lampposts and signage are utilitarian. However, on Westcliff Parade seven historic lampposts survive, just outside the Conservation Area boundary. These cast iron lampposts have decorative shafts with floral scrolls to the top. The lamps with wide shades are modern replacements of the original ball pendant lamps.
- 5.2.12 There is a Locally Listed post box on the west side of Westcliff Avenue.



Original lamppost on Westcliff Parade

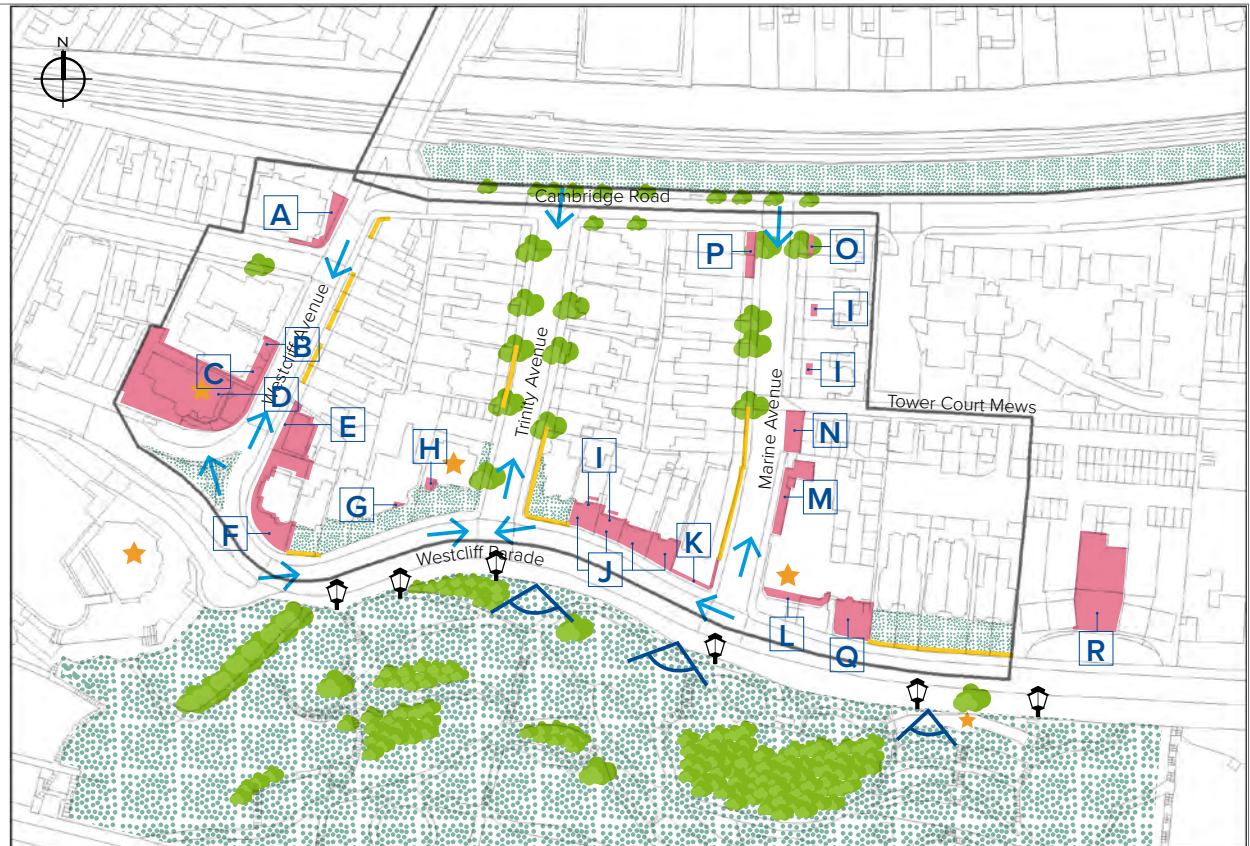
Character Analysis

Map K: Townscape

- Conservation Area Boundary
- ▤ Green Space
- 🌳 Trees
- ★ Landmark Building
- ➡ Views
- ⋔ Vista
- Positive Boundary
- 💡 Historic Lamppost
- Negative Feature*

*See also Building-by-Building map (Map M) in Appendix A for positive, negative and neutral buildings

- A Unattractive parking and bin storage
- B Unattractive parking with loss of boundary wall
- C Conservatory style porch
- D Vacant building in poor condition, with unattractive hoarding. Would be positive with sensitive refurbishment
- E Bland houses with unattractive off-street parking with no boundary wall
- F Paved over front garden
- G Filled in balconies
- H uPVC conservatory
- I Dormer windows
- J Loss of boundary walls and paved over front gardens
- K Over-sized boundary wall
- L Inappropriate conservatory style extension
- M Unattractive ducts, bin storage, fire escape stair



- N Unattractive off-street parking
- O Bay window in poor condition
- P Decking over front garden
- Q Smoking area for hotel
- R Very large tower block in the setting of the Conservation Area

This plan is not to scale

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Character Analysis

5.3 Setting

5.3.1 The Conservation Area benefits from its setting adjacent to Cliff Gardens with views overlooking the sea. The gardens are laid out with grassed areas, meandering pathways, benches, railings and plantings of flowers, shrubs and trees, which together create an attractive setting for the Conservation Area. An attractive small timber shelter is visible from Westcliff Parade, while a larger sun shelter is slightly sunken from the road and faces out to sea. This makes a positive contribution to the setting of the Conservation Area. It is brick with stone dressings, and Classical details such as columns. Its roof forms a small terrace off Westcliff Parade.

5.3.2 Other greenery in the setting of the Conservation Area includes trees alongside the railway line on the north side of Cambridge Road. The area of Milton to the north of the railway line feels detached from Shorefields due to the presence of the railway line, with few visual links between the two.

5.3.3 To the west of the Conservation Area are further rows of terraced houses of reasonable quality, though often with later alterations, larger blocks of flats and shops. These are of varied quality. To the east are also larger blocks of flats, particularly Tower Court which at 16 storeys high has an overbearing presence on Westcliff Parade. The Cliffs Pavilion outside of the Conservation Area to its western end is a landmark building in its own right and, although appearing tired in places, has an interesting zig-zag roofline.



Cliff Gardens



Cliffs Pavilion outside of the Conservation Area

Character Analysis



Sun Shelter in the Cliff Gardens



Tower Court rising above 12-13 Westcliff Parade which are in the Conservation Area

Section 6.0

Management Plan

6.1	Introduction	58
6.2	Conservation Vision	58
6.3	Issues, Opportunities and Recommendations	59
	Map L: Boundary Amendments and Proposed Locally Listed Buildings	73
6.4	Guidance on Alteration and Repair	74



Management Plan

6.1 Introduction

6.1.1 This section highlights issues and threats within the Shorefields Conservation Area, as well as 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 Shorefields Conservation Area will be conserved and enhanced, making it an appealing place to live. The area will remain predominately residential, with supplementary cultural, hotel/guest house and care home use.
- 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 New development within the Conservation Area will use a 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.
- 6.2.4 The Cliff Gardens will be preserved as an excellent green setting to the Conservation Area. The trees lining streets in the area will be preserved and lost trees replanted. Where there are front gardens, these will be attractively planted and/or landscaped, with gardens and boundary treatments which have been lost to hardstanding reinstated.
- 6.2.5 Views of the sea over Cliff Gardens will be preserved and enhanced.
- 6.2.6 The public realm will be attractive, with bespoke street furniture and historic lampposts restored.

