I. Introduction

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

1.2 Councils are advised by the Government and English Heritage to review each conservation area from time to time, to ensure that it has an up to date character appraisal which sets out its special architectural or historic interest and that its boundaries are appropriate. The character appraisal will be the basis for the management of the area, including development control and the preparation of enhancement proposals. English Heritage advises, also that management proposals for the conservation area should be published in conjunction with the character appraisal.

1.3 All the Borough’s conservation areas are being reviewed in order to produce up to date character appraisals and management proposals in accordance with national guidance. Other areas which might be suitable for designation are also being assessed. In each case the character appraisal will:

- identify the area’s special interest
- review existing conservation area boundaries
- assist preparation of the Local Development Framework
- provide a basis for implementing policies, making informed development control decisions and preparing management proposals for the area

1.4 The character appraisal will lead to management proposals which will:

- assess the need for enhancements to public spaces, highways and private property
- review the need for Article 4 Direction controls
- assess buildings at risk
- assess the need for enforcement action
- establish a programme and procedures for implementing and monitoring the proposals.

1.5 The Clifftown Conservation Area was first designated in 1968 and has been subsequently enlarged five times. It now extends westwards from Marine Parade at the foot of Pier Hill, across the south end of the High Street at its junction with Royal Terrace, along the cliff top overlooking the seafront and Southend’s extensive foreshore to Wilson Road. Its northern boundary is the Fenchurch Street to Shoeburyness railway. Its southern boundary is in part the seafront road and in part the cliff top south of Clifftown Parade. The conservation area boundary is shown in Fig.1.
1.6 An interim character appraisal was agreed by the Council in January 2005, as a matter of urgency in response to development proposals to the Palace Hotel, to determine whether the conservation area should be extended to include buildings in the vicinity of Pier Hill. The interim character appraisal considered the general history and character of the Clifftown Conservation Area, to provide a basis for assessing the character of the area around Pier Hill. It also included a street by street analysis of Church Road, Pier Hill and the adjacent part of Marine Parade and Western Esplanade. The conservation area was subsequently extended.

1.7 The interim character appraisal informs the current appraisal which now considers the whole of the extended conservation area.
1.8 In addition to the existing conservation area, the appraisal area includes Alexandra Road and Cambridge Road west of Wilson Road and those parts of the Cliff Gardens outside the conservation area and east of the Shorefields Conservation Area. The remainder of the Cliffs have a distinct early 20th century layout and will be included in the future Appraisal of the Shorefields Conservation Area. The area east of Nelson Mews and Capel Terrace is not included. Although it has some merit, its character is predominantly commercial, being part of the town centre, and it will be considered in future for possible designation as a separate conservation area.

2. Planning Framework

2.1 National Policies and Guidance


2.2 Local Planning Policies and Guidance


2.2.2 The Southend-on-Sea Local Development Framework is in preparation and will gradually supersede the Replacement Structure Plan and the Local Plan. However, saved policies in the Local Plan remain relevant for the time being. They include Policy C4 (Conservation Areas) which sets out the principles for development in conservation areas, and Policies L6 (Hotels and Guest Houses) and L7 (Retention of Hotel and Guest House Use) which relate to the provision and retention of hotels and guest houses in ‘visitor accommodation areas’. Part of the conservation area (Royal Terrace, Clifton Terrace and the area between Clifftown Parade and Alexandra Road) is designated a visitor accommodation area.

2.2.3 The Local Development Framework will include a number of documents of particular relevance to the conservation area. ‘Development Plan Documents’ will include:

- the Core Strategy (planned adoption March 2007) - sets out the objectives and strategy for the Borough’s development and key policies against which planning applications will be assessed.
- Planning Obligations – Guide for Developers (planned adoption October 2007)
2.3 Regeneration

2.3.1 The area’s topography, its location on the edge of the Town Centre and the seafront, and the use of Southend Cliffs as public open space, make Clifftown prominent in the townscape and give it considerable importance for Southend’s regeneration. Building on its heritage importance, Clifftown and the adjacent Town Centre and seafront have been subject of several regeneration schemes:
- A Conservation Area Partnership Scheme has helped restore architectural features of the area’s buildings;
- A Heritage Lottery Fund urban parks scheme is restoring features of Southend Cliffs, including Prittlewell Square;
- Substantial environmental improvements are being achieved in the High Street, on Pier Hill and to the Pier entrance and seafront under the SSHAPE project;

2.3.2 A Seafront Area Action Plan and a Town Centre Area Action Plan will be prepared as Development Plan Documents in the Local Development Framework. Although mostly outside the conservation area, they will have implications for the future management of the area.

