

Leigh Cliff Conservation Area Appraisal

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



Southend-on-Sea: Leigh Cliff Conservation Area Appraisal

Contents

1.0 Introduction	3	5.0 Character Analysis	29
<i>Map A: Boundary</i>	4	5.1 Architecture	30
1.1 What is a Conservation Area?	5	<i>Map J: Uses</i>	40
1.2 Aims of the Conservation Area Appraisal	6	5.2 Townscape	41
1.3 Background and Methodology	6	<i>Map K: Townscape</i>	52
1.4 Overview, Location and Topography	7	5.3 Character Areas	54
		<i>Map L: Character Areas</i>	54
		5.4 Setting	58
2.0 Summary of Special Interest	8		
		6.0 Management Plan	60
3.0 Planning Framework	10	6.1 Introduction	61
3.1 The National Planning Policy Framework	11	6.2 Conservation Vision	62
3.2 Local Planning Policies and Guidance	12	6.3 Issues, Opportunities and Recommendations	63
3.3 Designations	13	<i>Map M: Boundary Review and Proposed Locally Listed Buildings</i>	80
<i>Map B: Designations</i>	14	6.4 Guidance on Alteration and Repair	81
4.0 History and Archaeology	18	Bibliography	88
4.1 Archaeological Interest	19		
<i>Map C: Building Ages</i>	20	Appendices	89
4.2 History of Leigh Cliff	21	A Building-by-Building Description	90
<i>Map D: Extract from Chapman and André's Map of Essex, 1777</i>	21	<i>Map N: Building Values</i>	91
<i>Map E: 1874 OS Map</i>	22		
<i>Map F: Tithe Award Map for the Parish of Leigh, 1847</i>	23		
<i>Map G: 1897 OS Map</i>	24		
<i>Map H: 1922 OS Map</i>	27		
<i>Map I: 1939 OS Map</i>	28		

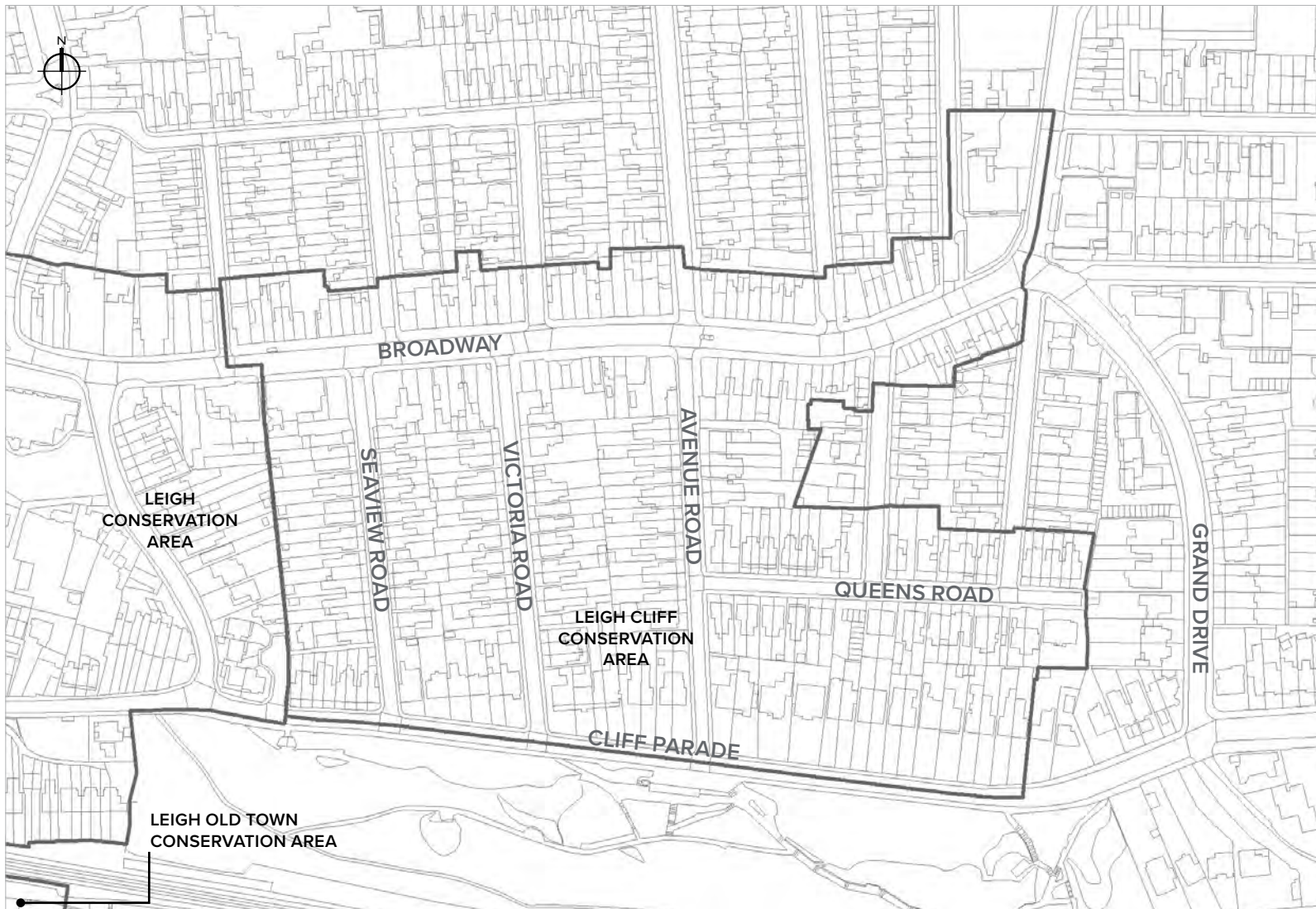
Section 1.0

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, Location and Topography	7



Introduction



Map A: Boundary

- Conservation Area Boundary

This map is not to scale

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

Introduction

1.1 What is a Conservation Area?

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

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

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

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

1.1.3 However, it should be recognised that designation does not prevent change from occurring within Conservation Areas, and over time they will be subject to many different pressures (both positive and negative) that could impact upon their character and appearance. LPA’s 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 the preparation of the emerging new Local Plan and 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 The 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 Leigh Cliff was developed in the late-19th/early-20th century as a residential and shopping area expanding on the historic centre of Leigh-on-Sea during Southend's rapid expansion at this time as a popular seaside resort. The Conservation Area was originally designated in 1981. The Conservation Area Appraisal for Leigh Cliff updates the former document from 2010. It has been prepared by Purcell, a firm of specialist heritage consultants, on behalf of Southend-on-Sea Borough Council. The research and fieldwork for the Appraisal was carried out in October 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, Location and Topography

1.4.1 Leigh Cliff Conservation Area (shown on Map A) is located within the Leigh-on-Sea district of Southend-on-Sea. To the west is the Leigh Conservation Area and to the south-west is the Leigh Old Town Conservation Area. Leigh was once a small settlement in its own right, focused on a fishing village on the shoreline. With the rapid expansion of both Southend-on-Sea and Leigh-on-Sea in the late-19th century as resorts, the village expanded northwards away from the shore, with the residential streets of Leigh Cliff being constructed to the north-west of the original village, together with the shopping street of Broadway running along the northern edge of the Conservation Area. Broadway is parallel to the cliff and the residential streets are at right angles to it running south to Cliff Parade, with the exception of Queens Road which runs east–west.

1.4.2 The Conservation Area is situated to the south of the now demolished Leigh Hall manor house on land which was fields until the end of the 19th century. South of Broadway there is a slope of variable steepness as the land drops down to the sea, terminating in a cliff consisting of unstable London Clay now occupied by Cliff Gardens. At the foot of the cliff runs the railway. The Conservation Area is now at the western and southern edge of a continuous urban and suburban conurbation which extends east to Chalkwell, Westcliff and Southend.

1.4.3 As part of the Appraisal process the boundary of the Conservation Area has been reviewed and a minor amendment made to include a row of shops on the south side of Broadway which are of similar quality to those already included on this street. Maps in this Appraisal document show the new boundary. See paragraphs 6.3.51-6.3.52 and Map M for details of the change that was made.

Section 2.0

Summary of Special Interest



Summary of Special Interest

- 2.1 The Leigh Cliff Conservation Area is representative of the expansion of the village of Leigh away from the historic core on the shoreline and around St. Clement's Church in the late-19th and early-20th century, as Leigh-on-Sea's popularity rose as a resort in tandem with the increase in prominence of Southend-on-Sea. The Conservation Area links to Leigh Conservation Area along Broadway, the shopping street which is bustling with commercial activity in buildings of a grander scale and with a few good survivals of historic shop fronts. The former Grand Hotel provides an impressive landmark at the east end of the road, with its former use reflecting the popularity of the area as a holiday destination.
- 2.2 The residential streets have a strong late-Victorian architectural quality, featuring bay windows, timber panelled doors with stained glass, sash windows and a regular rhythm of placement of architectural features. Their positioning on steep hills enhances this rhythm as the buildings step up the hill. Houses on Cliff Parade are larger, reflecting the more desirable location facing out to the Estuary, with dramatic sweeping views to the water and eastwards to the Pier. These houses have a seaside character, with balconies and large windows to take in the view. Their setting adjacent to Leigh Cliffs East, a pleasure garden, is an important part of the setting of the Conservation Area, together with the hillside location providing the impressive sea views.

Section 3.0

Planning Framework

3.1	The National Planning Policy Framework	11
3.2	Local Planning Policies and Guidance	12
3.3	Designations	13
	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 2021: <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 The production of the Southend New Local Plan will provide an opportunity to review the Core Strategy, Development Management Document and SCAAP, and will set out a new suite of planning policies for the Borough, including for the management of the historic environment.

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

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

3.2.6 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, Leigh Cliff is a designated heritage asset in its own right. There are no listed buildings within the Conservation Area, though it does contain several non-designated heritage assets, such as Locally Listed Buildings. The Leigh Conservation Area lies directly to the west of Leigh Cliff Conservation Area, while the Leigh Old Town Conservation Area is to the south-west.
- 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.

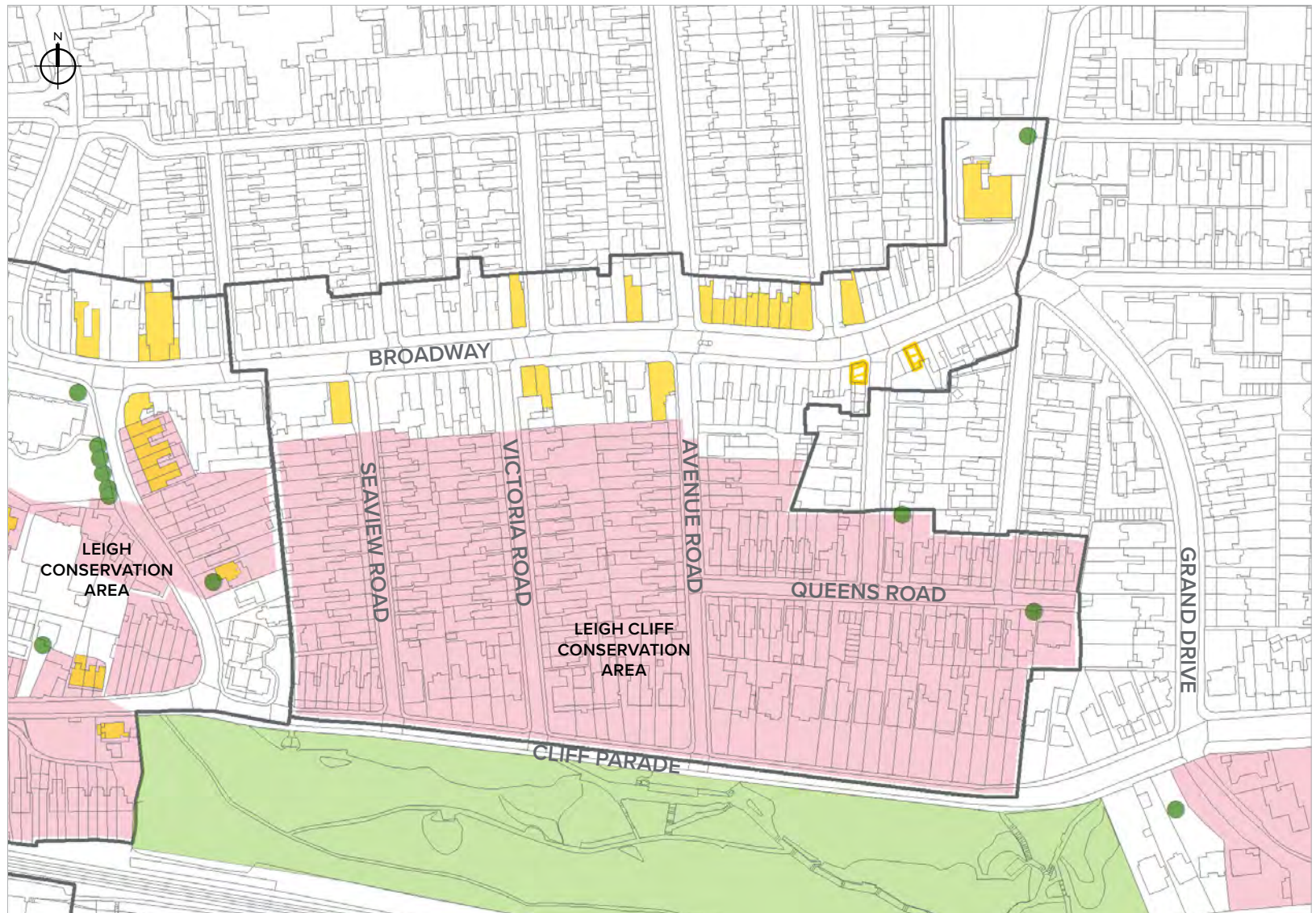
Planning Framework

Map B: Designations

- Conservation Area Boundary
- Article 4
- Locally Listed
- Public Open Space
- Tree Preservation Orders (TPOs)
- ▨ Locally Listed Building designated as part of this Appraisal

This map is not to scale

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



Planning Framework

Locally Listed Buildings

3.3.3 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.

3.3.4 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.

3.3.5 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.

3.3.6 Two recommendations for new Locally Listed Buildings were made during the Appraisal process: Nos. 86 and 96 Broadway. These buildings have been added to the Local List. More detail of the review process can be found in paragraphs 6.3.44-6.3.45 and the buildings are shown on Maps B and M.

3.3.7 There are several Locally Listed Buildings within the Conservation Area, which are listed below and shown on Map B:

The Grand Hotel, Broadway

No 24 Broadway

The original shopfront at No.87 Broadway

The original shopfront at No.44 Broadway

No.58 Broadway

No.73 Broadway

Nos.93–111 Broadway

Nos.113–115 Broadway

No.86 Broadway

No.96 Broadway

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 Within Leigh Cliff the Direction covers the following properties:

- Avenue Road, Leigh (all properties except 1–3 odd);
- Cliff Parade, Leigh (5–39 consec.);
- Queens Road, Leigh (all properties);
- Seaview Road, Leigh (all properties); and
- Victoria Road, Leigh (all properties except 1–3 odd).

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

3.3.11 Alterations to houses:

- *The alteration of any window which fronts a highway.*
- *The rendering of brickwork of any part of a dwellinghouse which fronts a highway (other forms of cladding already need planning permission).*
- *Re-roofing with different materials.*
- *The installation of hardstandings for vehicles.*

3.3.12 *(Similar alterations to other types of property already need planning permission from the Council.)*

3.3.13 Alterations to All Buildings:

- *Painting over facing brickwork on any part of a building.*

3.3.14 This Appraisal has also recommended that the Article 4 Direction is altered to include the following items for all buildings:

- *The alteration, demolition or construction of a means of enclosure which fronts a highway (walls, gates, fences, etc.).*
- *The alteration, demolition or construction of a chimney.*
- *The in-filling of porches or balconies.*

3.3.15 It has also recommended that the wording of the existing Article 4 Direction is amended from “The alteration of any window which fronts a highway” to “The alteration, repainting or replacement of any window or door which fronts a highway.”

3.3.16 See paragraphs 6.3.47-6.3.48 for more details.

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

Planning Framework

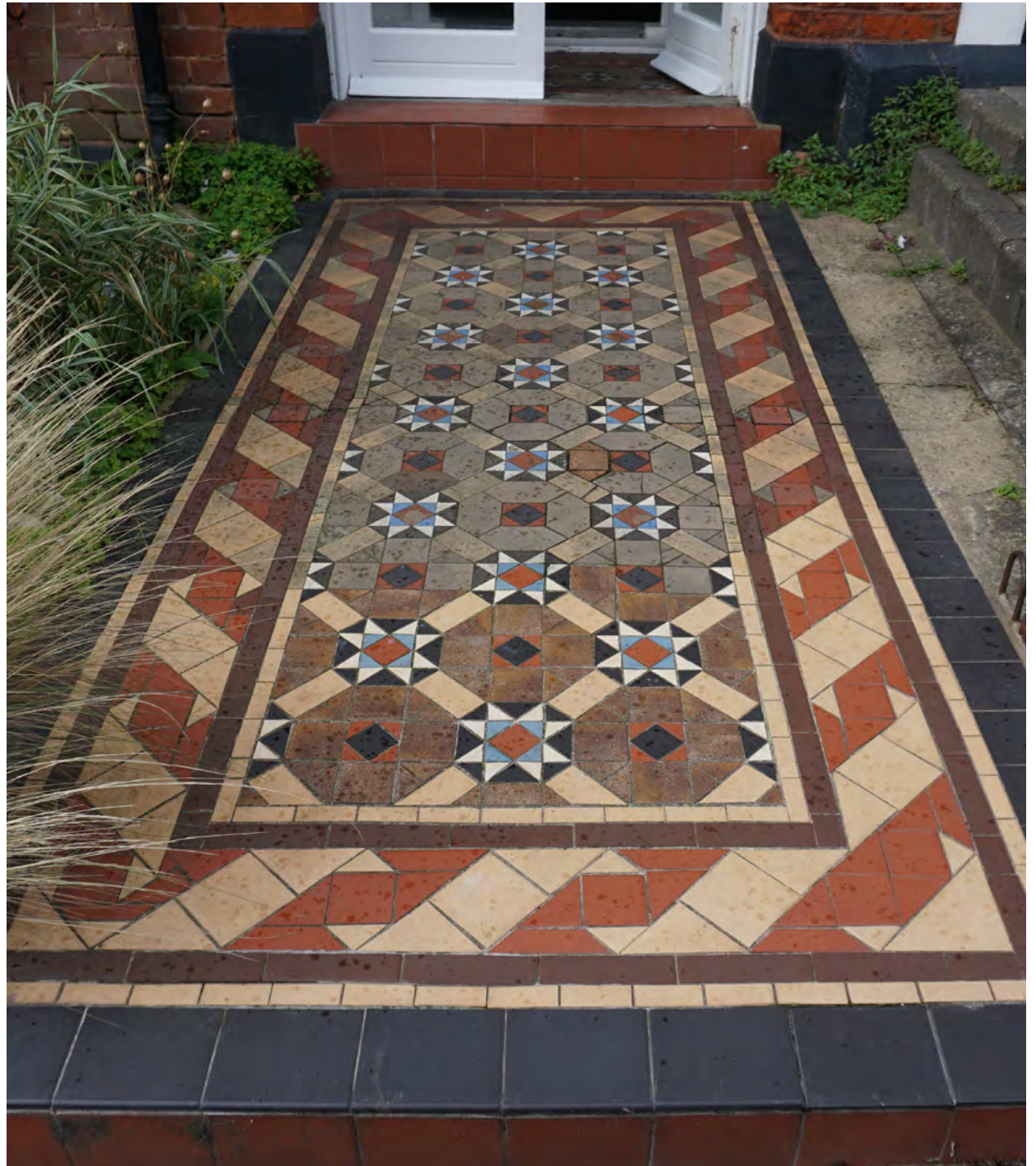
Other Designations

- 3.3.18 There is one area adjacent to the Conservation Area that is designated as public open space in local planning policy: Leigh Cliffs East located to the south of the Conservation Area. This is shown in green on Map B.
- 3.3.19 Map B also shows tree protection orders (TPOs) in dark green, which are placed to prohibit works to cut down, lop, uproot or damage important trees. All trees within Conservation Areas, whether they have a TPO or not, are protected and consent must be given by SBC prior to works being carried out so that the Council have sufficient time to decide whether the designation of a TPO is needed.