Management Plan

6.3 Issues, Opportunities and Recommendations

Condition

- 6.3.1 Some buildings in the Conservation Area are in poor condition. A refresh of paintwork can assist in improving the building's appearance and prevent further deterioration. For example paintwork to timber windows provides a protective layer for the wood underneath. Regular maintenance would ensure that any problems are identified and rectified early.
- 6.3.2 Other issues are slightly larger, such as a bay window on Marine Avenue where poor alterations and repairs have been carried out, or the lead roof of a bay window on Trinity Avenue which has come away in places and could let water into the building. Lack of attention to these issues could result in bigger problems, such as water ingress leading to damp and rot, if not treated swiftly.
- 6.3.3 The former Beecroft Art Gallery is vacant and has some rotting timberwork and broken glazing. The balcony and veranda have peeling paintwork. The building's poor condition is linked to its vacancy. Vacant buildings look unattractive and give an air of neglect. 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 anti-social behaviour. Permission has been granted for conversion of the building to artists' studios, which would bring this building back into use, with an improved condition and contribution to the street scene.

Recommendations

- 6.3.4 Keeping buildings in good condition will ensure the area is an attractive and desirable place to live and work.
- 6.3.5 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.
- 6.3.6 Follow guidance in section 6.4 to ensure repairs and alterations are carried out in an appropriate manner.
- 6.3.7 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.

Management Plan



Timberwork which would benefit from repainting (2019)



Poor condition of the former Beecroft Gallery (2019)



Poor condition of a bay window on Marine Avenue (2019)

Management Plan

New Development

- 6.3.8 2a and 2b Westcliff Avenue are examples of poor modern development within the Conservation Area. These houses have a boxy design which does not relate well to the Conservation Area in terms of architectural character, detailing and massing.
- 6.3.9 Tower Court Mews is also a modern development in the Conservation Area. However, these houses have a modest scale, with varied materials and elevations which are appropriate to their mews location.
- 6.3.10 As most of the Conservation Area is comprised of historic buildings which contribute positively to the area, there is little scope for new developments replacing existing buildings. However, the sympathetic redevelopment of 2a and 2b Westcliff Avenue could provide a more positive aspect to the Conservation Area, as could the sympathetic redevelopment of Tower Court Mews. This would give the opportunity to provide good quality buildings which relate well to the Conservation Area in terms of scale, form, materials and details.



2a and 2b Westcliff Avenue which are not an appropriate design for the character of the Conservation Area

Recommendations

- 6.3.11 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.
- 6.3.12 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, the site of 2a or 2b could be redeveloped with either something relating to the terraces to the north or to the larger houses to the south or on the opposite side of the road, while on Tower Court Mews small scale buildings would be appropriate.
- 6.3.13 The Council will not approve applications for new developments which detract from the special interest of the Conservation Area.
- 6.3.14 The Council will use enforcement powers where necessary to prevent or reverse inappropriate new development.
- 6.3.15 Heritage Impact Assessments should be undertaken for new development in the Conservation Area.

Management Plan

What is a Heritage Impact Assessment?

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

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

Inappropriate alterations

6.3.16 Throughout the Conservation Area change has taken place to historic buildings which had eroded its character and appearance. These changes reduce the coherency of appearance of the rows of terraced houses or could 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:

- The replacement of original doors and windows, especially where they are of a different design and material 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;
- Changes to roofing materials, for example slate roofs to artificial slate or concrete tiles or the addition of hung tiles to bay windows which were originally brick;

Management Plan

- uPVC porches or conservatories added to houses, such as to Sandringham and Westerley on Westcliff Avenue, and the large wrap around conservatory and porch to the Westcliff Hotel. The conservatory to Allcoat House is in uPVC which is not an appropriate material. However, it is on the site of a conservatory shown on late-19th/early-20th century maps and therefore one in this location is acceptable, though could be improved with a change to a timber frame;
- Painting or rendering of historic brickwork which means the loss of the uniformity of groups of buildings, particularly terraces;
- 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;
- The loss of boundary treatments and replacement of front gardens with hardstanding for car parking;
- Overly large or ornate walls and railings which are in contrast to the modest scale of walls with low railings shown on historic photographs;
- Satellite dishes and aerials on the front of buildings
- Meter boxes on elevations which have a street frontage;
- The addition of large dormer windows in buildings which did not originally have them;
- The infilling of recessed porches or balconies; or
- Ducting and pipework on the west elevation of the Westcliff Hotel.

Recommendations

- 6.3.17 Retain original architectural features.
- 6.3.18 Take opportunities to enhance properties when considering alterations, for example by restoring any missing historic features and improving poorly designed alterations of the past.
- 6.3.19 Follow guidance in section 6.4 to ensure repairs and alterations are carried out in an appropriate manner.
- 6.3.20 Wherever possible, relocate pipework and ducts from west side of the Westcliff Hotel to east side to improve the visual appearance of the elevation with a more public face.
- 6.3.21 The Council will not approve applications for alterations which detract from the special interest of the Conservation Area.
- 6.3.22 The Council will use enforcement powers where necessary to prevent or reverse inappropriate alterations.

Management Plan



uPVC windows and painted brickwork on the Westcliff Hotel (2019)



Filled in balconies on Westcliff Parade (2019)



Boundary walls and front gardens lost to hardstanding for parking (2019)



Cement pointing (2019)

Management Plan



Inappropriate porch on Westcliff Avenue (2019)



Filled in recessed porch on Westcliff Avenue (2019)



uPVC windows which do not match the original design and proportions (2019)



Intrusive ducting and pipework on the side of the Westcliff Hotel (2019)



Brickwork and terracotta decorative tiles painted over (2019)

Management Plan

Article 4 Directions

6.3.23 Article 4 Directions, removing certain permitted development rights, should be considered to control inappropriate development and encourage restoration of historic features. The current Article 4 Direction for Shorefields covers the east side of Westcliff Avenue, Trinity Avenue and Marine Avenue, as well as buildings south of this on Westcliff Parade. The buildings which are not currently covered by the Article 4 Direction are: The former Beecroft Gallery, Sandringham, Winton Hall, Westerley on Westcliff Avenue and The Westcliff Hotel. These buildings are in use as care homes and a hotel and therefore do not have permitted development rights and planning applications are required for change. Therefore, an Article 4 Direction would not be applicable to these buildings. No extension to the Article 4 Direction is therefore proposed.

Management Plan

Public Realm and Traffic

6.3.24 Surfacing of pavements throughout much of the Conservation Area is plain tarmac, often patchy in places, with standard road markings, though there are some good granite kerbs stones. One positive piece of landscaping is the triangle at the south end of Westcliff Avenue with paving stones and planting.

6.3.25 There is an area of parking at the end of Tower Court Mews, facing Marine Avenue, with an unattractive patchy tarmac surface.

6.3.26 There are six historic lampposts located on Westcliff Parade, just outside the Conservation Area. These are attractive decorative cast iron with distinctive scrolls at the top. They are found elsewhere in Southend along Clifftown Parade to the west, providing continuity to the historic environment. They do require some maintenance to peeling paintwork. Their lamps are modern replacements of distinctive drop pendants seen in historic photographs. It would be desirable to replace the current lamps with something which better resembles the original. However, this is not a priority as the existing ones are not unattractive. Modern street signage attached to the historic lampposts detracts from their appearance and would benefit from removal.

6.3.27 The historic lampposts contrast with standard lampposts and traffic signage throughout the rest of the Conservation Area, which are ordinary designs, though not overly prolific or visually intrusive.

6.3.28 A coordinated scheme of surfacing, signage and street furniture within the Conservation Area would provide the opportunity for an enhanced public realm and an improved setting for the historic buildings. Reducing street clutter by consolidating signage to the minimum necessary would be beneficial to the townscape appearance of the Conservation Area.

Recommendations

6.3.29 Refurbish the historic lampposts to enhance the setting of the Conservation Area.

6.3.30 Street furniture should be co-ordinated and bespoke wherever possible, as well as the minimum necessary to avoid/reduce street clutter.