2.3.3 Since the 1950s, the Pier has suffered several damaging fires at both the shore and sea ends, including one in October 2005. The Pier is a major element in the resort’s ongoing regeneration.

2.3.4 The cliffs have suffered from subsidence in recent years. The most recent in 2003 resulted in the loss of the bandstand and the need to obtain substantial funding for cliff stabilisation and regeneration.

2.4 Designations

2.4.1 Listed Buildings
Buildings in the appraisal area included in the statutory list of buildings of special architectural or historic interest are shown on Fig.1. They are:
- 1-12 Clifftown Parade
- Queen Victoria Statue, Clifftown Parade
- War Memorial, Clifftown Parade
- 1-7 (consec.) Clifton Terrace and 7 Devereux Road
- Telephone box, Clifton Terrace
- Princess Caroline House, High Street
- The Royal Hotel, High Street
2.4.2 Buildings on the Local List

Other buildings of local architectural or historic interest are included in the Council’s Local List and are shown in Fig.1. Those in the appraisal area are:

- Former Synagogue, Alexandra Road
- Post Box, adjacent to 8 Capel Terrace
- St. John’s Church & cemetery, Church Road (outside the conservation area)
- Palace Hotel, Church Road / Pier Hill (outside the conservation area)
- shelter, Clifftown Parade (opposite Devereux Road)
- shelter, Clifftown Parade (opposite Wilson Road)
- shelter, Clifftown Parade (east of War Memorial)
- Alexandra Yacht Club, Clifton Terrace
- 3-5 High Street
- 2-18 (even), Nelson Street
- Clifftown United Reformed Church, Nelson Street
- 19 & 20 Royal Terrace
- shelter, Western Esplanade (opposite Westcliff Leisure Centre) (outside the conservation area)
- shelter, Western Esplanade (west of The Esplanade public house) (outside the conservation area)

3. Summary of Special Interest

3.1 Summary of Special Interest

3.1.1 Clifftown is a composite area of five distinct character zones which relate to different periods and styles of development and use. The area’s special interest is derived from can be summarized as:

**History interest:**

- The area encompasses over 200 years of development as part of a major seaside resort. As such, it is an important part of the national history and demonstrates both the failure and success of resort development.
- The Georgian Royal Terrace and Shrubbery were part of the failed development of ‘New South End’, the resort’s first major attempt to cater for a higher class of visitor.
- St. John’s Church was Southend’s first parish church, built in the 1830s when further efforts were made to expand the resort with construction of the Pier.
The Cliff Town Estate is a unique example of railway company estate development and was the second major attempt to develop Southend.

The area has strong associations with London’s social history, demonstrating its Victorian suburban expansion and the rise in day trips and holidays in response to increased income and leisure time. It was part of what became by the early 20th century London’s seaside resort.

The late Victorian / Edwardian Palace Hotel represents a further failed attempt to cater for a higher class of visitor.

The area became the base for organising east coast convoys and outer Thames defences during World War II.

The area is associated with a number of nationally known residents and visitors, including Princess Caroline, Lady Hamilton, the mountaineer Edward Whymper and Benjamin Waugh, founder of the NSPCC.

Architectural interest
The area encompasses over 200 years of seaside architecture which includes:

- The Georgian Royal Terrace – a terrace with a symmetrical ‘palace’ frontage in an imposing cliff top position.
- The Cliff Town planned estate, designed by Banks and Barry for the railway company (Morton, Peto & Betts) which has a unique architecture with a unity of design and materials, and a layout enabling sea views from all houses.
- The cliff-top promenade frontage extending from Clifftown Parade to Royal Terrace and Pier Hill has a unique range of seaside architecture, monuments and other seaside structures in a fine setting of public gardens and open spaces offering views of the Pier and Thames estuary.
- The Palace Hotel is an impressive example of a late Victorian Edwardian monumental seaside hotel.
- The Pier Hill pedestrian bridge and lift are contemporary additions to the continuum of seaside architecture.

4. Location and Context

4.1 Location

4.1.1 The Clifftown Conservation Area is within an urban area adjacent to, and to the west of, Southend’s town centre and at the top of a steep ridge overlooking the seafront. It includes buildings, other structures and open spaces that mark some of the earliest developments of Southend as a seaside resort and a new residential town.