Section 4.0

History and Archaeology

4.1	Archaeological Interest	19
	Map C: Building Ages	20
4.2	History of Leigh Cliff	21
	Map D: Extract from Chapman and André's Map of Essex, 1777	21
	Map E: 1874 OS Map	22
	Map F: Tithe Award Map for the Parish of Leigh, 1847	23
	Map G: 1897 OS Map	24
	Map H: 1922 OS Map	27
	Map I: 1939 OS Map	28



History and Archaeology

4.1 Archaeological Interest

4.1.1 There are no known archaeological sites in the Conservation Area but there are several finds recorded in the Essex Historic Environment Record (EHER) which suggest that there was Roman occupation above the cliff:

- A hoard of Roman coins found in cliff fall, 1767;
- Cliff Parade, The Bungalow, a silver finger ring of Theodosius found 1959;
- No.19 Ashleigh Drive (just to the north of the Conservation Area), bronze coin of Gratian 367–83; and
- Roman pottery and coins from first century AD found in Victoria Road.

History and Archaeology

Map C: Building Ages

- Conservation Area Boundary
- 1875–1897
- 1897–1922
- 1922–1939
- Late 20th Century/
Early 21st Century

This map is not to scale

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



History and Archaeology

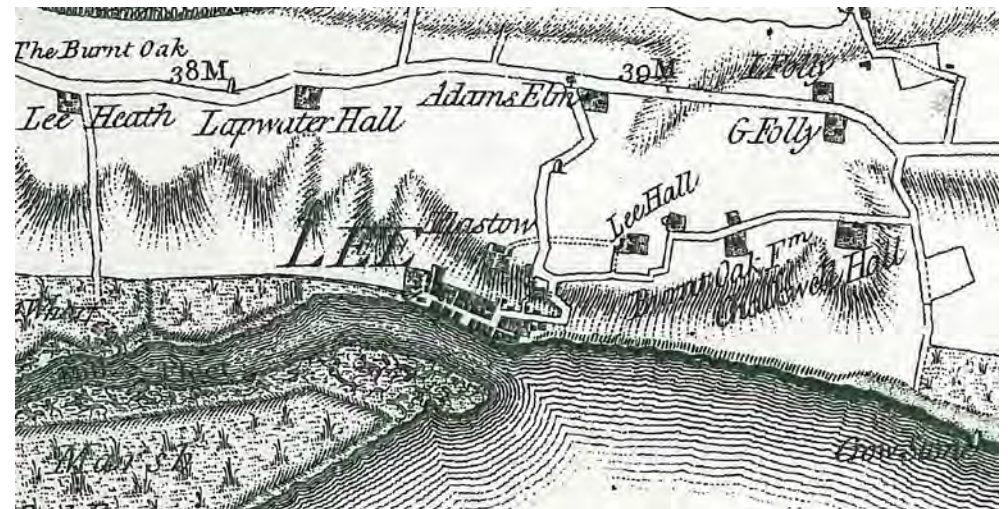
4.2 History of Leigh Cliff

4.2.1 The ages of buildings within the Conservation Area is shown on Map C.

4.2.2 Leigh is first recorded in Domesday Book (1086), where it is entered as a manor with the name Legra. Its principal inhabitants are listed as two villeins and two smallholders, and five smallholders “*above the water who do not hold land*”. The latter, an unusual entry, implies that there was already a little port, although unlike some other coastal places there is no mention of a fishery. Domesday also records pasture for 100 sheep. Its importance as a place for trade is attested by references to Godfrey the Merchant resident there in 1206 and to the death of a ‘merchant stranger’ killed there in 1255.⁰¹

4.2.3 The Domesday entry implies that there were already two parts to the manor, the port by the sea, and the church, manor and small farms at the top of the cliff. By the 16th century Leigh port was becoming a place of some significance as “*the principal port between Gravesend and Harwich and ... the landing place for merchandise destined for south-east Essex*”⁰² (Further details on the history and significance of Leigh as a port and fishing village can be found in the Leigh Old Town Conservation Area Appraisal.)

4.2.4 Originally there was only one way out of the fishing village via a winding road to the church at the top of the hill. The road was built on a gentle gradient to accommodate horses pulling heavy loads. The road became known as Horse Hill and later Leigh Hill. Leigh Hill originally followed a slightly different path but the alignment as we know it today has been in existence for many years and this is in effect how Leigh is represented on the Chapman and André Essex map of 1777 (Map D). The old town is clustered along the High Street; Leigh Hill winds up the cliff from it to the church, from which roads lead east to the manor and north to the London Road. The area that is now Leigh Cliffs Conservation Area is shown south of Lee Hall and the east–west road as sloping ground leading down to the shore.



Map D: Extract from Chapman and André's map of Essex, 1777

⁰¹ The historical summary presented here derives from Bride 1994, upon whom later historians such as Williams (2002) are heavily dependent.

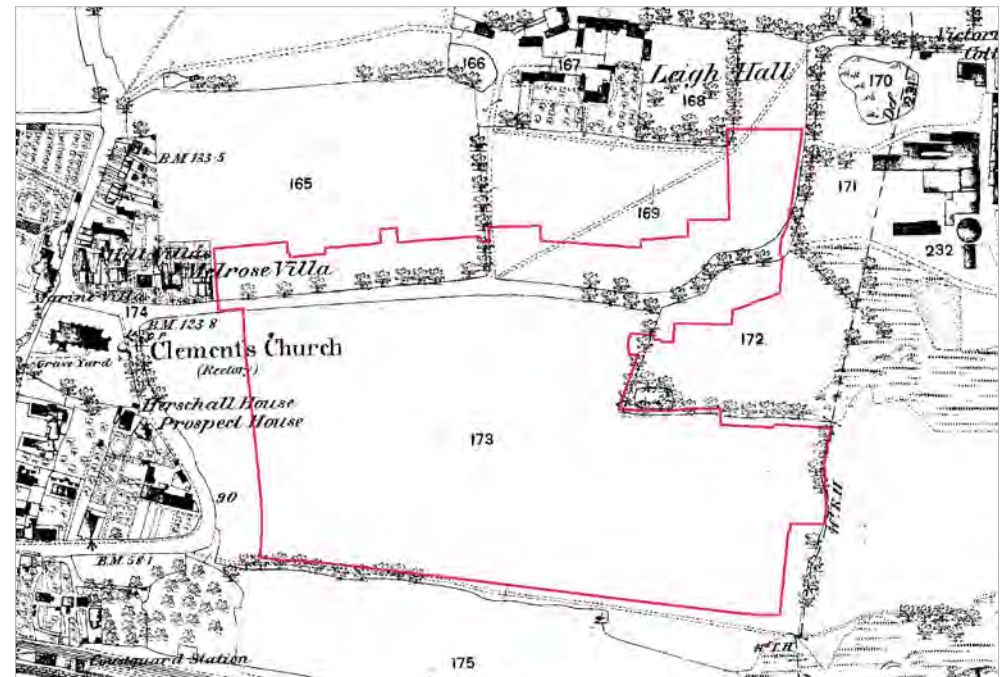
⁰² Bride, 1994, p6

History and Archaeology

4.2.5 Whilst the port flourished in the late Middle Ages and the 16th and 17th centuries, the agricultural part of the parish would have been more static, linked to a different economic cycle. By the end of the 16th century, much of the woodland in the north of the parish had probably been cleared. The manor house is said to have been rebuilt by Richard Lord Rich in 1561. Photographs (not reproduced) of it before it was demolished in 1907 show it to have been a substantial building with prominent gables which were a fashionable feature of Tudor architecture.

4.2.6 In the 18th century the port silted up and decayed, reducing “a once flourished town to a small ruinous village”, as the Rev. John Wesley, the founder of the Wesleyan Methodist Church, put it in 1748 when he visited Leigh.⁰³ There would have been a contrast between the impoverished cottages along the High Street and the more prosperous houses and farms in the higher part of the parish.

4.2.7 On the 1847 Tithe Map (Map F), the Leigh Cliff Conservation Area corresponds to Great Shore Field, a field of about 11 acres belonging to the manor at Leigh Hall.⁰⁴ This field had still escaped any development at the time of the first edition Ordnance Survey map published in 1874 (Map E). The only feature on the 1874 map within the Conservation Area boundary was the road running east–west which later became known as Broadway, which was lined with trees.

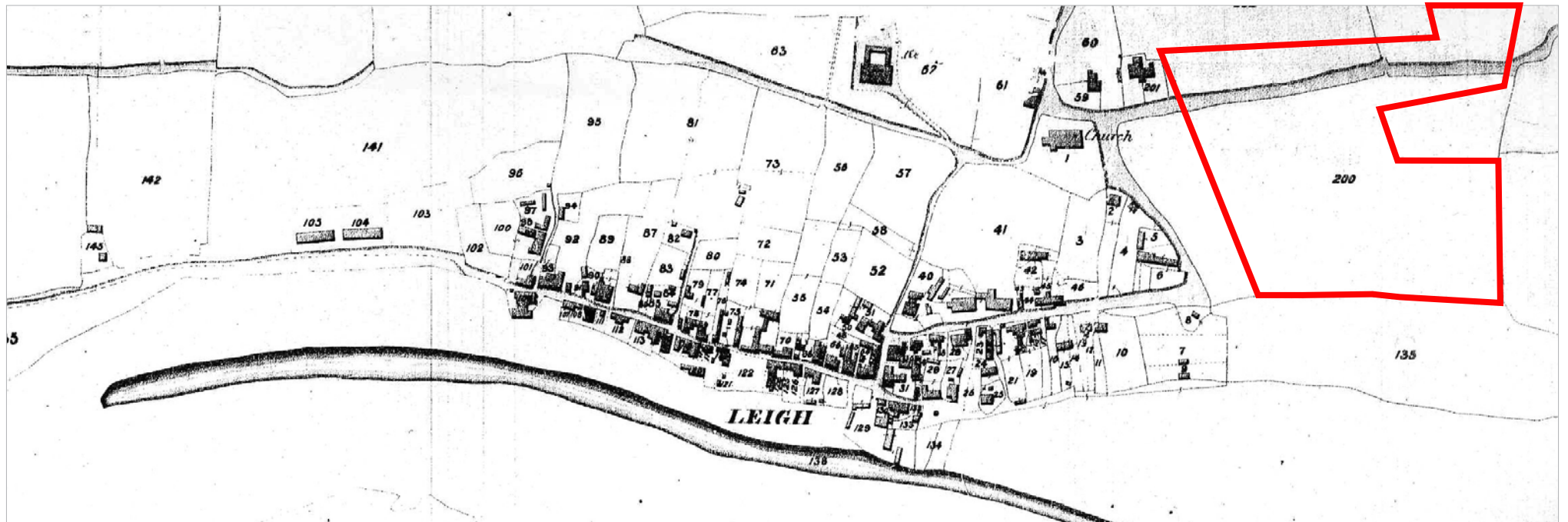


Map E: 1874 OS map. © Crown Copyright 2019. All Rights Reserved. Licence number 100019680.

⁰³ Cited in Burrows, 1909, p145

⁰⁴ Tithe Apportionment, ERO D/CT 217

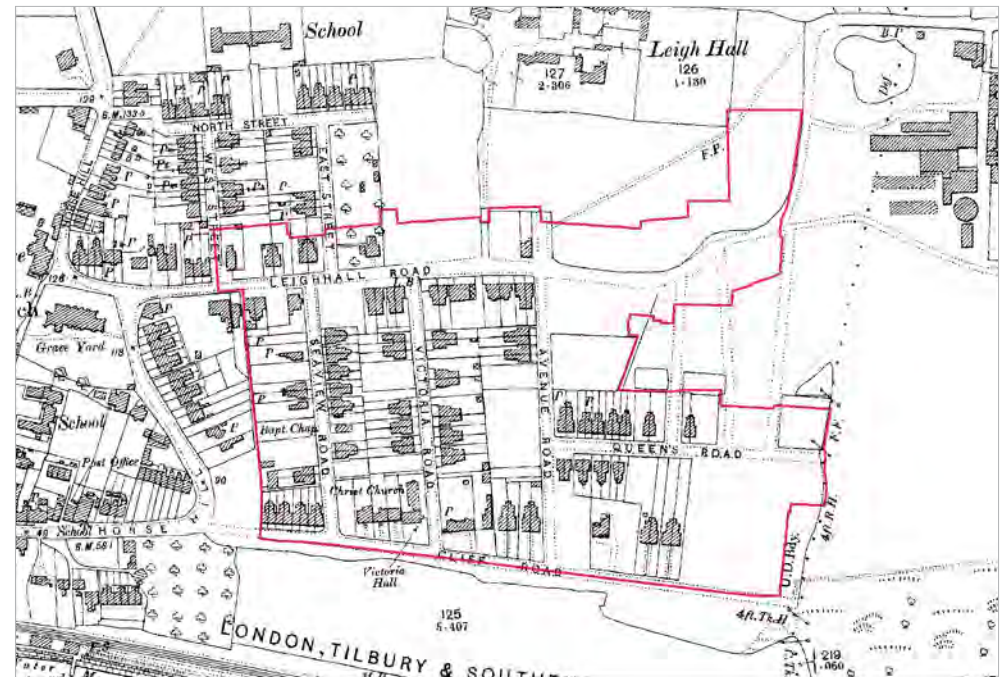
History and Archaeology



Map F: Tithe Award map for the Parish of Leigh, 1847 showing approximate location of the Leigh Cliff Conservation Area (Reproduced courtesy of the Essex Record Office: D/CT 217)

History and Archaeology

- 4.2.8 The 19th century brought a return of prosperity to Leigh, in part the result of the changing fortunes of the fishing industry and in part because of the arrival of the railway. By the end of the century, Leigh was becoming popular as a resort, in tandem with the rapid expansion of Southend as a resort, and the settlement began to expand. The population, 570 in 1801, was 2667 by 1901. Housing grew up along Broadway, originally a lane from the church to the manor.
- 4.2.9 Building proceeded rapidly in the 1880s and by the time of the second edition OS map of 1897 (Map G), the Conservation Area was partially built up with a regular road plan with houses starting to fill plots. Semi-detached houses on Seaview Road, Victoria Road, Avenue Road and Queens Road were placed near to the street frontage, while large houses on Cliff Parade had much more generous plots, reflecting their more desirable location facing out to the Estuary. Photographs show these with brick façades, half-timbered gables with barge boards, balconies and double-height bay windows. Front gardens had timber picket fences or low brick or rendered walls topped with decorative metal railings or timber fences, which enclosed front gardens. A photograph of Victoria Road shows particularly fine decorative railings and gates, with small trees planted in the front gardens. There were still several gap sites where housing had not yet been built and the eastern end of Broadway (then still called Leighhall Road) was not yet developed.



Map G: 1897 OS map. © Crown Copyright 2019. All Rights Reserved. Licence number 100019680.

History and Archaeology



Victoria Road in the late-19th/early-20th century, looking south, showing semi-detached houses in brick, with double-height bay windows with timber sashes, and boundary walls topped with railings



Victoria Road in 2019. Note the historic boundary wall and railings have been lost.



Cliff Parade in the late-19th/early 20th century, looking west, with larger houses facing out to the Estuary



Cliff Parade looking west in 2019

History and Archaeology



Cliff Parade in the late-19th/early 20th century, looking east



Cliff Parade looking east in 2019



The Grand Hotel in the early-20th century



The Grand Hotel in 2018

History and Archaeology

4.2.10 In 1897, Leigh became an Urban District, then was absorbed into Southend in 1913. To the north, developers acquired land from farmers affected by the agricultural depression and houses were built on a grid plan. The Grand Hotel was built in 1899 and, in 1900, six acres of land were acquired to create Leigh Cliffs as a recreational pleasure garden. The newer parts of the town were exclusively residential with the result that Leigh became a commuter town, serviced by the construction in 1934 of the existing station to the west of the original one. But it also developed its own flourishing retail centre along Broadway, most of which lies within this Conservation Area, with some in the Leigh Conservation Area to the west. Photographs of the early-20th century show a bustling street, with awnings over most shop windows.

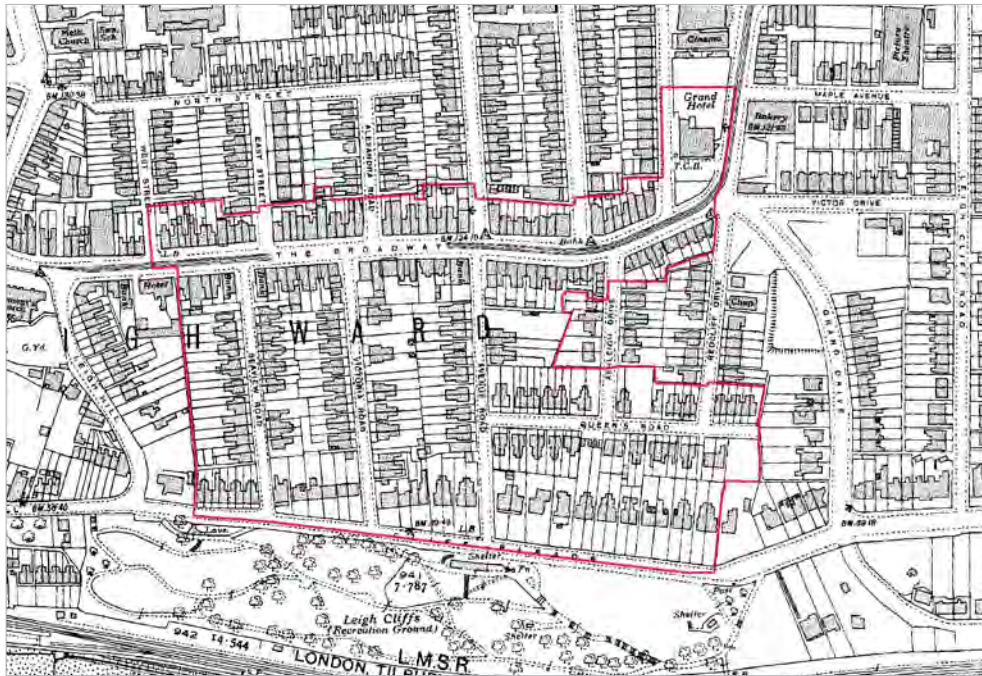


Map H: 1922 OS map. © Crown Copyright 2019. All Rights Reserved. Licence number 100019680.



The Broadway looking west in the early-20th century

History and Archaeology



Map I: 1939 OS map. © Crown Copyright 2019. All Rights Reserved. Licence number 100019680.