6.3.31 Traffic signage should be kept to the minimum necessary and not be attached to historic lampposts.

6.3.32 Improve surfacing of pavements and roads. Road markings should be the minimum necessary for safety and where required yellow lines should be 50mm wide in primrose.

Management Plan



Modern lamps set on historic decorative lampposts (2019)



Deterioration of paintwork on historic lampposts (2019)

Management Plan

Green Space

- 6.3.33 The green space of Cliff Garden provides an excellent setting to the Conservation Area, allowing vistas out to the sea and a green backdrop to the buildings. Some of the landscaping in the gardens is somewhat tired and could be improved, such as surfacing of pathways.
- 6.3.34 Where planting is included in front gardens it contributes to the appearance of the Conservation Area. However, many front yards or gardens lack any planting and introducing this would be of benefit to the street scene. Several properties also have unattractive bins and meter boxes, especially where buildings are multiple occupancy.
- 6.3.35 Several houses have lost their front gardens altogether as these have been converted into parking. This has also involved the loss of boundary walls. It creates a harsher appearance along streets and involves the loss of boundary definition.
- 6.3.36 The trees lining Cambridge Road, Trinity Avenue and Marine Avenue are the remains of groups of trees which were planted to line the streets when the development was first created. Some of the trees have been lost but those that remain serve to provide a leafy character to the streets and definition to views southwards down to the sea. The reinstatement of the lost trees would be beneficial.

Recommendations

- 6.3.37 Retain and maintain trees in the Conservation Area.
- 6.3.38 Reinstatement of lost trees on Trinity Avenue and Marine Avenue if possible.
- 6.3.39 Front gardens or forecourts without greenery or landscaping would benefit from their introduction.
- 6.3.40 The removal of boundary walls and conversion to hardstanding for cars should not be permitted. The reinstatement of walls and gardens which have already been lost would be beneficial.
- 6.3.41 Improve landscaping in Cliff Gardens.

Management Plan



Cliff Gardens providing an excellent green setting for the Conservation Area (2019)



Attractive front gardens and trees lining the streets enhance the Conservation Area (2019)



Multiple bins outside multiple occupancy properties and truncated boundary walls which have lost their original railings to the top (2019)

Management Plan

Setting and Views

- 6.3.42 The setting of the Conservation Area greatly benefits from the Cliff Gardens and the views out to the sea are a key characteristic of the area which should be preserved. The sweeping views of the curve in the road along Westcliff Parade is also a key feature and this should also be retained.
- 6.3.43 Unfortunately, the setting of the Conservation Area has already been marred by the construction of the Tower Court block of flats adjacent to the east and, to a lesser extent, Cliffs Pavilion to the west.

Recommendations

- 6.3.44 Views looking out to sea from the Conservation Area are a priority to preserve.
- 6.3.45 The sweeping view along Westcliff Parade should be preserved.
- 6.3.46 Views of landmark buildings, the Westcliff Hotel, Allcoat House and the former Beecroft Gallery, should be maintained and enhanced.
- 6.3.47 New development within and in the setting of the Conservation Area be of an appropriate scale, massing and design, respecting setting and views.

Uses

- 6.3.48 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 unsightly additions, such as large or multiple bins outside multiple occupancy buildings, or multiple electricity meter boxes.

Recommendations

- 6.3.49 Changes of use or new uses 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

6.3.50 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.

6.3.51 During surveys for the preparation of this Appraisal, the surrounding streets were reviewed. These included Winton Avenue, Station Road, east on Cambridge Road and east on Westcliff Avenue. None were deemed of sufficient architectural merit to warrant inclusion.

6.3.52 One amendment to the boundary was proposed during the Appraisal process.

Recommendations

6.3.53 The change to the Conservation Area boundary that was recommended and has been adopted is marked on Map L.

A. A small corner of a garage on Westcliff Avenue, at Westerley, was previously excluded from the boundary and the boundary has now been redrawn to include the whole of this building.

Locally Listed Buildings

6.3.54 Allcoat House and a post box are currently the only locally listed buildings in the Conservation Area. The Westcliff Hotel has particular local significance as the oldest surviving hotel in Southend. It therefore demonstrates the expansion of Southend as a resort in the late-19th century. Despite later detrimental alterations, the building survives largely intact and is an unusual example of one which takes reference from Classical architecture instead of using the Edwardian style. It is a landmark building within the Conservation Area.

Recommendations

6.3.55 The Westcliff Hotel (shown on Map L) is recommended for consideration for the Local List.

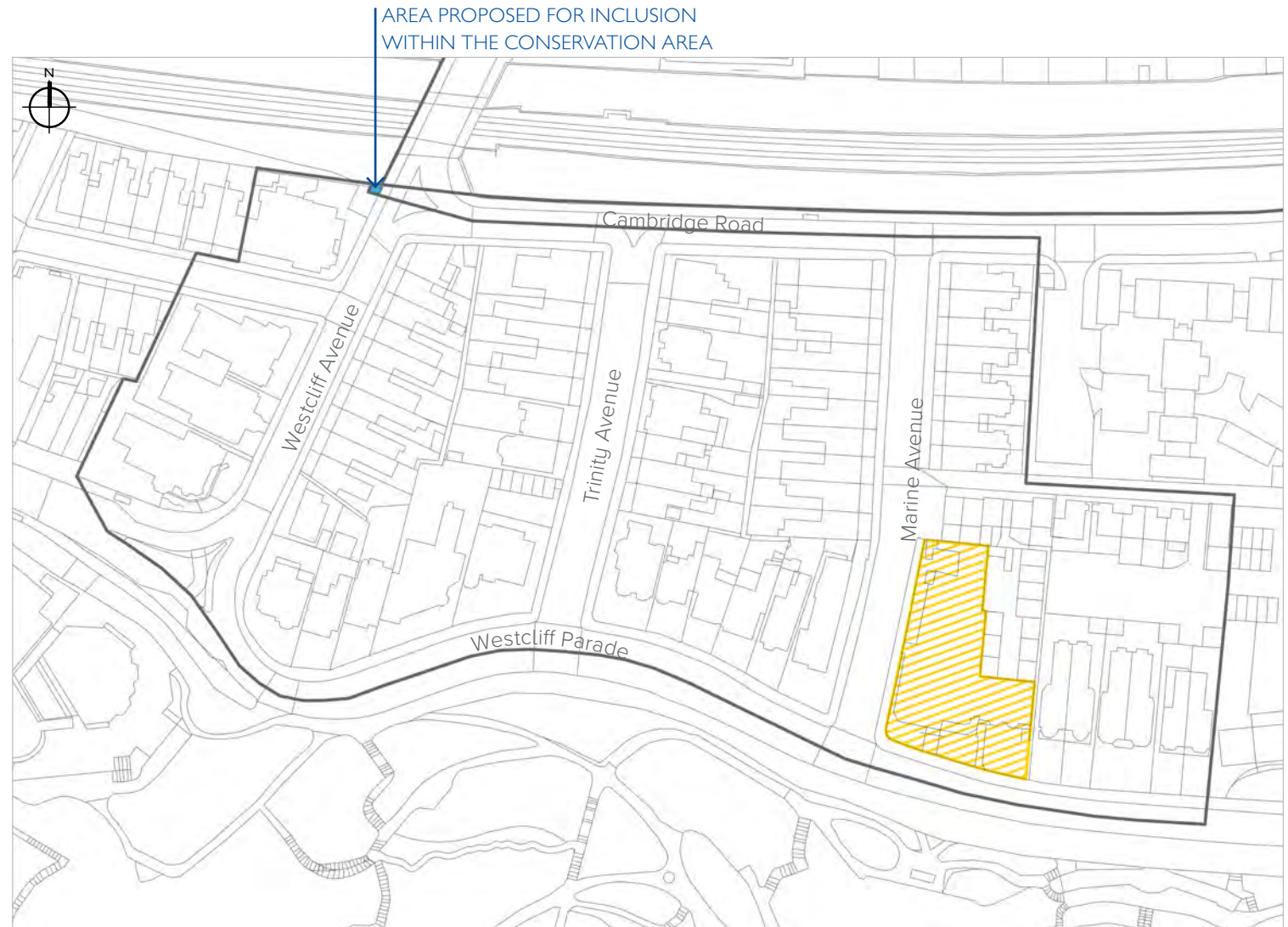
Management Plan

Map L: Boundary Amendments and Proposed Locally Listed Buildings

- Conservation Area Boundary
- ▨ Proposed Locally Listed Buildings
- Areas proposed for inclusion within the Conservation Area

This plan is not to scale

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Management Plan

6.4 Guidance on Alteration and Repair

6.4.1 The following advice applies to the features of particular importance to the character of the Shorefields 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 may also be acceptable if it is unobtrusive. Advice should be sought from the Council's Planning Department.

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 work, should planning permission be required. For most buildings, double glazing with 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 reinstatements when change is proposed in order to enhance the character and appearance of the Conservation Area.

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

- Be of good quality softwood;
- Be painted an appropriate colour for the property (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.

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.

Management Plan

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 Stained glass features on several properties in the Conservation Area. This should be carefully maintained and repaired by specialists. If its condition means that it requires replacing, this should be done to carefully match the original design, using real leading not mock leading applied to glass. Original stained glass can be reused in replica door frames if the door is beyond reasonable repair.

6.4.11 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

6.4.12 Original front doors of 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 sidelights, 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 if they originally had glazed (including stained glass) inserts, these should be reused or carefully replicated. It may be possible to retain original decorative surrounds to porches and doors.

6.4.13 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.

Balconies

6.4.14 Balconies are attractive features of the Conservation Areas, particularly on Westcliff Parade, and should not be altered. Unfortunately, some have been enclosed by a variety of windows and additions and this impairs the character of the properties. If repairs are needed, the reinstatement of the original style of balcony should be considered as reinstatement would greatly add to the character of properties. Historic research should inform the correct choice of balcony design. For example, historic photos and old patterns of iron railings are often available to use as reference.

Management Plan

Outside Walls and Decoration

- 6.4.15 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.
- 6.4.16 Facing brickwork 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 cleaning product and repointing. Cement-based render and non-porous masonry paints might increase problems of damp by trapping moisture within the brickwork. If brickwork has already been painted, it may be possible to clean it off, and in such instances discussion should be had with the Council's Conservation Officer before works are undertaken, to ensure that the proposed method will not damage the face of the bricks.
- 6.4.17 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.
- 6.4.18 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.

Roofs and Chimneys

- 6.4.19 In Shorefields Welsh slate was widely used for the late-19th and early 20th century buildings roofs, though some have now been replaced with concrete tiles. Red clay tiles were also originally used. Both are natural materials which weather well to produce attractive roof surfaces. They give unity to terraces semi-detached buildings and help establish the character of the Area. Finials and decorative ridge tiles are also important features of some older buildings.
- 6.4.20 Re-roofing should reinstate 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 suitable cheaper alternative to Welsh slate.
- 6.4.21 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 Conservation Area and should not be removed.

Management Plan

Hardstandings and Boundaries

6.4.22 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 boundary wall, such as a low brick wall topped with railings, and no reasonable alternative to parking is possible. Planning permission will be required for the installation of a driveway. It should not involve the loss of or harm to roots of mature trees.

6.4.23 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. Low brick walls with railings on top, which are seen in historic photographs as the original form of boundary walls, are the most appropriate design.

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Appendices

A: Building-by-Building Descriptions



Appendix A

Building-by-Building Description

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

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

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

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

Building-by-Building Description

Map M: Building Values

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

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Building-by-Building Description

Westcliff Avenue

Address	Value	Designation
Former Beecroft Art Gallery	Positive*	N/A

Description

Substantial detached Edwardian building occupying a prominent position on the corner of Station Road and Westcliff Avenue. Vacant and in poor condition, largely surrounded by hoarding at the time of inspection in 2019. Three storeys.

Asymmetrical design. Brick with stone dressings. Large balcony on the first floor which wraps around the corner elevation of the property. Attractive ornate railings to the balcony. The balcony is being supported by temporary props. Moulded string course around the perimeter of the building. East façade has two storey bay window, with balcony to the top and mock timber framed gable set behind. Small dormer window adjacent to the left of the gable. Corner has two storey bay window/dormer on first to second floor. South façade has one large central three storey bay window, with the top floor set out on brackets and tile hung. A further two storey bay window is to the west.

Largely retains the original timber sliding sash windows and doors. There are approximately four windows on the elevation to Station Road that have been replaced with unsympathetic uPVC as well as one to the Westcliff Avenue elevation. The ground floor was not fully visible at the time of inspection.

The gable roof features one dominant chimney stack to the centre of the building with a further three located towards the gable end of each elevation. The roof is covered in plain clay tiles and shows obvious signs of disrepair, particularly to the ridge of the roof. Historic photographs show that a dome has been lost from the corner turret.

The building is bounded by a brick dwarf wall interspersed with brick piers. Part of the red brick boundary wall has been rendered and painted white which is not in keeping with the rest of the property. The grounds, where visible, appear largely overgrown.



Building-by-Building Description

Address	Value	Designation
Sandringham	Positive*	N/A

Description

Currently used as a care home. Three-storey detached property. The original red brickwork has been largely painted white, which is regrettable. Central entrance with three storey bay windows either side, with top floor of the bays set on brackets and with mock timber framing. Replacement uPVC sliding sash windows to the ground floor, which are unsympathetic, whilst the first and second floors retain the timber sliding sash windows, which contribute to the character of the building. Large porch to the front, which is a later addition and unsympathetic. The boundary wall removed and replaced with paving for off street parking, which detracts from the setting of the building and the streetscape. Timber painted barge boards. Later concrete tiles to the roof.



Building-by-Building Description

Address	Value	Designation
Winton Hall	Positive*	N/A

Description

Substantial detached property converted into flats. Three storeys. Two large bay windows fronting Westcliff Avenue with top floors featuring mock timber framed gables. Corner turret. Ground floor bay window on north façade. Rendered and painted. Moulded string courses details. Plain clay tile roof with decorative ridge tiles. Windows are predominantly timber sliding sash with some to the upper floor having been replaced with unsympathetic uPVC. Most door sets are timber, though unclear if these are original, with the exception of the top floor unit which has unsympathetic brown uPVC French doors. Three small balconies to the front enclosed with metal balustrading. Boundary wall has been rendered painted stone caps.



Building-by-Building Description

Address	Value	Designation
Westerley	Positive*	N/A

Description

Substantial detached property used as a care home, occupying a corner plot on Winton Avenue and Westcliff Avenue. A front range facing Westcliff Avenue, with a range to the rear facing Winton Avenue formerly a pair of terraced houses.

Rear range: Red brick in Flemish bond with stone dressings to the fenestration. Red brick voussoirs above the ground floor windows with a stone key stone. Architraves to the doors feature stone arches over which echo the styles featured in the window surrounds. Right hand door bricked in. Left hand door replaced with inappropriate uPVC glazed door. Windows and doors have been replaced with unsympathetic white uPVC units throughout. Two storey bay windows either side of the entrance. Gables seen on properties of the same design to the west have been removed and a bulky second floor with dormers set in a mansard style roof added, which is not well designed.