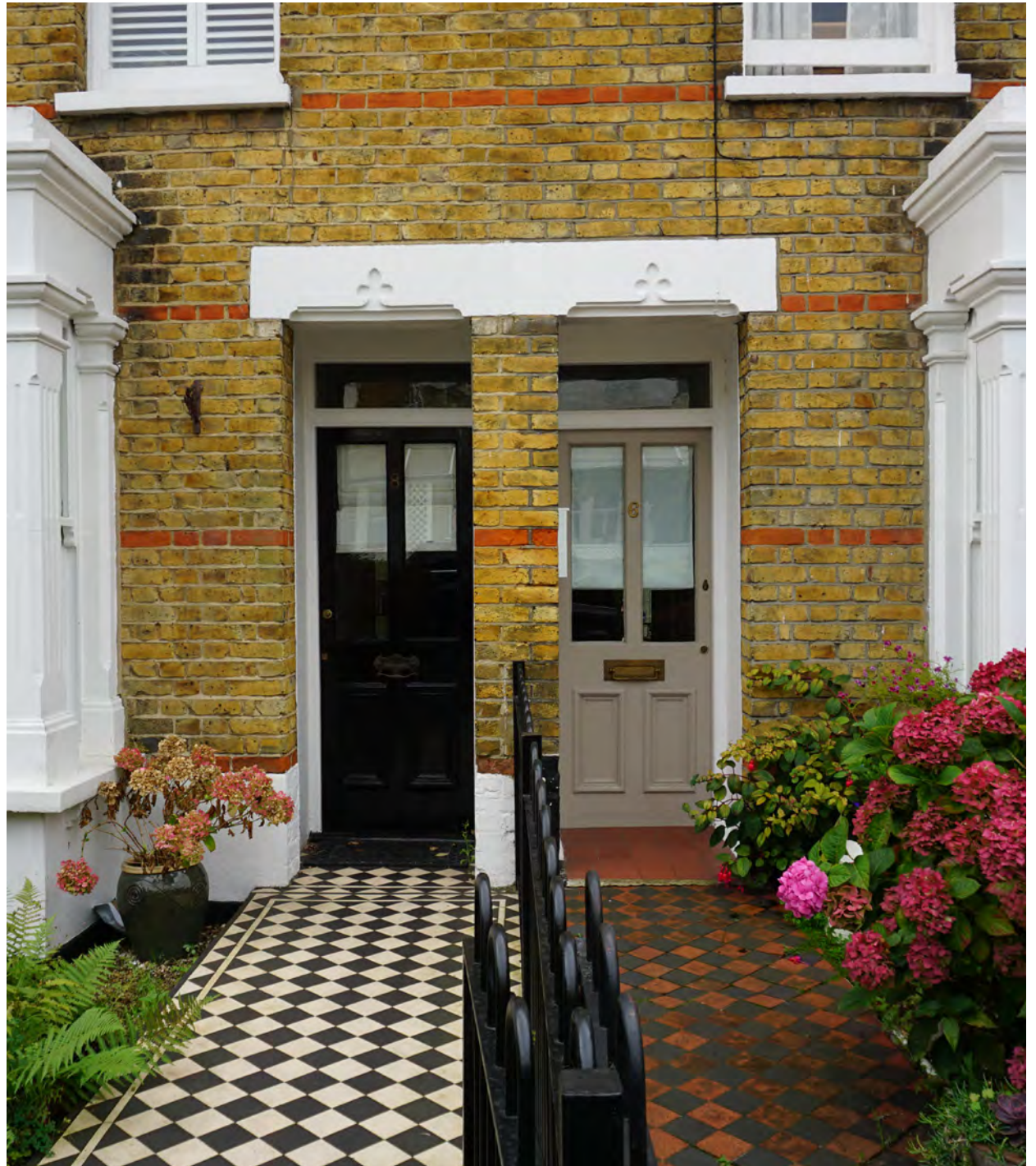
4.2.11 The Conservation Area was largely developed as it is today by the First World War. This is shown on the 1922 OS map (Map H), with the roads in the lower part of the Conservation Area almost completely filled with houses, Broadway lined with shops, plus some banks identified and tram lines along the middle of the street, and the Grand Hotel at the eastern end. Leigh Cliffs is seen landscaped for the first time with paths, trees and sun shelter, providing a pleasant setting for the residents on Cliff Parade. Little had changed by the 1939 OS map (Map I), though the last few houses had been inserted into empty plots.

4.2.12 Apart from alterations and extensions, subsequent change has been mainly limited to development on infill plots. Only rarely have buildings been demolished and replaced by new ones (as at, for instance, No.27 Cliff Parade, or Nos.48–50 Broadway). The Grand Hotel is currently (in 2019) being converted into luxury flats and ground floor restaurants after a decade of being vacant.

Section 5.0

Character Analysis

5.1	Architecture	30
	Map J: Uses	40
5.2	Townscape	41
	Map K: Townscape	52
5.3	Character Areas	54
	Map L: Character Areas	54
5.4	Setting	58



Character Analysis

5.1 Architecture

5.1.1 The residential streets were developed over a short period of time, and as a result the late Victorian and Edwardian houses have a very strongly defined architectural character. Buildings in the Conservation Area can be grouped into three types, which are summarised as:

- Larger detached or semi-detached houses on Cliff Parade of the late-Victorian and Edwardian styles. There is one terrace to the west end. They tend to feature gables, bay windows and balconies, with a grander appearance than houses on the streets to the north, and the properties generally have large front gardens.
- More moderately sized terraces or semi-detached houses on the streets running perpendicular to Cliff Parade and on Queens Road. They are mostly semi-detached villas with bay windows. They are relatively deep in plan and have integral rear extensions of the type sometimes referred to as 'outrigger', giving the pairs an inverted T-shaped plan. Most are late-Victorian or Edwardian in style, though some later houses have Arts and Crafts influences.
- Shops on the Broadway. These are two to three storeys, with shop fronts on the ground floor. Some good historic shop fronts have survived, while others have been replaced with modern versions. Some have grand Classical decorative features, while others reflect the Edwardian or Arts and Crafts styles. Some smaller two storey buildings were originally houses that were later converted into shops with the addition of shop fronts on the ground floors.

5.1.2 One key exception to the above building types is the large Grand Hotel on the Broadway, which is a large three storey building in brick with stone dressings, with a grand appearance.

Walls

- 5.1.3 Most of the buildings within the Conservation Area would have originally been red, brown or stock brick, with some using differing coloured brick for details such as quoins or string courses. On many buildings the brick has been painted white or rendered and painted.
- 5.1.4 Stone is often used for dressings and decorative details. On the houses this is commonly around windows and doors, while on shops it is also used for corbels and pilasters, and more extensively on upper floors for decorative detail. Elaborately carved stone is used in pediments on the Grand Hotel. In many cases the stonework has been painted. House names are sometimes carved into the lintels above the doors or on plaques on the first floors.
- 5.1.5 On some of the Edwardian houses a pebble-dash render with a brown colour was used on upper floors and half timbering was used, particularly in gables paired with decorative barge boards. Some hung tiles are used on these buildings too. Hung slate is used on an extension to a 21st century house at the south end of Seaview Road.
- 5.1.6 Faience is used on the upper floors of Nos.94 and 96 Broadway, which is unique in the Conservation Area.

Character Analysis

Materials Palette



Character Analysis

Roofs

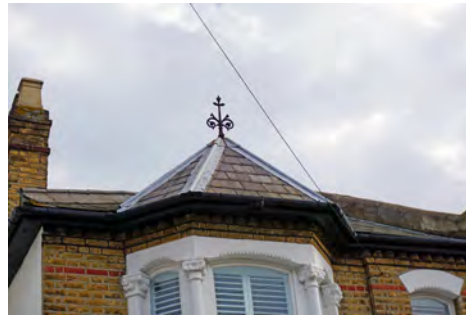
- 5.1.7 Roofs are mainly of Welsh slate, though some of the later buildings have machine made tiles. The former are generally of a low pitch while the latter are steeper. The change in roof pitch leads to an increase in scale, as in the case of 26–28 Queens Road. The steeper roofs also enable the roof void to be used for attic rooms lit by dormer windows.
- 5.1.8 Some roofs, especially to the apex of gables, have finials or decorative ridge tiles. One house in Cliff Parade has a belvedere, often a feature of seaside and maritime towns, which is lead covered. There are some cases of replacement of natural slate or tile with concrete tiles which are unsympathetic.
- 5.1.9 Chimneys are red or brown brick, usually on the flank walls, with usually one or two stacks per house, cream-coloured round or square terracotta pots.
- 5.1.10 On the shops on Broadway, the roofs sit behind parapets on many of the buildings.

Roofs and Chimneys



Character Analysis

Roofs and Chimneys cont'd



Windows

- 5.1.11 Windows are typically timber sliding sashes, generally a single large pane. The top sashes have horns (a projection which reinforces the joint) on their bottom corners. To a lesser extent there are top hung or side opening casements to post-Victorian houses. The top lights are often filled with stained glass. There are a number of examples of unsympathetic replacement windows in uPVC, examples of which are given on p.66.
- 5.1.12 Houses often have bay windows. The bays are of variable design, in the older houses with angled or canted sides, usually full height beneath a hipped roof, while on later Edwardian houses bays are rectangular, not canted, sometimes with tile hanging, and usually set beneath gables with false half-timbering in them.
- 5.1.13 The stone surrounds to windows have moulded or decorated lintels, and mullions which are also to a greater or lesser degree decorated, often in the form of columns with foliate capitals.

Character Analysis

Windows



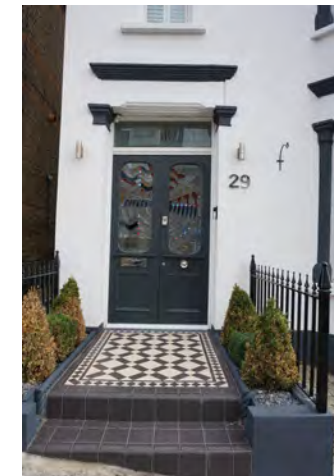
Character Analysis

Doors

5.1.14 Original doors are painted timber, in a variety of colours. There are many good examples of handsome front doors. These are panelled and often contain very good original or modern stained-glass panels within the doors or as fanlights. Doors are typically set back in recessed lobbies, often round-arched, which given frontages interest and depth. Some feature porches above, with slate roofs or tiles (sometimes fishscale), or are set under verandahs (see section on balconies and verandahs below). On Cliff Parade, doors are often larger, sometimes double leaf.



Doors



Character Analysis

Balconies and Verandahs

5.1.15 Balconies and verandahs feature particularly on houses on Cliff Parade, Queens Road and Seaview Road. These are a typical feature of coastal houses, enabling views out to the water. They are usually part of the original build, though some on Cliff Parade and Queens Road appear to have been added later. They are in slender cast iron or timber, often with pleasing decorative patterns. On both balconies and verandahs trellis details to uprights are common. Balconies are sometimes unroofed, though some sit underneath the eaves of the main roof, while verandahs have a mix of glazed, corrugated metal and tiled roofs, with one example of a curved lead roof on Queens Road.



Balconies and Verandahs



Character Analysis

Shops

- 5.1.16 Because it is a shopping street, Broadway is much more diverse than the side streets. The houses converted into shops were similar to the ones described above, except that they usually lacked bay windows. Where later shop fronts have been added to former houses, these project forward of the main building.
- 5.1.17 The purpose-built shopping parades are later buildings, reflecting Arts and Crafts or Neo-Georgian influences. Nos.93–111 mix canted bays with large Tudor-style windows beneath half-timbered gables. Good red brick and stone dressings are combined to add dignity to a few buildings whose grander scale and character was intended to impress and to enhance the street. These include The Grand, Nos.113–115, the NatWest Bank and the Halifax. There is very good gauged brickwork on the NatWest building.
- 5.1.18 A few old shopfronts survive. Traditionally the shop fronts had relatively narrow fascias, of painted timber set at a slight angle with carved consoles at their ends. Shop windows were originally broken up with slender timber glazing bars, often shaped like columns. Doorways were often central to the shop, recessed within the window, or located to one side. At least one example of polychrome tiles to the entrance survives at No.119 Broadway. No.81 has an interesting projecting clock on the first floor, with the words Panache Shoes surrounding the clock face. Retractable canvas awnings were an original feature of shop fronts and there are many examples now, particularly to the western end of the Conservation Area, giving the street something of its historic character. Dutch awnings, which are curved and are still visible when folded away, are not appropriate.
- 5.1.19 Good examples of shop fronts survive at Nos.44, 87, 96, 117, among others. Two good shop fronts survive on the south side of Broadway at Nos.70 and 72, with No.72 featuring sunburst leaded lights to the upper part of the window.
- 5.1.20 Some modern shop front replacements or refurbishments have been sympathetic to the original style of shop fronts, such as No.69, while others have had out-of-scale fascias and garish signage added, or large plate glass windows inserted. More details on unsympathetic shop front alterations is given in sections 6.3.34 and 6.4.20.

Character Analysis

Examples of good shop fronts and awnings



Character Analysis

Examples of good shop fronts and awnings cont'd



Uses

5.2.21 The Conservation Area divides into the retail area of Broadway and the residential side streets. Broadway presents the full range of facilities which might be expected in a high street, with both independent shops and multiples, as well as banks and offices, a mixture which gives it life and vitality. In recent years, there has been an increase in cafés and food outlets, especially at its eastern end. In the residential streets, some houses have been divided into flats, a change of use which can lead to issues with their maintenance and appearance. The Grand Hotel was being converted into flats, restaurants, a wine bar and spa at the time of the survey in 2019.

Character Analysis

Map J: Uses

- Conservation Area Boundary
- Residential – Single Dwelling
- Residential – Flats
- Cafe/Restaurant/Public House
- Retail, including Estate Agents
- Office/Bank
- Vacant
- Mixed Use: Flats, Restaurant, Spa under construction

This map is not to scale

© Crown Copyright 2019.

All Rights Reserved.

Licence number 100019680



Character Analysis

5.2 Townscape

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

Street and Plot Patterns

5.2.2 The streets within the Leigh Cliff Conservation Area are set out on a regular grid, which was the common form in the late-Victorian and Edwardian period. Cliff Parade is a wide street with houses set in more generous plots, set back with large front gardens. Queens Road and the streets leading off at 90 degrees to Cliff Parade have smaller houses with only small front gardens but long narrow rear gardens. The residential buildings in the Conservation Area are typically semi-detached, with some detached houses and a few terraces.

5.2.3 Shops on Broadway are also set in narrow plots leading back from the road, with yards to the rear, though these have often been filled in or extended into. Broadway itself is also a wide street, reflecting its commercial nature and also formerly accommodating a tram line down its centre.

Views and Vistas

5.2.4 The straight roads in the Conservation Area result in many clear vantage points looking between buildings. On Broadway, the views east and west are framed by the rows of shops set in tall buildings. Westward views are enlivened by the tower of St. Clement's church. At the west end, the Grand Hotel, though by far the largest building in the Conservation Area, only comes into view at close range given it is set back from the road and because of the curve in the road northwards. Despite being a landmark building due to its size it unusually does not feature prominently in views from the west because of this. It is also set off centre from Redcliff Drive meaning there are no views looking northwards from that road and while it is visible at the top of Grand Drive, several large-scale blocks of flats now dominate. These tower blocks are also a negative feature in views north and east on Queens Road.

5.2.5 Views of the Estuary are very important and can be seen looking southwards on Seaview Road, Victoria Road and Avenue Road. The sharp drop down of the ground along these roads enhances the drama of the views. The rhythmic placement of houses on these streets is also a good feature in views looking both north and south. At the south ends of these streets views begin to widen and on Cliff Parade itself they open out to wide vistas overlooking Leigh Cliffs East in the foreground and the Estuary beyond. The gentle rise and fall of Cliff Parade enables changing views as one moves along the road, with the row of houses at the east end of the road forming a pleasant sweeping vista southwards. Here it is possible to see as far as the pier at Southend in the distance.

Character Analysis

Views



Character Analysis

Views cont'd



The Grand in 2018 and under scaffolding in 2021



Character Analysis

Public Realm and Street Furniture

- 5.2.6 The landscaping on Broadway has been resurfaced in more recent years with small, good quality, concrete slabs and granite kerbs, with herringbone red brick and yellow tactile paving for pedestrian crossing areas at junctions. Elsewhere in the Conservation Area, the pavements are mostly asphalt, usually with stone kerbs. Most of the pavements are now very patched and in need of renewal.
- 5.2.7 Road markings are often obtrusive and have an adverse effect on the street scene. Double yellow lines are particularly conspicuous down one side of Seaview, Victoria and Avenue Roads, and on both sides of Cliff Parade. Nowhere have the narrow 5cm lines, permitted in Conservation Areas, been used.
- 5.2.8 In most parts of the Conservation Area parking is on the street, typically arranged with double yellow lines down one side so that parking is on the other one and there is space for cars to pass each other. Queens Road, in effect a no-through road, has parking on both sides, reducing the carriageway to one car in width. Cliff Parade has no on-street parking, although many properties on Cliff Parade have off street parking, and the footway is interspersed with drop kerbs particularly to the eastern extent of this road. This has some impact on the pedestrian experience on this busy road, where pavements are relatively narrow to the northern side of the street. Parked cars are as a result very much part of the street scene in the side roads. Where they are neatly lined up down one side of the road, their visual impact is controlled and limited. It is much worse where gardens have been concreted over for hard standing, because the softening effect of the planting on the general appearance of the street has been lost (see sections 5.2.16 to 5.2.18 and 6.3.36 for more details).
- 5.2.9 On Broadway there are tall streetlamps of a traditional design. Some cast iron bollards in a traditional style are used. On Cliff Parade utilitarian concrete or silver coloured metal is used, which are out-of-character with the Conservation Area. On the roads in between, historic cast iron lampposts have been refurbished with slimline modern lamps, which is reasonably successful. The black colour of these is more appropriate than the bare silver coloured metal elsewhere.
- 5.2.10 At junctions and pedestrian crossings on Broadway, there is a tendency towards clutter, with multiple belisha beacons, 'keep left' bollards, railings and road markings. Railings, though with a cross-bracing detail to add interest, are looking quite worn and in need of painting. Bus shelters are utilitarian. Bins are a traditional style that is appropriate.
- 5.2.11 Much of the Conservation Area still has the attractive tall street-signs that are such a distinctive feature of the Borough. It is important that these should be retained. The old ones require maintenance, not always being vertical and usually in need of decoration.
- 5.2.12 Two concrete memorial benches are located against the side of the rear of the Halifax at the top end of Seaview Road by the junction with Broadway, a rather curious location as it is not a particularly attractive area to sit. In Broadway itself, there is only one bench, also concrete, close to the junction with Avenue Road.
- 5.2.13 One interesting piece of street furniture is a metal post as some sort of way marker at the east end of Cliff Parade, which has the inscription 'Borough of Southend on Sea 1908'. A post box on the south side of Broadway is also an attractive feature.

Character Analysis

Public Realm and Street Furniture



Character Analysis

Public Realm and Street Furniture cont'd



Character Analysis

Green Spaces, Gardens and Planting

- 5.2.14 The Conservation Area lacks amenity space and street trees. This is compensated to some degree by the mostly well planted and tended gardens in the residential streets, and the presence of Cliff Gardens along its southern boundary. There are a few trees dotted on Victoria Road, Avenue Road and Queens Road, though historic photographs show that these were more common when the streets were first developed. There is a small group of trees in the forecourt of the Grand Hotel which contribute to the street scene at the east end of Broadway.
- 5.2.15 Despite the Article 4 Direction, gardens come under pressure for conversion to driveways, resulting in the loss of boundaries and greenery in gardens. The relatively few garages in the Conservation Area are generally unattractive, either because they are utilitarian buildings or because of the extensive hard surfacing round them unrelieved by soft landscaping. More details on these negative features are included in section 6.3.36.

Character Analysis

Gardens and Planting



Character Analysis

Boundary Treatments and Paths

- 5.2.16 Boundary walls were originally typically built of brick, which are shown as rendered in several cases in historic photographs. They were low and topped with railings or picket fences were used. Hardly any of these now survive. The uprights of some of the original walls can be seen on Victoria Road, though the walls and railings in between have long since been lost. There are a few good replacement walls in the Conservation Area, taking the form of low brick walls with or without railings. A small number of original burr stone walls, typical of the early-20th century, are also present. Hedges are also an appropriate boundary treatment.
- 5.2.17 There is a distinctive wall running around the perimeter of the Grand Hotel forecourt, in red and stock bricks, with stone copings and terracotta coping stones to piers containing scroll patterns or the date 1899. This was once topped with railings, which are being reinstated as part of the 2019-20 forecourt refurbishment.
- 5.2.18 Tiled paths from the gates to the front door were once a feature of the houses and a few still survive. There are a number of newly laid ones in a traditional style which enhance the appearance of the properties concerned.

Boundary Treatments and Pathways



Character Analysis

Boundary Treatments and Pathways cont'd



Character Analysis

Overhead Cables

5.2.19 These are a ubiquitous feature of the Conservation Area except for on Broadway and Cliff Parade. It is unfortunate that they tend to be particularly intrusive in hilly locations, since the eye tends to be drawn to them when looking up and down hill, due to their linear nature.