Front range: Central entrance set under a veranda with balcony above, with metal replacement balustrade. Decorative columns supporting the balcony. Doorways formerly accessing the balconies not converted to windows. Ground floor door now replaced with inappropriate glazed uPVC units. Two storey bay windows either side of veranda. Windows also replaced with unsympathetic uPVC throughout. An unsympathetic porch with uPVC windows and access ramp has been added to the Winton Road façade of this range. The roof features two dormer windows alongside a mock timber frame gable. Brick chimney stacks.

The boundary wall is mainly original, although this has been adapted in part to facilitate a disabled access ramp and railings between brick piers removed.



Building-by-Building Description

Address	Value	Designation
2A/2B Westcliff Avenue	Negative	N/A

Description

Detached building located at the junction of Westcliff Avenue and Westcliff Parade. c1970s. Three storeys with two double garages to the ground floor and residential accommodation above divided into two dwellings. Red brick, white uPVC cladding and tiled cills. The windows are white, and fascia/soffits are white uPVC and a timber and glazed front door. The poor design of this building detracts from the character of the Conservation Area and replacement with a more building of a more sensitive design would enhance the character of the Conservation Area.



Building-by-Building Description

Address	Value	Designation
2-20 Westcliff Avenue	Positive*	N/A

Description

Date stone of 1893. Terrace of 10 two storey houses. Originally red brick exterior in Flemish bond with large stone canted bay windows decorated with carved capitals. Timber sliding sash windows with leaded fanlight windows to the ground floor. Each four-panel timber door with glazed upper panels, set in a recessed porch and surrounding leaded windows. The roof covering would have been in slate with chimney stacks shared between adjoining houses.

Many of the houses along the terrace have been altered to varying degrees, some with unsympathetic alterations such as concrete roof tiles and multicoloured windows. uPVC windows added are all unsympathetic. There are varying boundary treatments and a number have been subdivided into flats which creates a situation whereby the ground and first floor of the buildings look different i.e. different window treatments, which can detract from the overall character of the building.

No.2: Rendered exterior in grey with concrete roof tiles and plain clay tiles over the bay window roof. Timber sliding sash windows and although the door and fanlight windows have been replaced they are in keeping with the original door set and have a stained glass design with panelled door. Modern yellow brick boundary wall and metal gate.

No.4: Brick walls have been painted red. The ground floor retains the door set with stained glass fanlight windows and sidelights as well as the fanlights in the bay window with timber sash windows below. The upstairs windows have been replaced with uPVC top hung units. Slate roof with ridge tiles inset with fleur-de-lis mouldings, and a tiled geometric patterned path to the front. Non-original, red brick boundary wall with metal railings between piers.

No.6: Pebble dash over brickwork. Retains the original door set with stained glass fanlight windows and sidelights as well as the fanlights in the bay window with timber sash windows below. Decorative tiles to the side walls of the porch. Geometric patterned pathway. Red brick wall with inset railings between brick piers. Slate roof.

No.8: Red brick. The bay window to the first floor is clad in red hung tiles and much of the mouldings have been removed from the windows and doors. The first-floor windows have been replaced with uPVC sliding sash which are a better quality replacement than that of the ground floor which are uPVC top hung windows. The door set remains in place, but the stained glass has been replaced with obscured glass and a surround with sidelights has been fitted at the front of the property to enclose the porch. Red brick boundary wall.

No.10: The windows on this property feature multicoloured squares (possibly stuck on), these are not in keeping with the property itself or the wider street vernacular. The door set, by contrast, has been modernised but still retains the four-panel door. The stained glass sidelights and the fanlight have been replaced with a frosted glass panes denoting the house number. This building has been divided into flats and features different windows at first floor level, which, whilst not original are uPVC sliding in a sash design.

Building-by-Building Description

No.12: This property has been subdivided into flats and the brickwork has been painted white. The ground floor is predominantly original and retains the door set with stained glass fanlight windows and sidelights as well as the fanlights in the bay window and timber sliding sashes. The upstairs windows have been replaced with uPVC top hung units. The roof is tiled in slate. The boundary wall is a randomly coursed stone and brick wall with a curved top, which may be closer to the original form of the walls. It is painted white.

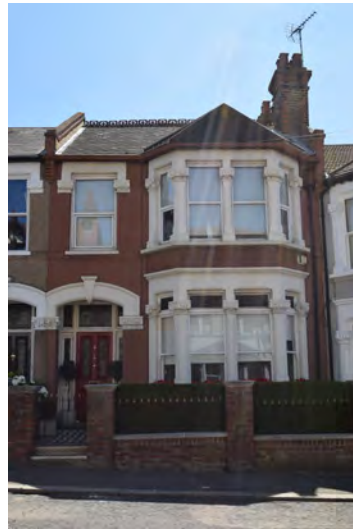
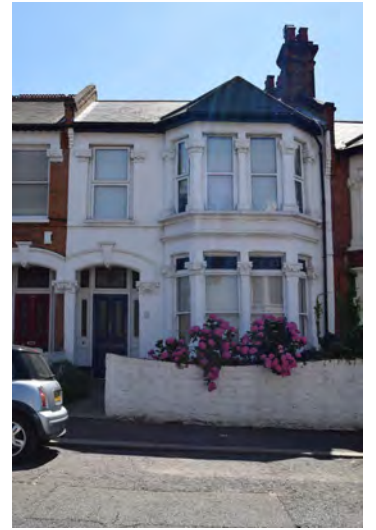
No.14: This property has been subdivided into flats and retains the original brickwork exterior. The ground floor has the original door set with stained glass fanlight windows and sidelights. The bay window has been replaced with uPVC sliding sash windows and the upstairs has timber sliding sash units. The roof is slate and features decorative tiles across the ridge. There is boundary wall in brick and randomly coursed stone with a curved topped, possibly original.

No.16: This is one of the only properties in the street to largely echo the original form. Although now divided into flats the windows remain as existing, as does the door and surround, brickwork and roof slates. The slates to the roof of the bay are curved and pointed to create a decorative design. The mouldings are all intact and the house is a good example of how the terrace should look. The boundary wall is later and in brick with a metal gate.

No.18: Brickwork has been rendered and painted white. All windows replaced with uPVC top hung units. The roof is concrete interlocking tiles. The four-panel door and sidelights does remain though the stained glass has been replaced with a different design or with plain glass. Modern red brick boundary wall.

No.20: This occupies a prominent position at the top of the hill on the junction with Cambridge Road and Westcliff Road. This has a red brick façade in Flemish bond to the front and the gable wall to the side elevation is in London stock brick. There is a dormer window and roof light set in the front elevation. Concrete tile roof. All of the fenestration has been replaced in white uPVC and the porch has been enclosed with uPVC French doors. The side elevation can be seen from Cambridge road where a single storey garage is attached at the rear. On this elevation is a further double entrance door in timber and two uPVC sash windows. Later brick boundary wall.

Building-by-Building Description



Building-by-Building Description

Westcliff Avenue

Address	Value	Designation
32 Westcliff Avenue	Positive*	N/A

Description

Substantial house on the corner of Westcliff Avenue and Westcliff Parade. Date stone on west elevation which reads 'Chertsey 1892'. There is a slate roof with large modern rooflights and dormer windows which detract from the quality of the building. The other windows throughout are timber sliding sash with a decorative glazing bar detail to the top sash. There is a bay window on the south face with balcony above with timber balustrade and timber French doors with side lights. The exterior is bounded by a modern brick wall in a stretcher bond, interspersed with brick piers which are rendered and painted white with decorative railings between. The garden has been paved over which gives a harsher appearance than if the garden was planted.



Address	Value	Designation
31	Positive	N/A

Description

An attractive two storey dwelling with a plain clay tile roof and decorative ridge tiles. There is a small box bay window to the first floor with timber casement windows. The upper story is pebble dashed with a brick string course and red brick to the ground floor in English bond. The ground floor features stone carvings around the head of the bay window and quoins surround the adjacent window and entrance door which has a timber door with glazing inset and fanlight over. The garden to the front provides an attractive feature and enhances the street scene.



Building-by-Building Description

Address	Value	Designation
30 Westcliff Avenue 'Valentina'	Positive	N/A

Description

Semi-detached, two and a half stories with large canted bay window to main two storeys with timber sliding sash windows and decorative carvings to stone above the windows. It is a mix of red and yellow stock brick and features a slate roof with decorative ridge tiles.

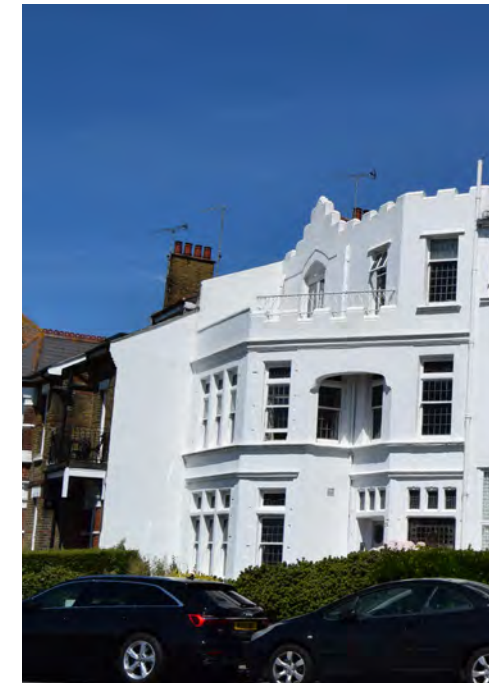
A small balcony is above the front door which is enclosed by black metal railings. The front garden is partly block paved to provide off street parking and enclosed by a brick wall and metal driveway gates. The remainder of the front garden is sensitively landscaped.



Address	Value	Designation
28	Positive	N/A

Description

Three storey building with asymmetrical frontage. White painted render walls. Dutch gable roof, carved stonework around windows and doors. Leaded light sliding sash windows with leaded fanlights above. Leaded casements to the top floor. Moulded string courses. Timber double front door in a recess, with recessed window above on the first floor.



Building-by-Building Description

Address	Value	Designation
29 Westcliff Avenue	Positive*	N/A

Description

Three storeys with asymmetric frontage. White painted render. A large turret in the centre of the façade with cupola window and roof to the top floor. Left hand bay has three triangular plan balconies which have been unsympathetically enclosed with inappropriate metal or plastic windows. Windows elsewhere are timber sashes with top sash divided into two or six panes, with curved underside to the top sash. Right hand bay has a recessed front door on the ground floor with double timber and glazed door. Third floor in this bay has later dormer window with French doors to a timber and glazed balcony. Red tile roof and hung tiles to the sides of the cupola and dormer. Blue plaque: 'Frank Matcham 1854-1920 Theatre Architect. Lived Here.'



Building-by-Building Description

Address	Value	Designation
Allcoat House	Positive	Locally Listed

Description

Allcoat House is locally listed and has undergone a sensitive conversion to multiple dwellings. Italianate design with feature eaves detail. Previously used as a hotel during the Edwardian era it is of considerable architectural merit and enhances the street scene. It is largely constructed in London stock brick with moulded stone string course and stone/brick arches above windows and doors. It is arranged over three and a half stories. A three storey metal and glazed balcony is on the south elevation (added in recent restoration and windows extended down to form doors) adjacent to a two storey painted stone bay window with balcony set on top. Main entrance is on Trinity Avenue, a panelled timber double door with fanlight above and pedimented architrave. A further door is to the rear in a modern porch. There is a new car parking area and single storey garages that are well built and do not detract from the area.



Building-by-Building Description

Address	Value	Designation
26 Westcliff Avenue	Positive	N/A

Description

Double front building with symmetrical design to the south elevation containing a pair of two storey canted bay windows. Hipped slate roof with decorative ridge tiles. The chimney to the west elevation is stepped with stone cappings and topped. Decorative terracotta chimney pots are used to all the chimneys. The façade is in London stock brick with a red brick details, though a two storey bay window on the west façade is painted render. Painted stone quoins and dressings. Windows are timber framed sashes. Currently used as a nursing home and has pleasant landscaped gardens to the front surrounded by a red brick and randomly coursed yellow brick wall. A ramp on the west side detracts from the positive character of the frontage but is justified because of the building's use.



Building-by-Building Description

Address	Value	Designation
25 Westcliff Avenue	Positive*	N/A

Description

White rendered semi-detached property set back from the road. Used as part of the adjacent care home at No.26. Two and a half storeys. The roof and dormer have red plain clay tiles. The entrance is a timber vertical panel door with small leaded glass window at the top. This is sheltered by a porch canopy in plain clay tiles to match the roof. A canted bay window is adjacent. The first floor has four casement windows. First floor windows are unsympathetic white uPVC with stained glass detail to the top casement. Ground floor windows are timber casements with leaded stained glass fanlights. They do not appear to be original. There is a large flat roof dormer set in the roof with timber windows, which is out of proportion with the building though is shown in early-20th century photographs of the building. The boundary wall has been removed and the front garden converted to parking, which is detrimental to the character of the street frontage.



Building-by-Building Description

Address	Value	Designation
24 Westcliff Avenue	Positive*	N/A

Description

Two and a half storeys. Red brick exterior in Flemish bond with plinth detail to base of building. It features a large bay window to ground and first floor plus large, modern flat roof dormer on the gable roof which is out of proportion with the building (it replaced a mock timber framed dormer window similar to that surviving on No.23). Roofs are slate. Windows in the dormer are unsympathetic uPVC. Other windows are timber with white painted sash windows featuring decorative cills below. The first floor has a balcony with French doors and ornate metal railings. The main panelled and glazed entrance door is set back from the front in a recessed porch enclosed with timber framed glazing (likely original). The boundary wall has been removed and the front garden converted to parking, which is detrimental to the character of the frontage.



Building-by-Building Description

Address	Value	Designation
23 Westcliff Avenue	Positive*	

Description

Red brick with red pointing to match the brickwork. Two storey canted bay window to the left with entrance porch enclosed with timber frame and leaded windows to the right. Timber panelled and glazed entrance door. The property has been converted to flats, with the addition of a timber panelled door with leaded lights and fanlight above. This seems to have been an early addition. There is an original gabled dormer to the roof slope with replacement unsympathetic uPVC windows. Both gable and roof are covered in slate. The windows throughout the rest of the property are timber sash whereas the door onto the veranda has been replaced with unsympathetic white uPVC. The railings have also been replaced with simple white metal. The boundary wall has been removed and the front garden converted to parking, which is detrimental to the appearance of the street frontage.



Building-by-Building Description

Address	Value	Designation
22 Westcliff Avenue	Positive*	N/A

Description

Two and a half storey, detached property. Pebble dashed and painted grey. Red plain clay tile roof. Large balcony across the width of the house and uPVC bi-fold doors and French doors opening onto it, unsympathetically expanding the width of the original window in inappropriate materials. The hipped roof has a small gable to the front which has a moulded floral swag and port hole window. The ground floor has a curved full height bay window in unsympathetic uPVC and timber double front door with arched fanlight windows above. The boundary wall has been removed and the front garden paved for parking, which is detrimental to the appearance of the street frontage.



Building-by-Building Description

Address	Value	Designation
21 Maritime Lodge	Positive*	N/A

Description

Two storeys. Originally constructed in London stock brick, the front elevation has now been rendered with the side elevations to Marine Avenue still with exposed brickwork. There is a bay window to both storeys fronting Westcliff Parade as well as a balcony. The windows to the main part of the house have been replaced with good timber sliding sashes. The windows feature stone cills and lintels. A decorative pattern terracotta string course runs around the building.