Character Analysis

Map K: Townscape

- Conservation Area Boundary
- Open/Green Space
- 🌳 Trees
- ★ Landmark Building
- ➔ Views
- 👁 Vista
- Negative Feature*
- Good Quality Shopfronts
- Good Boundary

- A Busy traffic junction
- B Poor shop front
- C Poor decorative condition
- D Security grille
- E Added mansard roof
- F Inappropriate first floor cladding
- G Boxy modern extension
- H Out of keeping modern building
- I Particularly poor hard landscaping
- J Inserted ground floor garage
- K Poor boundary
- L Out of keeping balconies
- M Inserted picture windows
- N Out of keeping modern building
- O Boxy dormer window
- P Glazed balustrade
- Q Large scale buildings in the setting of the Conservation Area

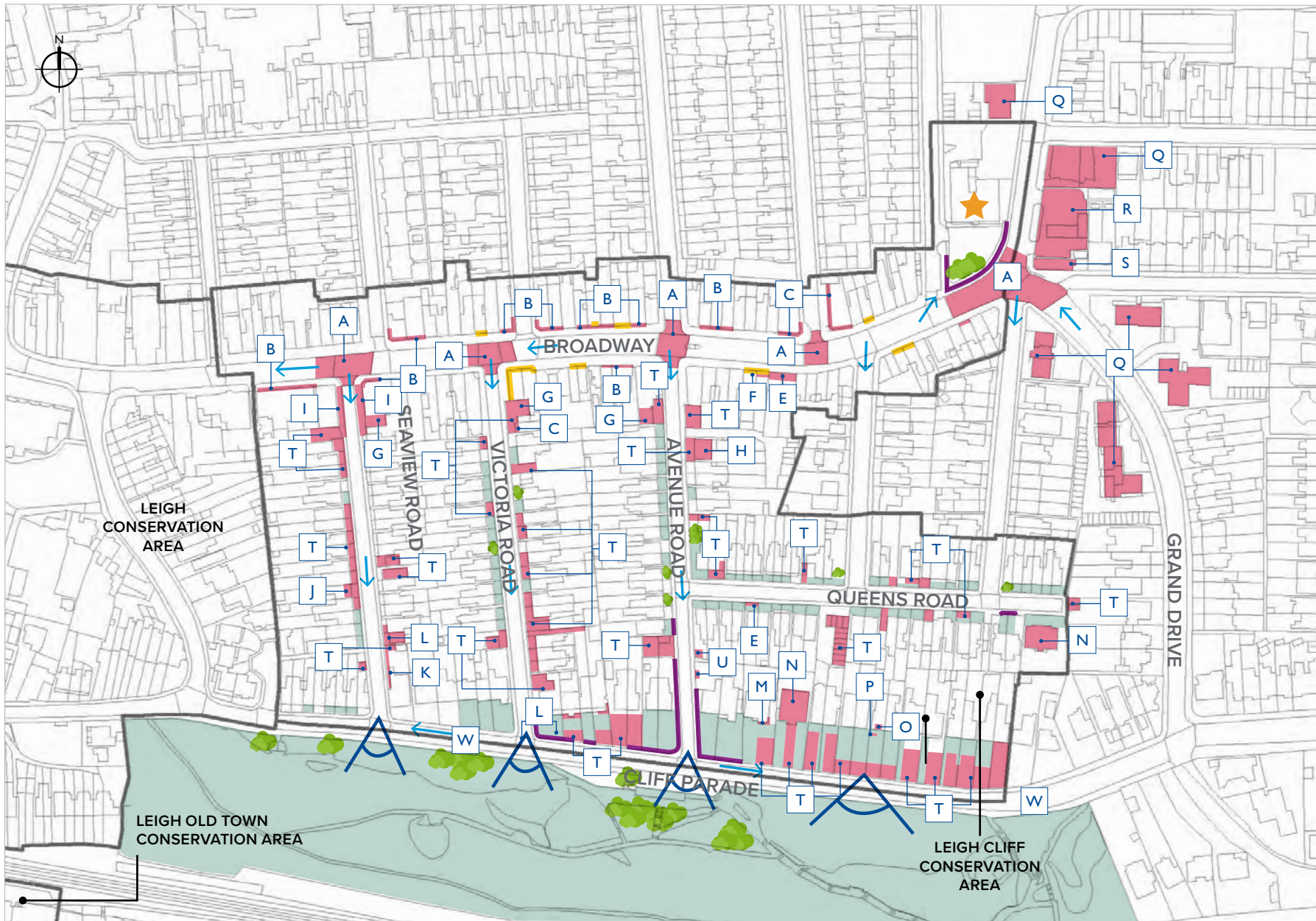
- R Vacant and run-down car wash
- S Vacant building in poor decorative condition
- T Garden converted to driveway with loss of boundary and/or poor garage
- U Modern garage door and gate
- V Modern building out of keeping
- W Busy traffic thoroughfare of Cliff Parade with low kerbs and limited formal pedestrian crossing points

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

This map is not to scale

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

Character Analysis



Character Analysis

5.3 Character Areas

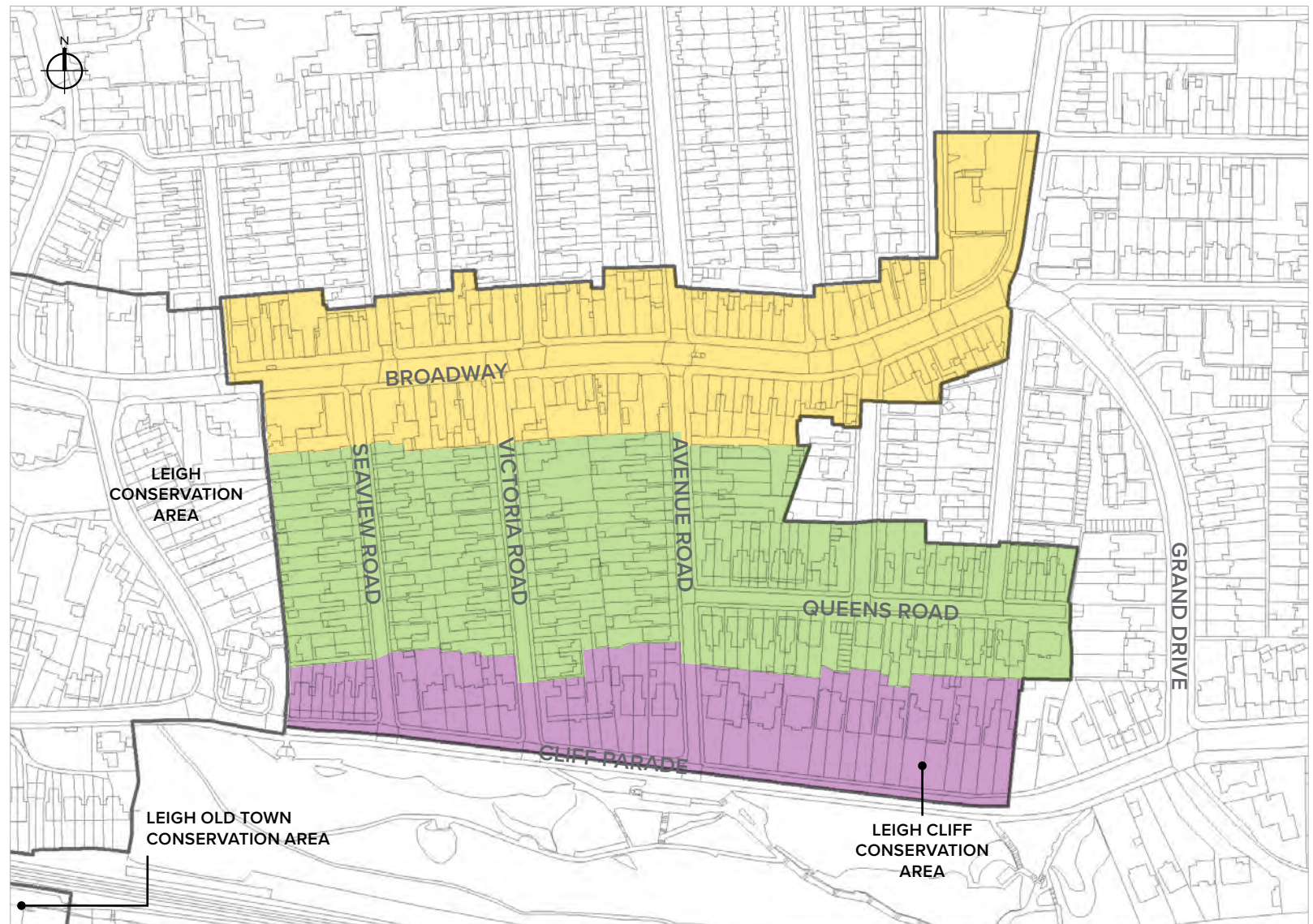
5.3.1 The Conservation Area can be divided into three character areas, the essential features of which are described below. The areas are shown on Map L.

Map L: Character Areas

- Conservation Area Boundary
- Broadway: Retail High Street
- Urban Residential
- Cliff Parade

This map is not to scale

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



Character Analysis

Broadway: Retail High Street

5.3.2 Broadway is the main retail centre of Leigh-on-Sea, the only part of this Conservation Area where there are shops. Many shops were purpose built, though some are houses converted to shops with the addition of ground floor shop fronts. This has led to a contrast in scale between the two sides of the street, the south side two storey with the converted houses and the north side often three for the purpose-built shops. Shop fronts line the ground floors of buildings, with a mix of good historic versions, sympathetic modern replacements and inappropriate modern replacements with large fascias in plastic. Materials include red and stock brick, with stone details, though several buildings have been painted. Windows were originally mainly timber sashes but there is a fairly widespread replacement of these with uPVC. The former Grand Hotel is a landmark building at the east end of the road. Broadway is a wide road with residential streets leading off it to the north and south.

Broadway



Character Analysis

Urban Residential

5.3.3 This comprises the larger part of the Conservation Area, the four residential streets of Seaview, Victoria, Avenue and Queens Roads. They are similar in terms of location on the slope down to the cliff, scale and style of housing, and regular street layout. Houses are typically semi-detached or short terraces, with two storeys and two bays wide. Red or stock brick walls, sash windows and timber doors with stained glass panels were original materials and details, which survive to a good extent, though there are a fair amount of replacements of windows and doors or painting of walls. Verandahs are an interesting feature on Queens Road, while there are two houses with balconies on Seaview Road. Original boundary walls topped with railings to small front gardens have almost completely gone, to be replaced with low brick or rendered walls or removed to convert the garden to parking. The regular rhythm of gables and bays leading up and down these streets is a key feature.

Urban Residential



Character Analysis

Cliff Parade

5.3.4 Although also residential in terms of use, Cliff Parade is different to the roads to the north because of its greater variability of architectural character. It is located directly above Cliff Gardens with open sea views. The road is wider than the residential streets to the north, with the feeling of a promenade, though through traffic passes by at speed. This has an impact on pedestrian experience given lack of crossings and relatively narrow pavements. Houses are generously sized and semi-detached or detached, though there is one terrace at the western end which follows the form of buildings on the streets to the north more closely than the others on Cliff Parade. There is a mix of late-Victorian and Edwardian styles, with a variety of materials, such as red and stock brick, often now painted, rough render, mock-timber framing on gables. Balconies are a key feature of these houses, taking advantage of views out to the Estuary. There are large front gardens, though many of these have now been converted in whole or part into driveways with the loss of boundary treatments. The set back of the houses behind their front gardens does give them some relief from the busy road.

Cliff Parade



Character Analysis

5.4 Setting

5.4.1 To the south the setting of Leigh Cliffs East is a crucial feature that informs the character of the Leigh Cliff Conservation Area. Its open space allows wide vistas out to the Estuary and the greenery gives a good foreground to views. Street furniture and public realm are fairly utilitarian and enhancements of these elements in conjunction with public realm enhancements within the Conservation Area would assist in improving the feeling of the Parade as a promenade.

5.4.2 Leigh Cliff's setting to the west is of the older settlement of Leigh, with Leigh Old Town Conservation Area, where the historic core of Leigh is located, to the south of that. Leigh has a more natural layout with roads following the slope of the hill, while Leigh Cliff imposes its more uniform street pattern on the topography. The main link between the areas is Broadway, which extends into the Leigh Conservation Area to the west and continues as Broadway West. The tower of St. Clement's church is also a key landmark in views westwards out of the Leigh Cliff Conservation Area.

5.4.3 There are many other residential roads extending northwards and eastwards across to the centre of Southend, joining up the formerly separate settlements of Leigh and Southend. These are mainly typical late-Victorian and Edwardian terraces and semi-detached houses. In the more immediate setting, there are several larger scale blocks of flats on Grand Drive and on the section of Broadway which turns northwards outside of the Conservation Area, which date from the late-20th/early-21st centuries and are out-of-keeping with the scale of the development in the Conservation Area.

Character Analysis



Leigh Cliffs East



St. Clement's Church in Leigh



Large scale blocks of flats to the east of the Conservation Area on Grand Drive

Section 6.0

Management Plan

6.1	Introduction	61
6.2	Conservation Vision	62
6.3	Issues, Opportunities and Recommendations	63
	Map M: Boundary Review and Proposed Locally Listed Buildings	79
6.4	Guidance on Alteration and Repair	80



Management Plan

6.1 Introduction

6.1.1 This section highlights issues and threats within the Leigh Cliff 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.

Management Plan

6.2 Conservation Vision

- 6.2.1 The special architectural and historic character of the Leigh Cliff Conservation Area will be conserved and enhanced to make it a special place to live, work and visit.
- 6.2.2 Broadway will be the vibrant commercial heart of the Conservation Area with retail and commercial uses based here.
- 6.2.3 Buildings in the Conservation Area will be in good condition, with inappropriate alterations reversed and traditional materials and details used for features such as walls, roofs, windows, doors, shop fronts and signage.
- 6.2.4 New development will be in a scale and form, with 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.
- 6.2.5 Houses will have well planted gardens and street trees will be maintained and added to, in order to provide an attractive green setting for the buildings in the Area.
- 6.2.6 Where permissible, driveways will take up the minimum room necessary within front gardens, boundary treatments will remain in part and green landscaping will reduce the impact of parking areas.
- 6.2.7 Important views out to the Estuary will be maintained and enhanced through the removal of intrusive features, such as overhead cables.
- 6.2.8 The public realm will be well-landscaped with good quality surfaces, attractive railings, clutter reduced at junctions and soft landscaping to add interest. Streetlights will be in an historic style.

Management Plan

6.3 Issues, Opportunities and Recommendations Condition

6.3.1 The condition of buildings within the Conservation Area is generally good, with many houses well-presented. However, there are some which are in poor decorative condition, with unsightly peeling paintwork. This issue relates to a few houses within the residential streets on side elevations, decorative features and chimneys, as well as on paintwork to upper floors of shops on Broadway. Some pathways within front gardens are cracked and uneven, and a few boundary walls also have peeling paint.

Recommendations

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

Examples of Poor Decorative Condition



Management Plan

Inappropriate Alterations

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

6.3.6 The replacement of original timber windows with uPVC has occurred in some places in the Area, though not to a huge extent. This typically occurred before the Article 4 Direction was in place and since then the number of cases of new uPVC windows has significantly reduced, with enforcement cases used where they have been inserted without permission. uPVC is used in some residential houses or on upper floors on Broadway. Timber sash windows are the usual historic form, though some have side hung casements. Where windows are replaced with ones with different opening methods or different positioning of glazing bars, this spoils the proportions of the windows. As well as being visually out-of-keeping with historic façades, uPVC also 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.

6.3.7 Other issues include:

- Changes to roofing materials, for example slate to artificial slate or concrete tiles;
- The painting and/or rendering of brickwork. Most of the buildings would have originally been red or stock brick which have pleasant ‘warm’ tones. Painting and rendering can also trap moisture in buildings if plastic paints or cement renders are used. White painted houses can be appropriate within this coastal location but if used on houses within terraces or houses with similar designs, it can disrupt the coherency of the group;
- Some properties have come under pressure from attempts to maximise the benefit of a sea view. Large dormer windows have been added or extended in attic floors or picture windows have been added to façades, which are out of scale with the buildings and spoil the buildings’ original appearance and proportions. Glazing and enclosing balconies presents a similar problem;
- The replacement of balconies with iron or metal railings with glazed balconies, which erodes the traditional character of the building;
- The replacements of original front doors with ones that have out-of-proportion panelling or an overemphasis on glazing;

Management Plan

- The filling in of recessed porches with doors;
- One incidence of an additional door being added within a recessed porch for the conversion of the house to flats was noted;
- 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;
- Ad-hoc additional features such as satellite dishes, security cameras and burglar alarms eroding the character of front elevations;
- To the rear of the houses on the south side of Queens Road, there are a number of terraces built over flat-roofed extensions with little regard to good design or the problems of overlooking;
- One ground floor bay window has been intrusively converted to a garage;
- The loss of boundary treatments and replacement with hardstanding for car parking (see sections 6.3.36 to 6.3.43 for more details); and
- Inappropriate changes to shop fronts (see sections 6.3.34 and 6.4.20 onwards for more details).



Glazed in balcony



Glazed balustrade to balcony

Management Plan



Inserted large dormer and picture windows



Inappropriate pebbledash render and uPVC windows



uPVC windows on upper floors of shops



Infilling of porch with door that has an overemphasis on glazing and uPVC windows with top hung casements and the loss of stone mullions to the bay



Replacement doors



Additional door inserted within a recessed porch for the conversion of a house to flats

Management Plan

Recommendations

- 6.3.8 Take opportunities to enhance properties when considering alterations, for example by restoring any missing historic features and improving poorly designed alterations of the past.
- 6.3.9 Follow guidance in section 6.4 to ensure repairs and alterations are carried out in an appropriate manner.
- 6.3.10 The Council will not approve applications for alterations which detract from the special interest of the Conservation Area.
- 6.3.11 The Council will use enforcement powers where necessary to prevent or reverse inappropriate alterations.
- 6.3.12 If conversion of a single dwelling to flats is permitted, required changes, such as additional doors, should be made within the property beyond the original front door, and replacement of windows in different flats should be coordinated to preserve the coherency of the original façade.

New Development

- 6.3.13 There are a few incidences of modern development in the Conservation Area, where new buildings or extensions have been added, some of which are not appropriate to the character of the area in terms of their scale, massing and materials. Block of flats at No.27 Cliff Parade and Queens Court on Queens Road are both boxy, lacking the variation in massing that creates interesting rooflines and visual rhythms along streets. The sunken garages under the block on Cliff Parade are also out-of-character. Two large side extensions or new houses on Seaview Road are also boxy in their design, with flat roofs, little articulation to the front façade and garages on the ground floor. These do not fit well in the streetscape and the southern one in particular is a stark contrast to the rest of the buildings in the Area when seen in views looking northwards up the street from Cliff Parade.
- 6.3.14 A few of the modern extensions are acceptable and have a neutral impact on the Conservation Area. No.1b Avenue Road, for example, is somewhat bland in its design but does have gables, bay windows and stock brick which ties it into the materiality and rhythm of the streetscape.
- 6.3.15 Most of the houses in the residential part of the Conservation Area have been extended to the rear, in various ways and often in several stages. Although usually not visible from the roads, such extensions ought to take more regard of the principles of good design than has often been the case.

Management Plan

6.3.16 The garages in Victoria Road and Queens Road are bland and do not fit in with the street scene and would benefit from improvement, better surfacing and landscaping. Whilst those in Victoria Road might be regarded as potential infill sites, such is the impact of on-street parking in Queens Road that garages there could have a useful function.

6.3.17 Within the setting of the Conservation Area, to the east, are several large-scale blocks of flats which are out-of-proportion and intrude in views looking out of the Area. They also do nothing to enhance the upper end of Grand Drive and the approach up to the former Grand Hotel.

Recommendations

6.3.18 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.

6.3.19 The Council will not approve applications for new developments which detract from the special interest of the Conservation Area.

6.3.20 The Council will use enforcement powers where necessary to prevent or reverse inappropriate new development.

6.3.21 Heritage Impact Assessments should be undertaken for new development in the Conservation Area.



Boxy side extension (built c1980s, remodelled in 21st century) which does not relate well to the rhythm of the buildings around it



Block of flats on Cliff Parade

Management Plan



Queens Court on Queens Road



Poor quality garage



Bland garages



New property to left with ground floor garage

Management Plan



Ground floor garage inserted pre-1983 in the position of an original bay window



Modern houses which make an attempt at replicating the form of the houses around them, though are inferior in design to the original houses and have boxy mansard roofs to the rear



New houses with designs that more successfully integrate into the Conservation Area, though proportions are inferior to the historic houses and parking is poor

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 identified negative impacts.

Management Plan

Public Realm and Roads

- 6.3.22 Public realm within the Conservation Area is generally poor. Roads and pavements on the residential streets are patchy and worn. They would all benefit from resurfacing. The surfaces on Broadway are better. Consideration could be given to a better material for the pavements such as a good concrete slab.
- 6.3.23 Road markings are prominent on all roads. These should be reduced or removed wherever possible. The standard wide double yellow lines should be replaced with the narrow 50mm ones permitted in conservation areas.
- 6.3.24 Streetlights on Cliff Parade are tall and out of character with the domestic nature of much of the Area, such as those made of concrete. When they become due for renewal in the future, replacements of reduced height and improved design should be installed. Ones of a traditional design on Broadway are examples of successful replacements in a design appropriate to the Conservation Area. At the edge of Cliff Gardens, there is a streetlamp with a cast iron standard on which a Victorian style lantern has been mounted. This is much more successful than using the utilitarian lanterns that have been used elsewhere in the Conservation Area and could be more widely imitated.
- 6.3.25 Overhead wires are a common feature in the Conservation Area. Any opportunity to run them underground should be taken.

- 6.3.26 Street furniture in general needs repainting. This is true, for instance, of the railings at protected crossings on Broadway. Several have also been damaged through impacts from vehicles. The 'keep left' bollards in Broadway could also be replaced with ones of more sympathetic design. A survey could be carried out in Broadway to identify detailed improvements and redundant street furniture and clutter that could be eliminated, for example poles that no longer have signs attached to them.

Recommendations

- 6.3.27 Reduce street clutter to the minimum necessary for safety and use bespoke signage and street furniture wherever possible.
- 6.3.28 Carry out a survey of street furniture on Broadway to establish where redundant elements could be removed or enhancements made.
- 6.3.29 Improve the surfacing of roads, pavements, pathways and car parks.
- 6.3.30 Road markings should be the minimum necessary for safety and yellow lines should be the narrower 50mm format permissible in Conservation Areas and should be in primrose.
- 6.3.31 Replace unsympathetic streetlights with traditional style versions which are not excessively tall.
- 6.3.32 Repaint railings or replace railings with more traditional versions.
- 6.3.33 Reroute overhead cables underground if the opportunity arises.

Management Plan



Damaged railings on Broadway



Poor surfacing and dominant yellow lines



Tall modern lampposts in concrete or silver coloured metal, compared with a black lamppost in a traditional style and much shorter height, on Cliff Parade



Good traditional lamppost on Broadway but with a damaged and intrusive sign attached

Management Plan

Shop Fronts

6.3.34 There are several very good historic shop fronts within the Area which should be retained and there are also several that are modern replacements but in an appropriate form and with materials and signage that it sympathetic. However, many shop-fronts in the retail area have scope for improvement. Problems usually include over-sized and brightly coloured fascias in inappropriate materials such as plastic, timber shop fronts replaced with aluminium, and windows of large plate glass. These could be enhanced by the use of good design principles to more closely mirror historic shop front design, such as by recessing doors, inclusion of glazing supports to break up the glazing and the use of awnings. The decline of traditional window-dressing, the filling of windows with large garish posters and internal illumination, have also had a detrimental effect on the appearance of shops in general.

Recommendations

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



Unsightly roller shutter and garish colours and signage to a shop front



Oversized and brightly coloured fascia

Management Plan

Green Spaces, Trees, Planting and Driveways

- 6.3.36 The Conservation Area lacks trees except in private gardens. Small front gardens are an important feature within the Conservation Area. They often serve to soften the street-scene and the impact of buildings. The conversion of front gardens to driveways negatively impacts on the appearance of the street scene when carried out comprehensively with the removal of the whole of the boundary and wide areas of hard landscaping. Parking can be provided in front gardens sympathetically with the retention of part of the boundary wall, fence or hedge, potentially with a gate, and with the retention of planting to soften and screen views of parked cars.
- 6.3.37 Where they remain, there are some good boundary walls, though there are places where boundary treatments are very varied and of mixed quality. This brings a lack of coherence to groups of buildings.

Recommendations

- 6.3.38 Retain and maintain the trees, planting and green spaces within the Conservation Area.
- 6.3.39 Front gardens without greenery or landscaping would benefit from their introduction.
- 6.3.40 Review the possibility of further street tree planting within the Conservation Area.
- 6.3.41 Take opportunities to reinstate boundary enclosures to front gardens. Low brick walls topped with railings are generally the most appropriate boundary treatment.
- 6.3.42 Enhance the quality of front gardens by removing insensitive hardstanding.
- 6.3.43 Where off-street parking is permitted in front gardens, boundary treatments should be partly retained and planting should be used to enhance the areas.

Management Plan



Large hard landscaping area for cars, though the retention of part of the boundary wall and planting is good



Driveways converted from front gardens, with poor surfacing and lacking planting



Parking bay to the front of a house



Removal of the boundary wall for large area of hard landscaping disrupts the continuity of the boundary line along the street



Lack of consistency in boundary treatments



No.96 (right hand shop) Broadway a Locally Listed Building

Management Plan

Locally Listed Buildings

6.3.44 There are several Locally Listed Buildings within the Leigh Cliff Conservation Area. Some of those on the list are included because of their good quality original shop fronts. No.96 Broadway also has a good surviving historic shop front. It has panels of leaded lights set above elegant timberwork, a recessed front door and original flanking pilasters with decorative corbels. The upper floor is also unusual for its faience tiles. It would therefore make an appropriate candidate for the Local List. No.86 Broadway, Stewart House, is also a potential candidate. Its unusual faience upper storeys (recently painted), surviving sash windows, prominent gables and good surviving timber shop front are all features which contribute to its attractive historic character.

Recommendations

6.3.45 Nos.86 and 96 Broadway (shown on Map M) were recommended for addition to the Local List during the Appraisal process and are designated as Locally Listed Buildings.

Article 4 Direction

6.3.46 The Article 4 for Leigh Cliff covers all the residential streets. There are some elements of the Article 4 wording which could be strengthened or items added to give additional protection.

Recommendations

6.3.47 The wording of the following statement in the existing Article 4 Direction should be amended from "The alteration of any window which fronts a highway" to "The alteration, repainting or replacement of any window or door which fronts a highway."

6.3.48 The following additional items should be added to the Article 4 Direction:

- The alteration, demolition or construction of a means of enclosure which fronts a highway (walls, gates, fences, etc.).
- The alteration, demolition or construction of a chimney.
- The in-filling of porches or balconies.

Management Plan

Boundary Review

6.3.49 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.

6.3.50 The streets surrounding the Leigh Cliff Conservation Area were reviewed. Most are rows of Victorian or Edwardian housing, similar to those on the residential streets of Leigh Cliff. However, they have been subject to a higher level of change and inappropriate alteration than within the Conservation Area, plus are generally of a more ordinary design than some of those in Leigh Cliff. It is therefore not proposed to include any further residential streets within the Leigh Cliff Conservation Area.

6.3.51 One section of the south side of Queens Road, between Avenue Road and Ashleigh Drive, is not within the Conservation Area. There are varied quality shop fronts along this stretch. However, there are also two of the best-preserved historic shop fronts in this stretch of Broadway. Stuart House at the eastern end of this range has an interesting gabled roof line. To the rear of this there is a well-preserved range, also with two good shop fronts. A large mansard roof extension across three shops is particularly intrusive and there have been other inappropriate alterations, such as uPVC windows and stone cladding. However, this is also the case on other shops within the Conservation Area. The range is similar in quality to the row to the east that was included within the Conservation Area at the time of the previous Appraisal in 2010 and it seems an anomaly that this row is not included. Designation could assist with reversing inappropriate changes and preserving the historic shop fronts.

Recommendations

6.3.52 The Appraisal identified the row of shops on the south side of Broadway, in between Avenue Road and Ashleigh Road, as warranting inclusion the Conservation Area boundary (see Map M). The change to the boundary that was recommended has now been adopted and the maps in this document show the new boundary. The buildings now included in the Conservation Area are:

- Nos.62 to 88 (even) The Broadway; and
- Nos.3 to 7 (odd) Ashleigh Drive.

Management Plan



Good shop fronts and well-preserved range to the rear of Stuart House



Stuart House at the corner of the row of shops on Broadway, with interesting gables and good shop front



Well-preserved historic shop front within the range of shops on Broadway

Management Plan



Map M: Boundary Review and Proposed Locally Listed Buildings

- Conservation Area Boundary and Proposed Locally Listed Buildings
- Proposed Inclusion within the Conservation Area Boundary
- Existing Locally Listed Building
- ▨ Locally Listed Building designated as part of this Appraisal

This map is not to scale

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

Management Plan

6.4 Guidance on Alteration and Repair

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

Key Principles for Guiding Change

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

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

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

Windows

6.4.5 Traditional windows, especially timber sliding sashes on Victorian and Edwardian 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 works, should planning permission be required. For most buildings, slimline double glazing within timber frames is acceptable if the external appearance is unaltered, and the metal frames and seals are not visible. This will need to be demonstrated in planning application drawings including existing and proposed larger scale sections of key elements. Non-traditional materials, especially plastic, cannot match traditional timber windows and are normally not acceptable.

Management Plan

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

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

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

6.4.8 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.

6.4.9 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/>

Management Plan

Doors and Porches

- 6.4.10 Original front doors of Victorian and Edwardian buildings are well proportioned and have good detailing. They tend to be larger than standardised modern doors, often have a fanlight or leaded/stained glass panels, and help to give the property distinction. Original front doors should normally be retained and repaired when necessary. If this proves impossible, the new door should be solid timber, painted not stained, similar in design and dimensions to the original and should not have an over emphasis on glass. Original decorative surrounds to porches and doors should be retained. House names carved into lintels above doors or on plaques are important features and should be retained.
- 6.4.11 Recessed porch areas give shadow and interest to the front 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, unless they are a discreetly located basement flat entrance.

Balconies

- 6.4.12 Timber or iron balconies are attractive features of the Conservation Area and should not be altered. Unfortunately, some have been filled in, detracting from the character of each property. If repairs are needed, the original style of balcony should be reinstated. For example, historic photos and old patterns of iron railings are often available and reinstatement would greatly add to the character of the property.

Outside Walls and Decoration

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

Management Plan

6.4.17 Where stone is the principal building material or where it is used for decorative details, this should also be retained and the principles regarding cleaning, painting/rendering over and repointing also apply.

Roofs and Chimneys

6.4.18 Welsh slate is the principal material used for roofs in the Conservation Area, though some have now been replaced with concrete tiles. This is a natural material which weathers well to produce an attractive roof surface. It gives unity to terraces or semi-detached buildings and helps establish the character of the Area.

6.4.19 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. In some cases, Spanish slate may be an appropriate cheaper alternative to Welsh slate.

6.4.20 Stacks and pots in brick usually emphasise the roofline and, in most cases, should not be removed. Some stacks have moulded detailing which adds to the character of the property and should be retained. Chimneys are an important part of the character of the buildings and should not be removed.

Hardstandings and Boundaries

6.4.21 Front gardens should be maintained as planted areas wherever possible. The appearance of some properties has been eroded by the loss of traditional front boundaries, usually brick walls topped with railings. Their restoration would enhance Conservation Areas and is encouraged.

6.4.22 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 cast-iron fences or a low brick wall with railings on top), and no reasonable alternative to parking is possible. It should not involve the loss or harm to the roots of mature trees. Planning permission will be required for the addition of hardstandings.

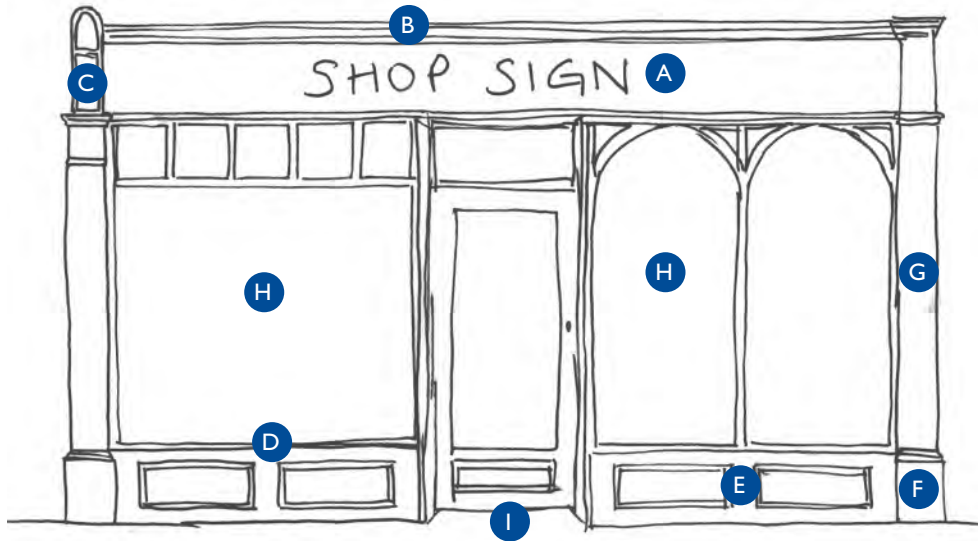
Shop Fronts

6.4.23 Shop fronts are an integral part of traditional retail buildings and play an important role in creating a sense of place, particularly at the pedestrian scale. The nature and style of buildings may vary from one property to another and as a consequence each shop front may need to be designed individually. Changes to shop fronts require planning permission.

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

Management Plan

Shop Front Terminology



A Fascias

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

B Cornice

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

Management Plan

C Console/Corbel

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

D Sill

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

E Stall-Riser

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

F G Plinths and Pilasters

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

H Windows

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

I Recessed Doorways

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

Management Plan

Awnings and Canopies

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

Security Features

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

Bibliography

Bride, H N. *Old Leigh, Southend-on-Sea*, Southend Museums Service, Southend-on-Sea Borough Council, 1992

Bundock, J. F., *Old Leigh, A Pictorial History*, 1978

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

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

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

Leigh Society, *Leigh*, 1994

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

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

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

Planning (Listed Buildings and Conservation Areas) Act 1990

Southend Borough Council, *Core Strategy*, December 2007

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

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

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

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

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

Burrows, J. W., *Southend on Sea District*, 1970

Williams, J., *Leigh on Sea. A History*, 2002

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

Appendices

A: Building-by-Building Description



Appendix A

Building-by-Building Description

Descriptions of streets and buildings relate to the situation at the time of survey in September and October 2019. 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 – it 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 – it neither harms nor contributes to the area
- negative – it harms the Area's character.

These values are shown on Map N 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 N: Building Values

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

This map is not to scale

© Crown Copyright 2019.

All Rights Reserved.

Licence number 100019680



Building-by-Building Description

Broadway

The west end of Broadway, from Elm Road to West Street, is in the Leigh Conservation Area. Broadway is a wide street lined with shops, cafés and other commercial units, such as banks and estate agents. Buildings are two to three storeys, with a tendency to be a larger scale than the houses on the streets leading north and south off it, particularly at the east end where there are more three storey buildings and the Grand Hotel is a large landmark building terminating the east–west stretch of the street before it turns northwards. Buildings have shop fronts on the ground floor, several of which are good historic examples or appropriate modern replacements, though there are also many that have been inappropriately altered. Above the shop fronts, walls are red or stock brick, or painted or rendered brick, with a mix of original timber sash windows and replacement uPVC.

Address	Value to Area's Character	Designation
37 Broadway 'Costa Coffee'	Positive*	N/A

Description

Two storey stock brick, occupying corner with West Street, originally a house, replacement uPVC windows are unsympathetic, slate roof with one of the two brick chimneys lost. Modern shopfront. New awning and shop front look tidy and in an appropriate style for the Conservation Area.

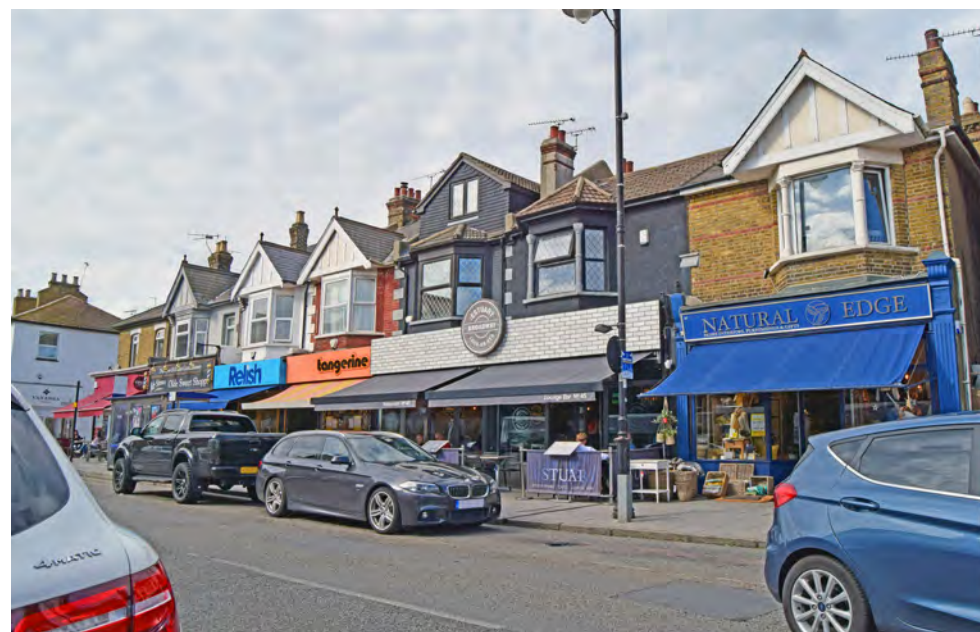


Building-by-Building Description

Address	Value to Area's Character	Designation
39–47 Broadway, 'Mr Simms', Positive* 'Relish', 'Tangerine', 'The Estuary', 'Natural Edge'		N/A

Description

A row of buildings all in the same style (though 45 and 45a are slightly older being on the 2nd edition OS map), though exhibiting quite a lot of variety mainly because of later alterations. Brickwork mostly painted, though No.47 is of stock brick, No.43 is of red brick. Black painted exterior to Nos.45–45a is rather overbearing and stark and perhaps not appropriate for Conservation Area. The fascia also spans the width of two former shops, now amalgamated into one restaurant, and is overly large. Canted bay windows at first floor with half-timbered gables over, except for Nos.45–45a which had hipped roofs now covered with concrete tiles. No.45 has acquired an over-large gabled dormer window which is unsympathetic. Regrettably, almost all the original sash windows have been lost and replaced with unsympathetic uPVC. Shop fronts are generally of a sympathetic form, with stall risers and recessed doorways, as well as traditional awnings, though some of the colours are somewhat garish.



Building-by-Building Description

Address	Value to Area's Character	Designation
49 Broadway 'Jon Sturgeon hairdressers'	Positive*	N/A

Description

Two storeys with slate roof. The first floor has been rendered and has unsympathetic uPVC windows. The shop front is a reasonable design with a traditional awning.



Address	Value to Area's Character	Designation
51 Broadway 'The Gourmet Deli'	Positive*	N/A

Description

Apparently a later infill building, fletton brick, with a large metal window at first floor divided into small panes. New shop front is modern but in a sympathetic traditional form with awning and appears tidy. Black painted exterior is rather overbearing and stark and perhaps not appropriate for Conservation Area.



Building-by-Building Description

Address	Value to Area's Character	Designation
51a–53a Broadway, 'Greetings', 'Hippo's Cafe', 'Peppermint'	Positive	N/A

Description

Late Victorian, originally houses. Two storey with hipped slate roof and stock brick chimneys. No.53a has a shop front built out from the corner. Stock brick but No.53a has been painted white. At first floor two light Italianate windows with foliate capitals but all replacement window frames. Shop fronts and awnings are mostly in an appropriate traditional style, though the sign for Peppermint is overly large.