Externally, the whole corner plot is enclosed with a rendered brick dwarf wall with brick piers and railings to the front, while to the side the boundary is exposed stock brick with a metal gate, which is overly tall. Patterned tile path leading to main entrance which has a double timber panelled door with architrave featuring fluted pilasters.

Attached to the rear is an annex, numbered 4 Maritime Lodge. This is a continuation of the main house in stock brick. A ground floor bay window is to the left with balcony on top surrounded by metal railings. Single panelled door to the right with leaded fanlight above. Timber sash windows except leaded casement window above door. Doors to the balcony are uPVC which is an inappropriate material.



Building-by-Building Description

Address	Value	Designation
21B Westcliff Avenue	Positive	N/A

Description

Double fronted with symmetrical box bay windows under a hipped slate roof with tall feature chimney and a distinctive deep eaves detail. The windows are black timber frame casement windows with leaded light glass. Large double timber door mirroring the style found in the fenestration. Boundary wall is stock and red brick. Single storey black weather boarded car port attached.



Building-by-Building Description

Address	Value	Designation
West Cliff Hotel	Positive*	Recommended for the Local List

Description

Main hotel built in 1891. A pair of houses to the east, built 1899, were later incorporated into the hotel.

Main building: Rendered and painted. Original photos show a red brick façade with stone details. Five storeys, five bays wide on south elevation. Ground floor features a wrap around conservatory extension: to the south this is modern and detracts from the character of the building, but a wide bay window on the west elevation is original and features decorative metal railings above, which extend around to the south façade. Decorative mouldings on the original bay window. Window openings on the floors above are regularly spaced with those on the first and second floors featuring pedimented architraves. Windows are all unsympathetic uPVC top hung units. Small triangular pediment to the top of the south façade, a later addition. Plain elevation to rear range with unsightly ducts, pipes, etc. Rendered dwarf wall to the boundary. Main roof not visible. Slate roof to rear range.

Converted houses: A pair of three storey houses. Originally brick, now rendered and painted. Each has a two storey curved bay window, with a ground floor porch over the entrance with a balcony on top. Much decorative detail to the porches, bay windows and in gables at the top. Moulded balusters to the balcony balustrades. Original doors have been replaced with unattractive modern double doors (those to the right are plain and the entrance is no longer used). Timber sash windows remain on the ground floor, while the upper floors are replaced with unsympathetic uPVC. Small metal and glazed handrails have been added to the balconies at second floor level. Slate roof.



Building-by-Building Description



Building-by-Building Description

Address	Value	Designation
Imperial Mansions	Positive	N/A

Description

Used as flats, the building is arranged over four stories with substantial bay windows to the first three levels. Slate roof with red ridge tiles and a later small hipped dormer over French doors onto a small balcony area. Small rooflights. Stone dressings to bay windows and floral patterns are engraved on the heads of these. Patterned balustrading to balconies on first and second floors. The bays at ground and first level are curved with curved, with curved timber sash windows. All of the windows are timber framed. Parts of the facing brickwork has been painted, which would benefit from being removed. Original double timber and glazed doors to right hand door survive, while left hand door converted to a fixed panel but retaining the same design. Fan lights above have the glazing painted over. Balcony above the doors supported on columns. Low rendered boundary wall with railings between piers.



Building-by-Building Description

Address	Value	Designation
Imperial Court	Positive	N/A

Description

Similar design to Imperial Mansions. Four storeys. Box bay windows to first and second floors with canted bay window to ground floor. Patterned balustrading to first and second floor balconies. Slate roof with decorative ridge tiles and later small hipped dormers containing doors out to balconies. Small rooflights. Timber sash windows with five pane detail to the top sash. The door features a pink marble arch with supporting columns over a large timber double door with leaded lights and sidelights. The front façade has been painted. Low rendered boundary wall with railings between piers.



Address	Value	Designation
12-13 Westcliff Avenue	Positive	N/A

Description

Symmetrical two and a half storey pair of houses. Ornate architraves to the front doors which are panelled timber frame double doors with fanlight over. Two storey canted bay windows with carved capitals to pilastered mullions. Decorative panelled below first floor windows, though these have been lost on the right hand property. Patterned metal balustrade to first floor balcony between the bay windows, with timber French doors with fanlights over. Slate roof with decorative ridge tiles. Two small dormer windows and small rooflights to the roof, probably added later. Low brick boundary wall with railings above and hedge.



Building-by-Building Description

Marine Avenue

Address	Value	Designation
3-21 Marine Avenue	Positive*	N/A

Description

The west side of Marine Avenue (odd numbers) is a mix of two different styles. All of the houses on this side of the street have been rendered or painted so none show any original brickwork.

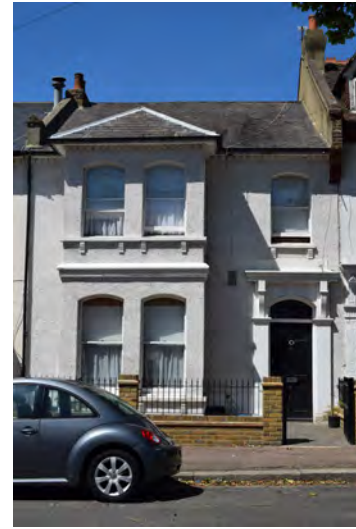
No.3 is unique in the street and features a bow bay window to the ground and first floor with a hipped concrete tile roof. Later timber casement windows. Timber panelled door with bracketed architrave.

Nos.5-9 are similar in style, set over two stories with rendered frontages. The main roofs are slate. Nos.5 and 7 have single storey box bay windows with a lead(?) hipped roof to No.5 and a monopitch slate roof to No.7. No.9 features a two-storey box bay. All 3 properties have timber sash windows which are arched at the head of the window with pairs of brackets below. Bracketed architraves to doors. Originally would have had recessed porches with timber panelled and glazed door with stained glass sidelights and fanlight. All have later timber panelled doors inserted forward of the original to enclose the porch, though the original doors survive behind this to No.7 and possibly No.5. Survival at No.9 unknown.

Nos.11-21 are almost identical to those found on Trinity Avenue. However, they have all been painted varying shades or white/magnolia. Two and half storeys. Canted bay window to one side with door and single window above to other side. Gabled windows in roof. Originally there would have been timber sash windows and timber panelled door with fanlight above, set in a bracketed architrave. Most have retained these, though some are later timber replacements and there are few examples of uPVC window replacements to No.13 (second floor), No.17 (ground and second floors), No.19 (second floor), No.21 (second floor).

Roof coverings are different throughout the street with a mix of slate (Nos.19 and 20), interlocking concrete (Nos.13 and 15) and plain tiles (Nos.11 and 17). Variety of brick or rendered boundary walls. The original walls were likely to be low brick topped with railings.

Building-by-Building Description



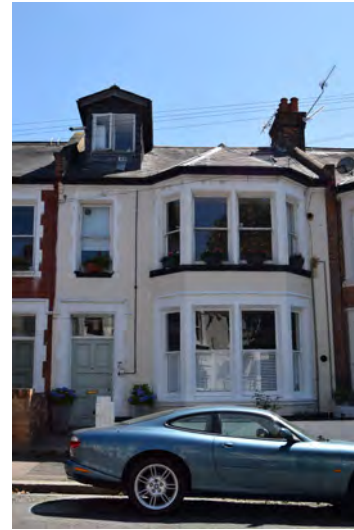
Building-by-Building Description

Address	Value	Designation
4-18 Marine Avenue	Positive*	N/A

Description

Terrace of two-storey houses, each featuring a two-storey canted bay window to one side and an entrance door with single window above to the other side. Originally all red brick with stone dressings and slate roofs. All retain slate roofs, though Nos.4, 6, 12 and 18 have been painted or rendered. Timber sash windows originally. These survive on Nos.6 (first floor only), 8, 10, 12, 14 (first floor only), 16 (first floor bay window only) and 18. Other have been replaced with unsympathetic uPVC units of various design. Original doors are timber panelled, with a fanlight above, and survive on all but No.4 which has been replaced with a modern version. Inappropriate dormer windows have been added to Nos.6 and 12. The large scale of the one to No.6 is particularly inappropriate and has resulted in the loss of the roof of the bay window. Boundary walls are a mixture of low brick or render. The original walls were likely to have been low brick topped with railings. The bay window of No.18 is in a poor state of repair. The rear of the properties can be seen from Tower Court Mews and Cambridge Road where generous sized box bay windows are seen to the rear elevations. The side elevation of the rear range of No.4 has lost part of its render.