Address	Value to Area's Character	Designation
55–57 Broadway 'Tui' and 'Focus'	Positive*	N/A

Description

Three-storey parade of shops, late 1920s or 1930s, with gables at each end of the main façade. Three storeys with red brick first floor that has dentil cornice detail and gauged brick lintels, with second floor unpainted render, probably original treatment. Timber casements with small pane top lights survive to the top left, though the others have been replacement with uPVC, albeit following a similar glazing pattern. The modern shop fronts are unattractive with oversized fascias and large plate glass windows.



Building-by-Building Description

Address	Value to Area's Character	Designation
59 Broadway 'Zinc'	Positive*	N/A

Description

Originally a house, well preserved stock brickwork at first floor where there are Italianate windows with foliate capitals and timber sliding sashes. Slate roof with small dormer window with timber sash. Ground floor shop front with large blank fascia is somewhat bland.



Address	Value to Area's Character	Designation
61–71 Broadway, 'Subway', 'Piece', 'The Brunch Co', 'The Sandbar'	Positive*	N/A

Description

Four former houses, now shops. Two storey with slate roofs and stock brick chimneys. At first floor, one is rendered with lined out ashlar, the other three rendered and painted. They all have timber sashes. Good quality modern shop fronts to right-hand pair, though the left-hand pair are not intrusive. Overuse of black paint for shop fronts looks overbearing and stark, not entirely suitable for Conservation Area.



Building-by-Building Description

Address	Value to Area's Character	Designation
73 Broadway 'Nationwide'	Positive*	Locally Listed

Description

A later 1920s building in the mock Tudor style, red brick and half timbered above, nice pair of brick barley-twist chimneys and distinctive gable end. Red tile roof. Something of an oddity in this predominantly Victorian and commercial street, nicely preserved and well presented, but metal windows at first floor, garish fascia and the large windows for the bank are not in keeping.



Address	Value to Area's Character	Designation
75–85 Broadway, 'Jennings Bet'; 'Mind'; Scape'; 'Harmony Haze'; 'Lloyds Bank'; and 'Santander'	Positive*	N/A

Description

A row of two-storey houses, now shops, each originally with a pair of sash windows to the first floor, stock bricks, slate roofs. Nos.77 and 79 are rendered and painted. No.77 now with uPVC windows. No.79 now with disproportionately small metal replacement windows. No.81 has painted brickwork. No.83 has had its sashes replaced with timber casements of an unusual design for the Conservation Area, though in timber. No.81 has a nice old clock at first floor level hanging between the two front windows. Variety of shop fronts, some with overly large fascias and large plate glass windows which are not entirely sympathetic.



Building-by-Building Description

Address	Value to Area's Character	Designation
87-89 Broadway 'Sue Ryder' and 'Boots'	No.87: Positive No.89: Positive*	No.89: Locally Listed

Description

Built as a pair of shops, two-and-a-half storey, red brick with stone or rendered dressings, steep pitched gables with half timbering. Timber casement windows remain. The shopfront of No.87 is locally listed which remains intact and is a precious survival in this street. No.89, in contrast, has an overly large and unattractive signage. The half timbering has also been lost to No.89.



Address	Value to Area's Character	Designation
91 Broadway	Positive	N/A

Description

At the corner with Leigh Hall Road, two-storey, white-painted render, later projecting oriel window with timber casement windows, half timbering in gable, timber sash windows to east side with some on ground floor blocked up, plain black shop front recently repainted.



Building-by-Building Description

Address	Value to Area's Character	Designation
93–111 Broadway, 'Thai Rak Chang'; Sense; 'Wimpy'; 'Hong Kong'; 'Enfes Mangai'; 'Fives Records'; 'Cookies and Cones'; 'Ashleigh Stone'; and vacant	Positive*	Locally Listed

Description

Built as a stylish parade of shops between Leigh Hall Road and Oakleigh Park Drive, the properties are three-and-a-half storey, the date 1905 is visible on one of the hoppers. A symmetrical arrangement, bays with wide six-light windows beneath gables, rather Tudor in style, alternating with more Victorian-looking pairs of canted bays beneath dormer windows which were originally gabled but are now flat-roofed. The corner buildings have polygonal turrets at the roof level which originally had cupolas above which have since been lost. Stock brick with Nos.93 and 95 now painted and gable painted to No.101, stone (possibly sandstone) dressings now painted, slate roofs (the gable of No.97 now in concrete tiles). Timber sashes retained on some upper floor windows but there are some timber and uPVC replacements which are unsympathetic, especially to the dormers and gables. uPVC windows on the upper floors at No.99 are subject to an ongoing enforcement case at the time of writing. uPVC windows would benefit from replacement with timber. Shop fronts variable, Wimpy being particularly garish, though some display traditional elements such as stall risers. The shop front at No.101 was subject to an enforcement case at the time of writing for unauthorised removal of the timber shop front. No.109/111 (currently vacant) at the corner with Oakleigh Park Drive has been rather aggressively cleaned at the first floor. The original shop front is in marble veneer above artificial stonework with vermiculated rustication. However, the

windows have been changed, though not as permitted. There are at least 9 satellite dishes on these buildings.



Building-by-Building Description

Address	Value to Area's Character	Designation
113–115 Broadway, 'Stop the World Cafe' and 'Lemon Witch Kitchen'	Positive*	Locally Listed

Description

Three storey with a parapet roof, civic in character, brick with stone dressings though these have been painted, oriel windows with lead roofs and projecting half round windows, elegant but windows now uPVC. No.113, sympathetic renovation at ground floor level into a patisserie with outside tables and chairs, Art Deco style double door, sash windows over stall risers, awnings and attractive planting. No.115, neat shop front but fascia is overly large. Upper floors in poor decorative condition.



Address	Value to Area's Character	Designation
117–121 Broadway, vacant, 'Cellar Wine Bar', 'Convenience Store'	Positive*	N/A

Description

Row of three shops, two and a half storeys, with the half storey being large gabled dormers. Slate roofs, tile hung sides to dormers, half-timbering to gables. Red brick but No.119 has been painted and No.121 is rendered and painted. Some timber sash windows remain but others are uPVC albeit in sash form, though central gable has casements of an inappropriate form. Good timber shop front to No.117. Shop front to No.121 has garish colours and fascia. Roller shutter to No.119 is unattractive. Satellite dishes visually intrusive.



Building-by-Building Description

Address	Value to Area's Character	Designation
123–127 Broadway, 'Leigh Bistro', 'Mariners Court'	Positive*	N/A

Description

Three storey building. Nos.123 and 125 are a matching pair, with No.127 designed separately. Originally red brick but Nos.125 and 127 are cream painted. Large flat-roofed dormers to No.127, possibly original. All with unsympathetic uPVC windows. Shop fronts and signage appropriate for the Area.



Address	Value to Area's Character	Designation
The Grand Hotel	Positive*	Locally Listed

Description

In a style befitting its name, this three-storey locally listed building with attics, is an example of late Victorian baroque (dated 1899). Red brick with stone dressings, notably aprons and pediments to the windows, prominent chimneys, fancy gables, and balconies to the front elevation. Large mullion and transom windows with small pane top lights with coloured glass. Reasonably well preserved externally, though the stonework is eroded in some places and cement pointing has caused some of the soft red brickwork to spall.

Empty at time of writing and under redevelopment, so the building was surrounded by scaffolding and a high construction site fence.

Planning permission (17/01464/FULM) was approved in December 2017 to convert the existing hotel into mixed use commercial and residential units.



(2018)

Building-by-Building Description

Address	Value to Area's Character	Designation
14–22 Broadway 'Co-op'	Positive*	N/A

Description

Originally two residential terraces, now all one retail unit, the 'Co-op'. Stock brick, rendered and lined out to the front. Slate roofs with stock brick chimneys. uPVC windows. The window of the shop front is divided with piers along the former property lines which helps to give it some historic context. The fascia runs the full length of the shop and would benefit from also having divisions at former property lines. Deeper stall risers would also be more historically appropriate. The profile of the old fascia survives but it is now infilled with matchboarding.

Beneath it are inserted fascias, mostly filled with printed window stickers of fruit and vegetables or garish posters. One window boarded at the time of survey.



Address	Value to Area's Character	Designation
24 Broadway vacant	Positive*	Locally Listed

Description

This is a distinctive, one-and-a-half storey building purpose built as a bank. Approximately square on plan, hand made bricks, stone window surrounds and doorcase, rusticated quoining. The original glazing has been lost and replaced with featureless sheets of plate glass. Ugly rear flat roofed two-storey extension probably of the 1950s down Seaview Road, brown brick badly repointed, windows at first floor now uPVC.

Two curiously situated concrete framed memorial benches in Seaview Road stand against the rear extension of the Halifax.

Vacant at time of survey.



Building-by-Building Description

Address	Value to Area's Character	Designation
26–32 Broadway 'HSBC' bank; 'Broadway Opticians'; and 'Specsavers'	Positive*	N/A

Description

A red brick terrace with painted stone window surrounds and timber sash windows. Roofs renewed with synthetic slates. Oblique angle to the corner, with a decorative gable over and an entrance door with foliate capitals. An attractive building but rebuilt ground floor to corner has bland brickwork with disproportionate ground floor windows and insertion of ATMs for the bank have damaged its character.



Address	Value to Area's Character	Designation
34–42 Broadway 'Bubbles'; and 'Turner'	No.36/38: Positive Nos.34, 40, 42: Positive*	N/A

Description

Originally two pairs of semi-detached houses. Nos.34–38 are of stock brick with red brick detailing. Nos.40 and 42 have been painted or rendered and painted but would have originally had the same brick patterning. All have timber sash windows except Nos.36–38 which have timber casements. Shop fronts of variable quality but reasonably sympathetic, except to No.34 with garish fascia and large plate glass windows. Some chimneys have been lost. No.42 has a set back shop front with columns to the corner of the building and black and white tiled area at the front corner door.

Paintwork to No.40 and to windows of Nos.36–38 would benefit from repainting and reinstatement of timber sash windows.



Building-by-Building Description

Address	Value to Area's Character	Designation
44–46 Broadway 'Corner Club', 'Ella Connor'	Positive	Locally Listed

Description

Originally a semi-detached pair of houses in stock brick, with canted bays beneath gables with decorative bargeboards. Sashes have been preserved at first floor.

Shop fronts imposed on the ground floor. No.44 has a very fine old shop front with curved glass and cast iron columns which extends down Victoria Road, though there is an ugly flat roof extension at the south end at first floor level, with uPVC windows. Shop front to No.46 is also sympathetic.

First floor level in need of maintenance and redecoration.



Address	Value to Area's Character	Designation
48–50 Broadway 'Echo', 'The Oncrowd'	Negative	N/A

Description

Late 20th-century redevelopment (?1980s), with two retail units beneath weatherboarded and jettied gables either side of an arch over a vehicle passageway. Although the intention was good, it does not match the Victorian character of the street. The brick is too brown, the arch too wide, giving views of the car park beyond, and the gables too low and weak.

Mirrored glass in first floor windows is odd choice and not appropriate for the area.



Building-by-Building Description

Address	Value to Area's Character	Designation
52–52a Broadway 'Rebecca Ryther Make-Up', 'Spencer Silver Hair'	Positive	N/A

Description

Two single storey shops, probably built as shops. Fascias large but these seem to be original proportions and shop fronts well kept and smart, with corbels surviving and good curved glass to No.52a.



Address	Value to Area's Character	Designation
54–56 Broadway	Positive*	N/A

Description

Built as a terrace of houses, stock brick but painted at first floor on the frontage, slate roofs, timber sashes at the first floor, shop fronts imposed on the ground floor. Shop fronts reasonably sympathetic, except No.54 which has odd proportions.



Building-by-Building Description

Address	Value to Area's Character	Designation
58 Broadway 'NatWest'	Positive	Locally Listed

Description

A handsome three-storey building in a prominent corner position. Handmade red bricks, gauged brickwork used for rusticated voussoirs and quoins, stone plinth, keystones and string courses. Slate roof with very big brick chimneys.

Large round headed windows at ground floor, Georgian style sashes above. Unsympathetic flat-roofed and windowless modern extensions to rear.

Would benefit from repainting of ground floor rendering to plinth.



Address	Value to Area's Character	Designation
62 Broadway 'W. Thorp & Son: Funeral Directors & Monumental Masons'	Positive	N/A

Description

Corner building in terrace. Two storeys with hipped slate roof. First floor painted render, ground floor a replacement timber shop front but in a relatively traditional style with double door on the chamfered corner of the building. Two storey range extending down Avenue Road. Timber sash windows set in moulded architraves, which is a common design across Nos.62-76.



Building-by-Building Description

Address	Value to Area's Character	Designation
64 Broadway 'Belle Rose'	Positive	N/A

Description

Two storey shop in terrace. Slate roof. Painted render to first floor which is in need of repainting. Timber sash windows in moulded architraves, which are a common design across Nos.62-76. Shop front has good timber framed window with stall riser and recessed door to the side. Moulded corbels either side of the fascia, though truncated to insert slightly wider fascia board. Fascia double height and too large, also in plastic material which is inappropriate.



Address	Value to Area's Character	Designation
66 Broadway 'CA Advanced Aesthetics Clinic'	Positive*	N/A

Description

Two storey shop in terrace. Slate roof. Painted brickwork to first floor. Inappropriate uPVC windows which would benefit from reinstatement with timber sashes. Windows set in moulded architraves, which are a common design across Nos.62-76. Moulded corbels either end of the fascia, which is modern and neat but slightly too large. The shop front is a modern insertion in aluminium with canted windows and lacks stall risers which is not particularly in keeping.



Building-by-Building Description

Address	Value to Area's Character	Designation
68 Broadway 'K Barbers Emporium'	Positive*	N/A

Description

Two storey shop in terrace. Slate roof. Painted brickwork to first floor. Timber sash windows set in moulded architraves, which are a common design across Nos.62-76. Moulded corbels either end of the fascia, which is a modern replacement and overly large. The later aluminium shop front is not particularly in keeping.



Address	Value to Area's Character	Designation
70 Broadway	Positive	N/A

Description

Two storey shop in terrace. Slate roof. Painted brickwork to first floor in green which is rather overbearing. Timber sash windows set in moulded architraves, which are a common design across Nos.62-76. Moulded corbels either end of the original fascia. The original shop front survives and is attractive. It incorporates recessed central shop door with recessed side door to the accommodation above, both with fanlights over, brick stall riser, timber framed windows with column details to the mullions



Building-by-Building Description

Address	Value to Area's Character	Designation
72 Broadway 'The Blind Barber'	Positive*	N/A

Description

Two storey shop in terrace. Inappropriate concrete tile roof which would benefit from reinstatement with slate. Fake stone cladding to first floor is very unsympathetic. uPVC casement windows are also inappropriate and would benefit from replacement with timber sashes. Windows set in moulded architraves, which are a common design across Nos.62-76. The ground floor, however, has a good quality surviving historic shop front with timber fascia between pilasters (the original moulded corbels have been removed but the pilasters are an appropriate replacement), sunburst design leaded fanlights, timber framed windows with column detail mullions, stall riser, recessed side door.



Address	Value to Area's Character	Designation
74/76 Broadway 'Broadway Beauty', 'Livemore', 'Utopia Travel'	Negative	N/A

Description

Formerly two shops which were of the same design as Nos.62-72 but have been substantially remodelled. First floor with sash windows (dark stained timber?) has some resemblance to the original, with the original moulded architraves to the windows surviving. However, the walls have been rendered with a textured render and the window frames are later replacements. A large mansard roof with concrete tiles and four inset windows is very unattractive and disproportioned. The ground floor has been replaced to incorporate two shop fronts either side with a central entrance to an office. The shop fronts have brick stall risers and timber frames to the windows but have overly large fascias and cluttered signage. The centre entrance has a large fascia and fully glazed door which is not in keeping.



Building-by-Building Description

Address	Value to Area's Character	Designation
78 Broadway 'Stewarts Pawnbrokers and Jewellers'	Positive*	N/A

Description

Single storey shop. Overly large fascia and cluttered signage dominates. The shop front is aluminium but at least features short stall risers and a recessed entrance door. Reduction of signage would improve the appearance.



Address	Value to Area's Character	Designation
80 Broadway 'Aimee Hair'	Positive*	N/A

Description

Single storey shop. Fascia of reasonable proportions but in a plastic material not in keeping. Shop front is a good design in timber, with arched glazed fanlight and central door, with stall risers to the windows.



Building-by-Building Description

Address	Value to Area's Character	Designation
82 Broadway 'Remmie'	Negative	N/A

Description

Single storey shop. The fascia is very large and overbearing. The shop front is a later replacement and bland.



Address	Value to Area's Character	Designation
84 Broadway 'Home'	Upper Floor: Negative, Ground Floor: Positive	N/A

Description

Two storey shop, the upper floor being a late-20th century addition. It is boxy and bland, with hung tiles that are not in keeping and an inappropriate uPVC window. The ground floor has a good shop front though, with timber framed glazing broken up with mullions, with stall riser below and arched fanlight above. Large fascia above but this appears to be historic, with curved detail to the top.



Building-by-Building Description

Address	Value to Area's Character	Designation
86/88 Broadway	Positive	Locally Listed Building

Description

Two storey corner building with chamfered corner. Circular plaque identifying it as 'Stewart House'. Upper floor to Broadway and to corner chamfer have distinctive decorative gables that are prominent in the streetscape. There is also a tall red brick chimney on the east elevation. The upper floors are clad in faience tiles, though these have been painted black recently. Timber sash windows in pairs. Ground floor shop front has corner door, which is modern but timber with glazed upper panels so is appropriate. The windows are set above a stall riser and feature slender timber mullions with attractive arched glazing bars. Modern fascia added recently. A replacement aluminium door at the west end of the north elevation is inappropriate. On the east elevation there is a single bay



flanked by pilasters and decorative corbels and cornice above. This may have been the location of a door that has been filled in with a timber sash windows and tiles similar to those on the upper floors.

Address	Value to Area's Character	Designation
3 Ashleigh Drive	Positive	N/A

Description

Two storey shop which is part of the same building as the neighbouring Nos.5-7. Red brick upper floor with timber sash windows. Slate roof with decorative clay ridge tiles. Good quality surviving shop front with original fascia, central recessed door, timber framed windows and stall riser.



Building-by-Building Description

Address	Value to Area's Character	Designation
5-7 Ashleigh Drive 'Homeward Bound Tattoo'	Positive	N/A

Description

Two storey shop which is part of the same building as the neighbouring No.3. Red brick upper floor with timber sash windows. Slate roof with decorative clay ridge tiles. Good quality surviving shop front with original fascia and dentilled cornice flanked by decorative corbels set on pilasters. Timber framed shop windows set above stall risers. Timber glazed front door likely a later replacement but not inappropriate.



Address	Value to Area's Character	Designation
90-92 Broadway 'Essex Countryside'	Positive*	N/A

Description

Two storey corner shop. Replacement concrete tile roof, rendered and painted first floor, mullioned windows with central pilaster but uPVC windows. Modern shopfront with rather bland fascia.



Building-by-Building Description

Address	Value to Area's Character	Designation
94 Broadway 'Goldsmiths'	Positive	N/A

Description

Two-storey building with stepped gable to parapet giving a touch of Art Deco style. Painted render to upper floor. uPVC casement windows though in an appropriate form. Shop front with metal plates to fascia and stall riser, though not unsympathetic.



Address	Value to Area's Character	Designation
96-98 Broadway 'Atelier Gallery', 'Create 98'	Positive	No.96 Locally Listed Building

Description

Pair of shops, two storey. Upper floors have distinctive ceramic tiles with left hand building retaining pierced parapet. Mullioned windows with leaded lighted to first floor, though the glass has been replaced to No.96 with loss or reduction of leading. Both retain good historic shop fronts with carved corbels, recessed doors and to No.96 leaded lights above a cornice set into the glazing.



Building-by-Building Description

Address	Value to Area's Character	Designation
100-102 Broadway 'Beau Interiors'	Positive*	N/A

Description

Two-storey shop, with red brick upper floor with stone dressings and rendered parapet. Unsympathetic uPVC windows. Good shop front.



Address	Value to Area's Character	Designation
104-110 Broadway	Positive*	N/A

Description

Two-storey row of shops with a touch of Art Deco style. Upper floors are red brick with rendered dressings and parapet. Parapet features distinctive raised sections over oriel windows and contain a carved motif. Unsympathetic uPVC windows except for No.110 which has original timber casements with stained glass. Shop fronts are all rather bland modern replacements and metal grille shutter to No.104 is unappealing.



Building-by-Building Description

Seaview Road

The east side of this road was almost completely built up by the time of the 1897 2nd edition OS map. The existing five pairs of villas (Nos.1–19) were in place; there was then a gap where a Baptist chapel was located, this space now being filled with Nos.21–23, another pair (Nos.25–27), and then a space, since filled with No.29. The map shows that the houses could be built singly, not necessarily as pairs. It certainly seems that No.23 was intended to acquire a matching pair, whilst Nos.6 and 16 on the west side are both shown as isolated dwellings on the 1897 map but have since had matching houses built up against them. Although only partially developed in 1897, the west side was probably built up very soon afterwards as the architectural style of the houses is much the same, with the exception of Nos.14–16.

There is parking on the west side only. Despite this, gardens have been lost on this side of the road. Pavements are of asphalt with stone kerbs. The boundaries are mainly brick walls, often rendered and white painted.

Address	Value to Area's Character	Designation
8 Seaview Road	Neutral	Article 4

Description

A curious detached building presenting a gable to the street, dating from between the wars, originally a workshop, with false timber framing and inappropriate uPVC windows on the first floor. The ground floor windows are replacement timber frames. Concrete tiles. Now painted white and grey. Parking on the pattern impressed concrete in front of it, which would benefit from upgrading to a more appropriate material.

Would benefit from landscaping or planting to soften the appearance.



Building-by-Building Description

Address	Value to Area's Character	Designation
10–12 Seaview Road	Positive	Article 4

Description

A somewhat unusual pair with big steeply pitched gables to the street, canted bays at ground floor only. Both are now painted white, with painted stonework in muted shades round windows and doors. Timber sashes to all windows. Concrete tiles to No.12. Boundary wall lost and large areas of hard landscaping with little planting to soften the appearance.



Address	Value to Area's Character	Designation
14–16 Seaview Road	Positive	Article 4

Description

Front elevation in red brick rather than stocks with rectangular bays below timber gables with framing and decorative barge boards. Timber sash windows. Recessed porches with timber doors containing glazed upper panes and fanlights above. Both properties retain boundary walls.



Building-by-Building Description

Address	Value to Area's Character	Designation
18–20 Seaview Road	Positive*	Article 4

Description

Two houses, the whole pebbledashed and white painted. Canted bays rising full height. Reroofed in unsympathetic concrete tiles. The detailing of the window surrounds has been lost, as have the hipped roofs over the bays. No.18 has uPVC windows, the more inappropriate because notionally divided into small pane glazing. No.20 retains timber sashes. Recessed porches with timber doors containing glazed upper panes and fanlights above. The garden block paved and used for parking.



Address	Value to Area's Character	Designation
22–24 Seaview Road	Positive	Article 4

Description

Two-storey pair of houses. Full height canted bays, window mullions with foliate capitals. No.22 white painted, No.24 still with its stock brickwork intact. No.22 has lost its chimney. Slate roofs with iron finials to hipped roofs over bays. Recessed porches with timber doors containing glazed upper panes and fanlights above. Both have paved gardens used for parking with boundary wall lost. Planting and loose gravel surface to No.24 improves the overall appearance.



Building-by-Building Description

Address	Value to Area's Character	Designation
26–28 Seaview Road	Positive	Article 4

Description

A rather different pair, originally (to judge from No.26) stock brick with red brick details with a ground-floor rectangular bay beneath a lean-to roof, timber sash windows and timber door with glazed upper panels and fanlight. But No.28 has been completely remodelled or rebuilt in the 1930s, rendered and painted, with a full height bow-fronted bay and windows with top lights with stained glass, and a V-shaped window above the front door. Unusually it retains its distinctive boundary wall made of brick wasters. Boundary wall to No.26 has been lost but planting helps relieve the paved parking area.



Address	Value to Area's Character	Designation
30–34 Seaview Road	Garage to No.30: Negative Upper floor of Nos.30, 32–34: Positive	Article 4

Description

A row of three with red brick façades which present a striking contrast with the white-painted stonework round the windows and doors. Big canted bays beneath flat roofs. The main roofs are steeply pitched with machine made tiles (now concrete on No.34), and have prominent, original flat-roofed dormer windows to make the attic space liveable. Nos.32 and 34 have had the entrance lobbies in-filled with doors. Only No.32 still has its original front door with stained glass panels. No.30 has had the ground-floor bay replaced with a garage, which is very intrusive. Only No.34 still has a front garden and also retains a polychrome tiled path, the others being parking bays with hard landscaping. All have lost the boundary wall.



Building-by-Building Description

Address	Value to Area's Character	Designation
36–38 Seaview Road	Positive	Article 4

Description

A pair of two-storey stock brick houses, No.38 now white painted, with ground-floor bays and round arched doorways, the detailing similar to the houses on the other side of the street. Recessed porches with timber doors with stained glass upper panels and fanlights over. A first-floor balcony has been constructed across both of them above the bays with cast-iron railings and wooden trellis work, an attractive composition. Front gardens intact.



Address	Value to Area's Character	Designation
38a Seaview Road	Positive	Article 4

Description

A large weatherboarded building to the rear of Nos.36–38. Shown on the 1897 map, it may originally have been a stable.



Building-by-Building Description

Address	Value to Area's Character	Designation
East Side 1–11 Seaview Road	Nos.1, 3, 7, 11: Positive Nos.5, 9: Positive*	

Description

Three similar semi-detached pairs, two-storey, canted bays with mullions with moulded capitals, and round-arched doorways with keystones, recessed porches with timber doors with glazed upper panels and fanlights. Only Nos.1 and 7 have not been rendered and painted. Variety of boundary treatments with the blue trellis fence at No.5 particularly not in character with the street. No.9 has uPVC windows the worse for having a small pane effect; the entrance lobby has been closed off and the roof has been replaced with concrete tiles, with the loss of the hipped roof over the bay. Otherwise the houses retain timber sash windows and slate roofs.



Address	Value to Area's Character	Designation
11a–15 Seaview Road	Positive	Article 4

Description

A pair of houses, 'Laurel Bank' and 'Homeleigh'. Two storeys, stock brick with red brick details, with big rectangular bays under hipped slate roofs, quite well preserved though both divided into flats. Tile paths to the recessed porches with timber doors with glazed upper panels and fanlights. Both retain a boundary wall, though to No.11a it has been rendered and painted.



Building-by-Building Description

Address	Value to Area's Character	Designation
17–19 Seaview Road	Positive	Article 4

Description

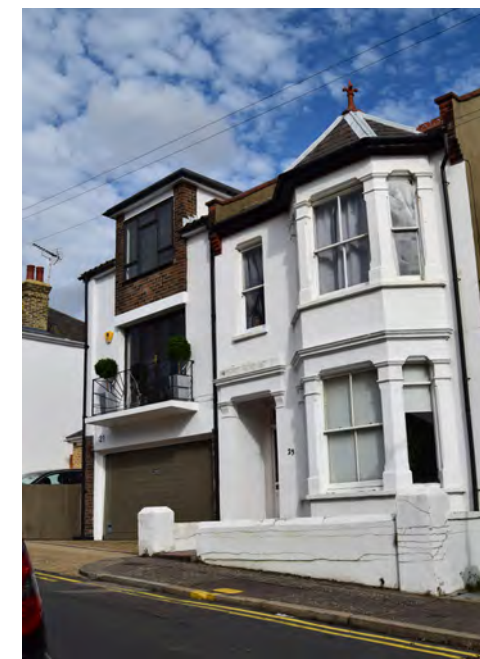
A pair to a similar pattern as Nos.1–11 though bays are canted. Their stock brickwork is intact. No.17 has replacement windows with small panes which is not in keeping, though sash form in general is, and a red and black tile front path. No.19 has new iron railings in a traditional style and a mosaic tile front path. Recessed porches with timber doors with glazed upper panels and fanlights.



Address	Value to Area's Character	Designation
21–23 Seaview Road	No.23: Positive No.21: Neutral	Article 4

Description

No.23 has a canted bay beneath a hipped roof, brick but now rendered white painted. Timber sash windows, recessed porch with timber door with glazed upper panels and side and fanlights. Its pair to the north was never built and the gap next to it has only recently been developed with the construction of No.21. Although traditional materials have been used, the building is too tall and boxy, having a large dormer window, and the integral full width garage at the ground floor does not fit with the street scene. Design and build, however, are good quality and it is well maintained.



Building-by-Building Description

Address	Value to Area's Character	Designation
25–27 Seaview Road	Positive	Article 4

Description

Two-storey pair of houses. Slate roof with hipped roofs over two storey canted bays, well preserved stock brickwork and little altered. Recessed porches with timber doors with glazed upper panes and fanlights. Tiled pathways. No.27 has lost its boundary wall. Similar to Nos.22–24 on the other side of the road.



Address	Value to Area's Character	Designation
29–29a Seaview Road	No.29: Positive No.29a: Neutral	Article 4

Description

No.29 was built as a detached house. Two-storey with a canted bay, recently renovated with 1970s/80s extension for No.29a, refurbished in the 21st century. While the extension uses good quality materials, its massing is not in keeping with the character of the Conservation Area, especially in views looking north up Seaview Road. No.29 is white rendered with black door with good quality stained glass. Sash windows with columns to the mullions. Path up to garden has attractive black and white tiles. Sash replacement windows in original building, metal framed in the modern extension.



Building-by-Building Description

Victoria Road

The road is shown largely built up on the 2nd edition OS map of 1897. There are, however, differences between the two sides of the road. On the east side, the semi-detached villas have canted bays. The windows have mullions with prominent foliate capitals and dog-tooth ornament on their lintels. There were wide gaps between some of the houses in the form of larger than average gardens, which the 2nd edition map reveals to be an original feature. These gardens have provided the opportunity for modern infilling. This side of the road must have been the first to be developed. On the west side, the most northerly group of houses are to the same pattern and must have been the first to be built on this side. The rest of the houses are uniform, having rectangular bays beneath hipped roofs, the double light windows separated by mullions with fluted decoration. Maintenance on this side tends to be better than on the east side.

Parked cars line the west side, the east is kept clear by double yellow lines. This has put pressure on the front gardens on that side of the road, many of which have been converted to hard standings, especially on the east side which gives a negative appearance. Boundaries are mostly retained on the west side, which is positive. Boundary walls are mostly of brick, sometimes rendered, with planting behind them.

West Side

Address	Value to Area's Character	Designation
4–8 Victoria Road	Positive	Article 4

Description

Terrace of three houses, two-storey, slate roofs, stock brick with red brick detailing, canted bay widows with foliate capitals to mullions, sash windows, recessed porches, timber doors with stained glass upper panels and fanlight. Nos.4 and 6 white painted, No.4 with concrete tiles and has lost the hipped roof over the bay. Parking area to No.4, though boundary wall part retained.



Building-by-Building Description

Address	Value to Area's Character	Designation
10–32 Victoria Road	Positive	Article 4

Identical pairs of semi-detached villas, mostly in good condition. Stock brick with red brick detailing. Full-height rectangular bay windows, timber sashes, slate roofs, recessed porches, timber doors with stained glass upper panels and fanlights. No.10 has concrete tiles, Nos.18 and 20 no longer have their original front doors. No.22 has uPVC windows at the first floor. No.16 has had the sash windows replaced with plain sheets of glass at the first floor. Either white rendered or exposed brick, well maintained and tidy. Most retain front gardens and boundary walls, though at least one converted to parking.



Address	Value to Area's Character	Designation
3 Victoria Road	Positive*	N/A

Description

Formerly a shop and workshop, an early 20th-century stock brick building refronted between the wars. The shop front has arched detailing to the frame, at the first floor there are metal windows. There is parking in front of it. The building respects the residential character of the road and fits into it satisfactorily. Could be improved greatly with some maintenance, replacement of first floor windows and sympathetic repainting of exterior.



Building-by-Building Description

Address	Value to Area's Character	Designation
5-7 Victoria Road	No.7: Positive No.5: Positive*	Article 4

Description

Pair of two storey houses, originally brick but now painted, concrete tile roofs, canted bay windows with foliate capitals to mullions, timber sash windows, recessed porches. No.5 has replacement door which is mostly glazed, plus an additional door inserted within the porch, while No.7 retains timber paneled door with glazed upper panels and fanlight. Nos.5 and 5a converted into well maintained flats, though would benefit from a slightly better maintained front garden.

No.7 has a well planted front garden including a silver birch tree which make a positive contribution to the streetscene.

A double garage, beneath a wide gable and built of keyed fletton brick, represents infill of the gardens between Nos.7 and 13. It dates probably from the 1950s.



Building-by-Building Description

Address	Value to Area's Character	Designation
13–15 Victoria Road	Positive	Article 4

Description

A semi-detached pair 'Grasmere' and 'Lodore'. Two-storey with canted bay windows. Yellow stock brick with red string coursing, No.15 rendered and painted white. Sash windows, except for central window to first floor bay to No.15 which is a single large sheet of glass. Recessed porches, No.1 with original timber door with stained glass upper panels and fanlight. Door to No.15 is a later replacement. The garden of No.13 has been given over to block paving. No.15 has a black and red tiled path. Both tidy and attractive.



Address	Value to Area's Character	Designation
17 Victoria Road	Neutral	Article 4

Description

A post-War infill house, which has been recently renovated to give it some references to the surrounding Victorian properties. Originally yellow brick, now rendered and painted white and grey, with modern replacement sash windows. Upper front completely remodeled with new bay window at first floor, not echoed at ground floor. The ground floor bay has been sacrificed for parking, the building lacks detailing and the proportions are odd.



Frontage is block paved to allow for car parking, which could be improved and softened with planting or sympathetic landscaping.

Building-by-Building Description

Address	Value to Area's Character	Designation
19 Victoria Road	Neutral	Article 4

Description

New house built on the site of two previous modern mid-century garages. Has been built to make reference to the surrounding Victorian properties, but is of smaller proportions. The ground floor bay has been made smaller to accommodate parking, the building lacks detailing and the proportions are odd.

Frontage is block paved to allow for car parking which looks stark.



Address	Value to Area's Character	Designation
21–31 Victoria Road	Positive	Article 4

Description

Three matching semi-detached pairs. Two-storey, slate roofs, stock brick with red brick detailing, canted bay windows with foliate capitals to mullions, sash windows, recessed porches, timber doors with stained glass upper panels and fanlights. Nos.21, 23, 25 and 31 have lost their gardens to car parking. No.21 has a sympathetic replacement front door. No.31 has timber casement windows at the first floor.



Building-by-Building Description

Address	Value to Area's Character	Designation
The Stables	Positive	Article 4

Description

Originally the stables of No.31 Victoria Road were sited here. The current building is a complete rebuild to the same shape as the original stables. It is set so far back that little of the house can be seen from the street. Instead, there is a large parking bay which terminates in a blank brick wall. The utilitarian gate is inappropriate for the Area. This area would benefit from some soft landscaping and the gate replaced or removed.



Address	Value to Area's Character	Designation
33–37 Victoria Road	Positive*	Article 4

Description

A row of three later, early 20th-century, houses, now all white painted, built in what was the end of the garden of the adjoining house in Cliff Parade. Canted bays beneath gables with decorative barge boards. Sash windows except No.37 where the windows are a mixture of replacements and the first floor bay has been removed and replaced with a French window. Balconies to the first floor which are modern and the bowed design not in keeping. These would benefit from replacement with either timber or more decorative railings. Concrete tiles. All have parking in front with loss of boundary wall. No.37 has ground floor windows replaced in metal, and a patio window at the first floor. Recessed porches have also been infilled.

Currently all three in poor state of repair would benefit from repainting and maintenance.



Building-by-Building Description

Avenue Road

The road is lined with pairs of semi-detached villas designed to a fairly uniform pattern with bay windows and mostly built between the 2nd edition OS map of 1897 and the 3rd edition of 1922. Only Nos.2–8 only are shown on the 2nd edition OS map. They have canted bays beneath hipped roofs. The others have rectangular bays beneath gables, which on the west side of the road have false timber framing, on the east a decorative motif worked into the brickwork. The stone window mullions are also different either side of the road, those on the east having bulbous foliate capitals, those on the west being plainer. The houses are mainly of stock brick, though the later ones are sometimes in red brick. Roofs are of slate. Most houses preserve their original front doors, an important original feature. Brickwork has been covered in some cases, but despite this the architectural character of the road is well preserved.

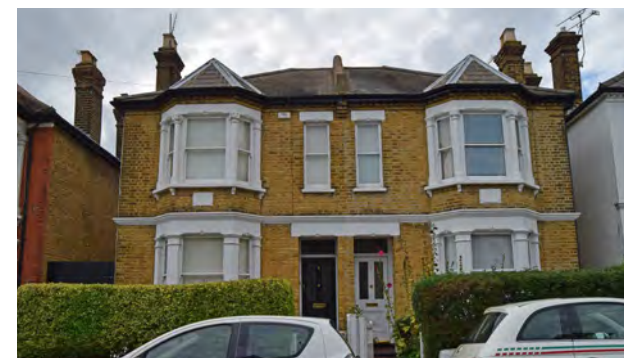
There are double yellow lines down the east side of the road; cars are parked down the west side. Gardens have not been lost to car parking. Only on the west side at the south end is there parking on a forecourt in front of a new double garage which belongs to a house in Cliff Parade. Boundaries are normally brick walls, sometimes rendered and painted, with hedges behind them. Nos.30 and 25 have garden walls of vitrified brick, which were once probably a feature of the road.

West Side

Address	Value to Area's Character	Designation
2–8 Avenue Road	Nos.2, 6, 8: Positive No.4: Positive*	Article 4

Description

The oldest houses in the road. Two-storey, slate roofs, canted bay windows, timber sashes, recessed porches, timber doors with stained glass upper panels and fanlights. Yellow brick. All have retained their front gardens and Nos.6 and 8 retain original timber gates. No.4 is rendered and has unsympathetic uPVC windows.



Building-by-Building Description

Address	Value to Area's Character	Designation
10 Avenue Road	Positive*	Article 4

Description

Exceptionally, a detached house, but keyed brickwork at the corner indicates that a second house to create a pair was planned but not built. Red brick façade, stock sides, rectangular bay beneath gable with timber framing. Recessed porch with timber door with stained glass panes and fanlight over. Windows now in uPVC. Machine made tiles. Retains boundary wall and original timber gates, as well as polychrome tiled path.



Address	Value to Area's Character	Designation
12–12a Avenue Road	Positive	Article 4

Description

A pair of infill houses, not on the 3rd edition map, and hence presumably late 1920s. Façades in red brick at ground floor, pebbledash above, stock brick to sides and rear. Rectangular bays with tile hanging, casement windows with top lights with small panes with stained glass. No.12 has uPVC windows but of a design which mirrors the original. Recessed porch with timber door with stained glass panes and fanlight over. Tiled pathway to No.12a.



Building-by-Building Description

Address	Value to Area's Character	Designation
14–28 Avenue Road	Positive	Article 4

Description

Four pairs of houses. Two-storey, slate roofs, rectangular bay windows under half-timbered gables with decorative barge boards, timber sashes, recessed porches, timber doors with stained glass upper panels and fanlights. Nos.16, 18, 26 and 28 are rendered and white painted. Nos.20 and 24 have been pebbledashed. No.18 has uPVC windows at the first floor; No.24 has uPVC windows and a replacement door which is mainly glazed, both unsympathetic. All retain front gardens and a few have tiled paths.