Building-by-Building Description



Building-by-Building Description

Tower Court Mews

Address	Value	Designation
12-16 and 21-28 Tower Court Mews	Neutral	N/A

Description

Mews development with courtyard access to rear parking. This is a modern development of mews style properties which are a mix of brick, render and timber clad properties. They are two storeys high. All have dark coloured timber framed windows and doors with a mix of casement and sash windows across the terrace.



Building-by-Building Description

Address	Value	Designation
20 Tower Court Mews 'The Coach House'	Positive	N/A

Description

Modest single storey building, late-19th/early-20th century, converted into a residential property (potentially originally a coach house service the Westcliff Hotel or adjacent houses). Constructed in London stock brick with red brick voussoirs over the timber windows. Small timber cupola sits on top of the hipped slate roof. Extension to west is later but in matching materials.



Address	Value	Designation
30 Tower Court Mews 'The Stables'	Positive	N/A

Description

Stable block, late-19th/early-20th century, converted to residential accommodation. London stock with red brick string courses around the building. The gable has patterned barge boards and roof covering in slate with decorative ridge tiles. Stone arches over the timber doors and windows to the ground floor. Two porthole windows are at the first floor with a uPVC casement window where doors would have been. The material of these is inappropriate.



Building-by-Building Description

Trinity Avenue

Address	Value	Designation
1a Trinity Avenue (Miramar)	Positive	N/A
1b Trinity Avenue		

Description

No.1a currently used as a chiropractor's surgery. A pair of semi-detached properties with two-storey curved bay windows featuring leaded fanlight windows above timber casements. Each of the houses features a balcony to the first floor with timber balustrade and part glazed (stained glass) timber door opening out onto the balcony. The entrances feature curved glass windows to the side of the door with attractive leaded light panels and stained glass. The doors themselves are original timber panelled with stained leaded glazing to the top half. In the fanlight windows above the door the original house name is visible to no.1a (Miramar). The path leading from the gated entrance to the doorstep of No.1a appears to be original black and white tiled pattern. Randomly course stock brick wall with red brick dressings, featuring curved sections between piers. Metal gates.



Building-by-Building Description

Address	Value	Designation
1-11 Trinity Avenue	Positive	N/A

Description

Row of six terraced Victorian houses, some used as guest houses. Although some minor changes have taken place, such as the recessed porches being enclosed on Nos.3, 5 and 7 and the boundary treatments differing, all the properties are largely original. This is the most intact grouping of buildings in the Conservation Area.

Each house has a two-storey bay window to one side, topped with a gable containing an arched window. To the other side of the façades are an

entrance door under a bracketed architrave, with a window above and dormer window in the roof above. Original door, seen on No.1, is timber panelled with glazed upper panels with sidelights and fanlight. The main façades are stock brick with red brick and terracotta dressings and decorative details. Painted stone dressings are also used. All buildings have timber sash windows to the ground and first floors, with timber casement windows to the dormer and gable windows. Roof coverings are uniform across the whole terrace. Nos.9-11 are an exception in not having decorative architraves to the door. In their place is a window and a modern door which appears to have been converted to a window opening. It is not clear where the original doors for these properties were located. The rear of the properties can be seen from Cambridge Road and shows that each of the terraces also features rounded bow windows to the rear which is unique to the Conservation Area.



Building-by-Building Description

Address	Value	Designation
154 Trinity Avenue 'Stuart House'	Positive	N/A

Description

Stuart House is located at the top of the street on the corner of Trinity Avenue and Cambridge Road. Similar design to No.14 (see following page). Two and a half storeys. Red brick with painted stone dressings. A pair of two storey bay windows on the west façade topped by a balcony with modern metal railings. Mock timber framed gabled dormer with access onto balcony via unsympathetic uPVC and glazed French doors. Two storey bay window to north elevation. Inappropriate uPVC replacement units to the ground floor west elevation, and first and second floor north elevation. Timber sashes to the first floor west elevation and ground floor north elevation. The roof is slate. The main entrance is located on Cambridge Road and there is also accessible available to the rear as the property has been divided into flats. The main entrance door is a timber panelled door with glazing upper panels, under a bracketed canopy. The house is surrounded by a brick wall with railings between piers and has a tiled footpath.



Building-by-Building Description

Address	Value	Designation
14 Trinity Avenue	Positive	N/A

Description

Semi-detached Edwardian property in red brick with a Flemish bond. Similar design to 154 'Stuart House' (see previous page). Two and a half storeys. Large two storey bay windows with balcony above with modern metal railings. Mock timber framed gabled dormer with access onto balcony via timber and glazed French doors. Slate roof featuring fleur-de-lis ridge tiles. The fenestration to the property is in timber, with the downstairs being casement windows and first floor are sash. The entrance is via recessed porch with a four-panel timber door with upper panels glazed, with sidelights and fanlight, all under a small porch canopy. The property has been divided into flats. Red brick boundary wall.



Building-by-Building Description

Address	Value	Designation
10 Trinity Avenue	Positive	N/A

Description

Unusual architectural style with differs from the rest of the street. Arts and Crafts style. Detached property with large brick bay windows to both levels which is finished with a small parapet wall. The main exterior face of the house is in brickwork with a small area to the first floor having been rendered and painted. The main dwelling has a hipped slate roof with a small box bay window to ground floor with balcony above featuring decorative timber balustrade. The entrance is set further back from the street and the windows are timber sashes. Red brick boundary wall, leaving an opening for a driveway to the side which is block paved. The rear of the property appears to extend some way back and is built in stock brick.



Address	Value	Designation
8 Trinity Avenue 'Ocean View Lodge'	Positive*	N/A

Description

Substantial double fronted, two and a half storey building, in use as a school. Rendered and painted white. Two box bay windows each side of the front elevation all with original windows replaced with uPVC top hung casements unsympathetic to the property. Central entrance with replacement front door. The decorative pediment and pilasters surrounding the door do remain in place. The bay windows with large gables over which are rendered (showing signs of disrepair) and inset with port hole windows, under which are moulded floral swags. the main roof is slate and appears to be in good condition.



Building-by-Building Description

Address	Value	Designation
2, 4, and 6 Trinity Avenue	Positive*	N/A

Description

Three terraced houses of two-storeys. All originally of the same design, with recessed entrance porch on the ground floor with window above on one side, with a box bay window topped by a gable on the other. All were originally brick with stone(?) dressings and decorative hung tiles between the windows on the bay. However, No.6 has been rendered and painted, which is regrettable. It has also unfortunately lost mock-timber framing found in the gables of the other two houses. They all retain timber windows, featuring smaller panes to the upper sections and an arched detail to the glazing bars on the first floor bay. Fluted pilasters to the ground floor bay windows and bracketed architraves to the porches. Original doors are still intact, though the porches have been infilled on all houses with timber and glazed double doors of different designs. All have slate roofs, though the roof of No.2 has been replaced and is possibly artificial slate. No.4 retains patterned tile footpath and step leading to the entrance. Boundary walls appear non-original, either black brick or rendered and topped with railings of different designs.