Building-by-Building Description

Address	Value to Area's Character	Designation
30 Avenue Road	Positive*	Article 4

Description

An unusual and attractive bungalow, dating from the 1920s or 1930s, with a bow window to the ground floor above which there is a balcony within the gable which has decorative bargeboards. Rooflights have been inserted in the south roof pitch. Prefabricated garage on south side. uPVC windows have been added. Burr brick and red brick boundary wall is attractive.



Address	Value to Area's Character	Designation
1-3 Avenue Road	Negative	N/A

Description

A block of late 20th-century flats, taking some references from the Victorian terraces, though not very successfully. The materials and detailing let it down, as do a prominent dormer window on the front elevation, and a very large flat roofed one on the north elevation.



Building-by-Building Description

Address	Value to Area's Character	Designation
5-11 Avenue Road	Positive	Article 4

Description

Two semi-detached pairs. Two storey, slate roofs, rectangular bay windows under gables with decorative barge boards and brick motif, timber sashes, recessed porches, timber doors with stained glass upper panels and fanlights.

Nos.9 and 11 have been pebble-dashed and painted. The pebbledash is not in keeping. Front gardens retained, though a variety of boundary treatments. Tile pathways to Nos.7, 9 and 11.



Building-by-Building Description

Queens Road

This road runs east–west and slopes down towards the south-east, creating a difference in scale between the buildings on the two sides of the road. At its eastern end, it terminates in a cul-de-sac with a pair of garages built of fletton brick, not a good termination of the view in an otherwise attractive street. The road has been developed more gradually than some of the other side streets and its houses are less uniform as a result. Development proceeded from the western end which is shown as built-up on the 2nd edition OS map and was largely complete by the time of the 3rd edition map, though there remained several gaps, in particular at its eastern end, which were not infilled until the second half of the 20th century. The progress from west to east is reflected in the houses at the east end of the road having gables with false half-timbering.

Pavements are typically of asphalt with stone kerbs. Cars are parked down both sides of the road, often partially on the pavements, restricting it to a single carriageway. A few front gardens have been lost to parking. Boundary walls were once mostly of vitrified brick but few of these survive. Many of the houses on the south side of the road have extensions with verandahs.

North Side

Address	Value to Area's Character	Designation
1–3 Queens Road	Positive*	Article 4

Description

Semi-detached pair with canted bays. Originally both stock brick with red brick banding but No.1 is painted white. No.3 now has a flat roof, not a hipped one, over the bay, with concrete tiles, a front garden paved over, and satellite dish on its flank wall. Both have unsympathetic replacement windows. Recessed porches both with replacement doors but reasonably sympathetic designs, with fanlights over.



Building-by-Building Description

Address	Value to Area's Character	Designation
5–11 Queens Road	Positive	Article 4

Description

Derwent Cottages, a flat fronted terrace with a continuous glazed lean-to verandah. Originally stock brick with red brick details but only No.7 not painted or rendered. All have replacement front doors but these are sympathetic, in timber with glazed upper panels. Timber sash windows except for ground floor of No.9 and all on No.11. Hipped slate roof. All retain front gardens, with a variety of boundary treatments.



Address	Value to Area's Character	Designation
13–19 Queens Road	Positive	Article 4

Description

Greta Bank. Similar to Derwent Cottages, the façades all rendered and painted, also with a continuous verandah, but the fenestration is better preserved and they all have traditional if not original front doors. Hipped slate roof. All retain front gardens, with a variety of boundary treatments.



Building-by-Building Description

Address	Value to Area's Character	Designation
21–23 Queens Road	No.21: Positive* No.23: Positive	Article 4

Description

A semi-detached pair. Two-storey, stock brick with red brick details, though No.21 now rendered and painted. Hipped slate roof. No.21 has replacement windows though some are sash form, a glazed front extension and a flat-roofed extension to the side, which have all eroded its character. No.23 has attractive windows with marginal glazing and a glazed ground floor extension but to a more sympathetic design than No.21.



Address	Value to Area's Character	Designation
25–27 Queens Road	Positive	Article 4

Description

Flat fronted semi-detached pair of houses, stock brick with red brick details, gauged brick arches with tuck pointing. Hipped slate roofs with brick chimneys. No.27 now has a sympathetic verandah added to its front elevation. Timber doors with glazed upper panes, replacements but in-keeping.



Building-by-Building Description

Address	Value to Area's Character	Designation
29 Queens Road	Neutral	Article 4

Description

A bungalow, strangely out of place though well presented, rendered white, uPVC windows. Pleasant front garden, and well presented garage.



Address	Value to Area's Character	Designation
33–33a Queens Road	Neutral	Article 4

Description

Early 20th-century house now rendered and remodelled and unrecognisable as such, with uPVC windows and tarmac front garden.

Property would benefit from landscaping or planting to soften appearance.



Building-by-Building Description

Address	Value to Area's Character	Designation
35–41 Queens Road	Nos.37 and 39: Positive Nos.35 and 41: Positive*	Article 4

Description

Two similar semi-detached pairs, two-storey, stock brick with red brick detailing, each with a single storey bay under a lean-to tiled roof. No.37 with an attractive verandah with curved lead roof. No.35 bay window roof extended across the façade with concrete tile roof. Recessed porches with timber doors with glazed upper panes and fanlights, some replacements but in-keeping. They still have exposed stock brickwork and slate roofs, but No.35 has an over-large dormer window and No.41 uPVC at the first floor.



Address	Value to Area's Character	Designation
45–55 Queens Road	Positive/Positive*	Article 4

Description

A terrace of six houses arranged as three semi-detached pairs, with slightly projecting bays beneath low half-timbered gables, and lean-to porches with slate roofs. Timber doors with glazed upper panes and fanlights, some replacements but in-keeping. Originally red brick but Nos.45–47, and Nos.53–55, are rendered. Generally well preserved, but No.45 has lost its gable, Nos.45 and 51 have concrete tiles, and the porch has been removed from Nos.53–55.



Building-by-Building Description

South Side

Address	Value to Area's Character	Designation
2–12 Queens Road	Positive	Article 4

Description

Three similar semi-detached pairs, originally stock brick with red brick detailing, and flat-roofed rectangular bays with white-painted stone mullions and surrounds. Timber sash windows. Recessed porches with timber doors with glazed upper panes and fanlights, some replacements but in-keeping. Generally well preserved. Nos.4 and 12 have concrete tiles instead of slate. Nos.10 and 12 have been painted. A more appropriate colour would have been better suited for No.10.



Address	Value to Area's Character	Designation
14–16 Queens Road	Positive	Article 4

Description

Semi-detached flat-fronted pair, to which a verandah has been added. Infilling of verandah to No.16 is not entirely in-keeping. Stock brick with red brick detailing, though No.16 is painted white. Hipped slate roof. Timber doors with glazed upper panels.



Building-by-Building Description

Address	Value to Area's Character	Designation
18–20 Queens Road	Positive Garages: Negative	Article 4

Description

Handsome well preserved semi-detached pair with red brick façade, and full height canted bays beneath flat roofs. Main roof is hipped slate. Timber sash windows. Timber doors with glazed upper panels and fanlights, set in recessed porches, though these have been in-filled with glazed double doors. No.20 has a tiled footpath to the front door. Post and chain boundary to front gardens.

A row of four flat-roofed garages, occupying an infill site, originally the garden of a house on Cliff Parade. Stock brick, metal doors, fronting a large garage court. Their prominent frontage position, and the concrete surfacing around them, is unfortunate.



Address	Value to Area's Character	Designation
26–28 Queens Road	Positive	Article 4

Description

Later in date, a pair of 1920s semi-detached houses, two-and-a-half storey with a deep plan, which makes them taller than the rest of the road. Ground floor red brick, upper floor rough cast render white painted. Polygonal bays with tile hanging under hipped slate roofs, large original dormer windows. Casement windows with stained glass in the top lights.



Building-by-Building Description

Address	Value to Area's Character	Designation
30–32 Queens Road	Positive	Article 4

Description

Semi-detached pair, two storeys, stock brick with red brick details, rectangular bays under gables with half-timbered decoration. Slate roofs. Sash windows. Recessed porch with timber doors with glazed upper panels and fanlights.



Address	Value to Area's Character	Designation
34 Queens Road	Positive	Article 4

Description

Two-storey house, ground-floor rectangular bay, white rendered, slate roof, sash windows, recessed porch with timber door with glazed upper panels and fanlight.



Building-by-Building Description

Address	Value to Area's Character	Designation
34a Queens Road	Neutral	Article 4

Description

Not originally a house, possibly a workshop, low gable to the street, white rendered, uPVC windows, and a paved front garden. Planting at front would soften appearance. Would benefit from taller window proportions.

Address	Value to Area's Character	Designation
36–38 Queens Road	Positive	Article 4

Description

Two storey pair of houses, stock brick, single storey rectangular bays under a lean-to roof with concrete tiles which continues to form a porch for the front doors. Door to No.36 is timber with glazing to the upper half, a replacement but in-keeping. Door to No.38 is timber with stained glass and stained glass fanlight. Timber sash windows. Gables to first-floor windows. Crested ridge tiles.



Building-by-Building Description

Address	Value to Area's Character	Designation
40–42 Queens Road	Positive	Article 4

Description

Semi-detached pair, painted rough-cast render, rectangular bays beneath half-timbered gables. Crested roof tiles to slate roof. Sash windows. Red tile roof to porches, recessed doors, timber with glazed upper panels and fanlight. The garden of No.40 has been block paved. No.42 has a boundary wall of vitrified brick.



Address	Value to Area's Character	Designation
44–46 Queens Road	Positive*/ Positive	Article 4

Description

Semi-detached pair dating from the 1920s/1930s, each with a curved two-storey bay with tile hanging. Rendered walls with exposed red brick details. Red tile roof. Timber casement windows with stained glass top panels. Different from the rest of the street in style, and also in being set further back from the frontage, the gardens now being used for parking. Integrated garage at the front of No.44 is unattractive



Building-by-Building Description

Address	Value to Area's Character	Designation
Queens Court	Negative	Article 4

Description

Flats with two three-storey bays, fletton brick and white weatherboard to the projecting bays which have glazing in the top of the gables. Does not match the rest of the street in scale, materials or design.



Building-by-Building Description

Cliff Parade

Cliff Parade, or Cliff Road as it was known initially, was developed from its western end, where there is a terrace of smaller houses, towards the east, where the houses get larger and the gaps between them have been infilled. Because of this piecemeal process of development, and because many houses have been altered and improved to better appreciate the views over the estuary, there is less uniformity of architectural style than in the residential streets to the north. Cliff Parade suffers from being a busy main road, an impression reinforced by tall concrete lamp standards. The impact of the road is mitigated by Cliff Gardens and the sea views to the south. For these reasons, the road has been identified as a character zone in its own right.

Double yellow lines down both sides of the road have put pressure on the gardens, many of which are now used for parking, as the houses were built without garages. The front gardens are mostly large, and the almost total paving over of them which has occurred in some places is to be regretted. Pavements are asphalted, with coarse aggregate rolled into them, and stone kerbs. Where recently renewed on the south side, they are plain black with concrete kerbs. A higher standard of specification is warranted in this situation, even though just outside the Conservation Area. At their western end where the cliff is steep, Cliff Gardens are little more than scrub, mostly elm. To the east where the slope is gentler, there is greensward with formal paths and shrubs. The gardens are outside the Conservation Area, but make a significant contribution to its setting.

Address	Value to Area's Character	Designation
5–12 Cliff Parade	Positive*	Article 4

Description

Terrace of houses, originally built to the same pattern, with full height canted bays under hipped roofs, and round arched doors with keystones. Originally brick but now all rendered and painted. Slate roofs. The bays are now often altered. Nos.8–10 have had balconies with cast iron balustrades constructed across first floor level with the bay removed. The first floor balcony to No.9 has been inappropriately in-filled. The sashes are mostly intact, but No.7 has replacement uPVC windows. No.5 has had the single window on the first floor unsympathetically converted to a door with small balcony. Nos.7–11 have had the front lobbies enclosed by outer doors. Hung tiles added to bay of No.11. No.5 is in poor state of repair and requires maintenance and repainting.



Building-by-Building Description

Address	Value to Area's Character	Designation
13 Cliff Parade	Positive	Article 4

Description

The Bungalow, a double-fronted bungalow with two gables facing the road, built in the 1920s. The slate roof has crested ridge tiles and finials, and the brickwork has been painted white with white timber window frames. The front garden is used for parking and the large area of hardstanding would benefit from landscaping to soften the frontage. The balcony is a modern timber replacement that is in keeping, though not as elaborate as the original balcony.



Address	Value to Area's Character	Designation
14 Cliff Parade	Positive*	Article 4

Description

Large double-fronted house with full height canted bays beneath gables, red tile roof with discreet roof lights, new replacement windows. Garages in the basement either side of the steps to the front door are not in keeping. This flight of steps is an original feature and shown on the 2nd edition OS map. Modern metal railings to balcony and above garages. Balcony is a later addition, with the original sash window extended down to to form a door. Would benefit from planting to soften hard landscaped frontage. Boundary wall lost.



Building-by-Building Description

Address	Value to Area's Character	Designation
15 Cliff Parade	Positive	Article 4

Description

Nicely restored house in an Arts and Crafts style, with a cross-wing gable, and timber casement windows with opening top lights. Painted render. Red tile roof. Pretty timber balcony above front door. A modern terrace with good cast iron railings has been built up round the steps to the front door, leaving the rest of the garden area used for parking. This has been carefully designed, with paving in sandstone and tegula or similar, and engineering brick copings to the enclosing walls. However, loss of enclosing boundary wall is regrettable.



Address	Value to Area's Character	Designation
16 Cliff Parade	Positive*	Article 4

Description

A late Victorian house, looks modern due to extensive remodeling which has reduced its character. Historic photographs show gables with decorative barge boards above the first floor windows, a pebble dash finish with mock timber framing, and timber posts to the porch. Slate roof and stock brick chimney, with French windows and white shiplap boarding at the first floor. Picture windows to ground floor and modern glazed door. Attractive hedged front garden.



Building-by-Building Description

Address	Value to Area's Character	Designation
16a-16b Cliff Parade	No.16a: Positive No.16b: Positive*	Article 4

Description

Infill development of the 1920s and 1930s, on the site of a former church and the Victoria Hall. Probably built as a large pair of semi-detached houses. No.16a is closer to the original appearance, with a bow-fronted bay, now with replacement sash windows, and black painted attractive metal verandah at ground and first floor levels, timber double door with stained glass panels. No.16b has been completely remodelled with the construction of a huge bay with picture windows, glazed in balcony and an over-large dormer window. It retains little of its original character.



Address	Value to Area's Character	Designation
17-18 Cliff Parade	Positive*	Article 4

Description

A pair of late Victorian houses, with small gables facing the street and balconies, now much altered. No.17 is white rendered and has concrete tiles. The windows are casements with top lights. No.18 has red tile roof and has been clad in cream-painted weatherboard, which has eroded the character of the house. Pleasant terrace to the front. Planting in both softens appearance onto street. Boundary wall part retained to No.18 helps to mitigate the insertion of a driveway.



Building-by-Building Description

Address	Value to Area's Character	Designation
19-19a Cliff Parade	Positive*	Article 4

Description

No.19 is an infill house of the 1920s or 1930s set in the gap between 18 and 19a. Its front elevation is occupied by a large rectangular bay beneath a hipped roof, with unsympathetic picture windows at the first floor. Timber door. No.19b comprises a late Victorian house, white rendered with reinstated sash windows. Glazed balcony to first floor is not in-keeping and an inset balcony to the roof, although not characteristic of the street, replaces a previously over-scaled box dormer and is therefore an improvement. Timber door with attractive stained glass. Garden to front of No.19a has been used for parking, could be improved with landscaping or planting.



Address	Value to Area's Character	Designation
20-23 Cliff Parade	Positive	Article 4

Description

Originally two semi-detached pairs, now adapted as single houses. Full height canted bays under hipped roofs, mullions with foliate capitals, dog's tooth ornament over windows, similar to the houses on the east side of Victoria Road. Timber sash windows. Hipped slate roofs. The conversion has involved substitution of a single for the pair of front doors. Both have been carefully restored and well maintained. No.23 has well landscaped front gardens, though No.20 has used part of theirs for parking.



Building-by-Building Description

Address	Value to Area's Character	Designation
24-25 Cliff Parade	Positive	Article 4

Description

A large semi-detached pair on an infill site, probably first decade of the 20th century, with Arts and Crafts influence, such as red brick at ground floor, pebbledash at first floor, and timber framing in the gables. Both are very well presented; first floor balcony with timber balustrade extends across the full frontage over a wooden conservatory, and there is a belvedere. No.25 is undergoing renovation (near completion). Very large and well landscaped gardens, an asset to both properties. Good stone and red brick boundary wall topped with railings.



Address	Value to Area's Character	Designation
26 Cliff Parade	Positive*	Article 4

Description

A late Victorian house, with inappropriate renovations, raised in height to the rear under a flat roof, large flat-roofed dormer, fully glazed balcony, picture windows, conservatory at ground floor front, and use of uPVC. Large parking area with the loss of front boundary wall. Historic photos show timber windows, a stone balustrade above the ground floor bay window, an open balcony with timber railings to the first floor and a timber framed ground floor conservatory. Some of the original character could be reinstated, though it would require substantial remodelling.



Building-by-Building Description

Address	Value to Area's Character	Designation
27 Cliff Parade	Neutral	Article 4

Description

Large three-storey flat-roofed block of flats replacing an earlier hotel, brick and white painted render, front elevation occupied by balconies, parking in garden area despite basement garaging. Well maintained, but out of character in terms of scale and massing.



Address	Value to Area's Character	Designation
28-31 Cliff Parade	Positive	Article 4

Description

Two pairs of similar late Victorian semi-detached houses (though eastern pair has now been converted into one property), canted bays beneath hipped slate roofs, rendered and painted, but generally well preserved apart from sash windows to front of bay on No.28 being replaced with large panes of glass. Timber sashes elsewhere. French windows in the ground-floor bays of Nos.29-31. All use front garden area for parking with loss of most of the boundary walls.



Building-by-Building Description

Address	Value to Area's Character	Designation
32-33 Cliff Parade	Positive	Article 4

Description

A semi-detached pair, early 20th century, their later date evident from the steeply pitched roof, No.32 has slate, while No.33 is red tile. Both have had their first floor windows replaced. The dormer window to No.32 has a glazed Juliet balcony which is out-of-keeping. Both have attractive timber balcony at first floor level, No.32 a successful replacement, No.33 the original. No.33 also has replacement windows at the ground floor but not unsympathetic. Glazed gable to No.33 is unusual addition, but not unattractive alteration, to make use of attic space. Timber doors with glazed upper panels, double in the case of No.33. Front boundary walls lost for driveways to both properties. Glazed balustrade to patio area on No.32 is not in keeping.



Address	Value to Area's Character	Designation
34-35 Cliff Parade	Positive	Article 4

Description

A pair of large double fronted houses, early 20th century. Steep pitched roofs, in slate, originally brick but No.34 now painted. Their main features are full width balconies, different in style, in the case of No.35 extending to the ground floor as a verandah. Sash windows to No.34. No.35 has replacement windows which extend the full height of each floor, though in timber and with stained glass top panes. There is a cupola to the roof, a distinctive feature in the street scene, with two dormer windows added to the sides which would benefit from improvement of proportions and detailing. Timber door with glazed upper panels to No.32, while door to No.33 is part of the central ground floor window. The extensive parking at both houses is regrettable.



Building-by-Building Description

Address	Value to Area's Character	Designation
36-39 Cliff Parade	Positive	Article 4

Description

Two similar semi-detached pairs, steep roofs covered with slate with crested tile ridges, canted bays beneath timber-clad gables, linked above the entrance doors by attractive white painted wooden balconies. Red brick. Sash windows, with those to Nos.37-39 with smaller panes to upper sash. Timber front doors with stained glass panels and fanlights, in recessed porches, though most have timber double doors enclosing the porch, though in a sympathetic design. Well preserved and maintained. Loss of enclosing boundary wall and extensive parking area regrettable.



[This page has been left intentionally blank]

Working to make
lives better