4.1.2 Outside the conservation area, the commercial heart of the resort extends along Marine Parade to the east. This was the area of the original resort ‘Old South End’ which developed from a small fishing hamlet in the mid 18th century and includes some surviving 18th & 19th century buildings.
4.1.3 Also to the east is part of the town centre extending to the High Street, with a mix of mainly late 19th century and early 20th century two and three storey buildings in retail and office uses. Alexandra Street includes the Borough’s first civic offices. Being adjacent to the Town Centre, has resulted in Clifftown’s roads becoming part of the network of routes into and through the Town Centre. They also serve as a sponge for Town Centre parking and for visitors to Southend Cliffs and the seafront.

4.1.4 The London – Southend railway forms a physical boundary to the north. Beyond the railway are the modern landmark buildings of South-East Essex College, small terraced housing and moving westwards, more substantial houses in the Milton Conservation Area.

4.1.5 To the west of the conservation area, the cliff top promenade and public gardens continue westwards towards the Cliffs Pavilion. A group of 20th century flats separates Clifftown from the mainly residential Shorefields Conservation Area which was mostly developed during the late 19th century.

4.1.6 To the south, public gardens along the cliff-top promenade and on the cliff slope have evolved over time from the late 19th century and now have several distinct character areas.

4.2 Topography and Landscape Setting

4.2.1 The setting of the conservation area is established by its topography. It is situated at the eastern end of the London clay ridge on the north side of the Thames Estuary. The ridge rises steeply from the foreshore to level off at a height of approximately 30 metres. The eastern end of the ridge slopes more gently down Pier Hill towards the seafront. Built development is concentrated on the more level land on top of the ridge and on Pier Hill. The steepness and instability of the south slope of the ridge has inhibited built development there and enables extensive views out of the area across the foreshore. It also makes sections of the built frontage on top of the ridge prominent features of the seafront townscape.

4.3 Historic Context

4.3.1 Development at different stages between the late 18th century and the present has resulted in five main character zones (see section 8.8).

4.3.2 The first stage was in the 1790s with Royal Terrace. This was intended to be the start of a fashionable resort, ‘New South End’ at the top of the cliff slope overlooking the Thames estuary to the south and the ad hoc group of houses and small inns along the shore to the east. The Shrubbery on the cliff slope fronting Royal Terrace were laid out as an informal private garden for the residents.
4.3.3 The second stage was the mid-Victorian Cliff Town Estate, on the cliff top to the west of Royal Terrace, which was laid out by the developers of Southend’s first railway, in a well planned housing and shopping development. These two developments were the first concerted attempts to create a seaside resort and a new residential town at Southend and have distinct architectural styles.

4.3.4 The third stage was the area to the west of the Cliff Town Estate, which was developed in a piecemeal fashion with a mix of mid to late Victorian residential architecture.

4.3.5 In addition, the area of Pier Hill east Royal Terrace was developed piecemeal from the early 19th century to the present day with a number of different buildings associated with the resort’s development.

4.3.6 Linking these four zones is the cliff-top promenade and public gardens overlooking the Thames Estuary. The conservation area consequently has considerable architectural, historic and townscape value for Southend, being associated with Southend’s early development as a seaside resort and residential town and having a fine setting overlooking the seafront and foreshore.

4.4.1 Clifftown continues to function as originally developed with most buildings remaining in residential use, albeit with some many houses converted to flats, and the public open spaces used for recreation as part of the resort. But there are also a significant number of other small scale uses in the area including offices and hotels, and in the Pier Hill area shops, amusement arcades and other leisure uses. The Pier Hill area (and the Pier) is at the heart of Southend’s resort function.

5. Historic and Architectural Development

5.1 Old South End

5.1.1 Topography influenced the location of Southend’s early development. A small hamlet of fishermen’s huts was located on a section of relatively flat shoreline between the steep cliffs of London clay to the west and the marshes of Southchurch to the east. A gentle hill slope rose from the hamlet towards Sutton Road making it easily accessible to the medieval village of Prittlewell about a mile to the north, and making it the ‘South End’ of Prittlewell. First recorded in 1309, it began to be developed from the mid 18th century into a minor resort in response to the rising popularity of sea bathing and seaside holidays. Initially focused in the area of the present Southchurch Avenue / Marine Parade junction (outside the appraisal area), development of housing and two small hotels spread westwards towards the foot of the cliff slope (now Pier Hill).

5.1.2 Fig. 2 shows the location and extent of Old South End in 1777.
5.1.3 Initially, the modest, small resort catered mostly for local gentry, but by the 1790s it was attracting people from London via new stage coach services. Demand for accommodation appears to have exceeded supply and this may have been a factor in encouraging the development of New South End.

![Fig 2 Extract from Chapman & Andres Map 1777](image)

5.1.4 Old South End (or the lower town) continued to be developed into 19th century and beyond to become the more commercial part of the resort.

5.2 **Georgian New South End**

5.2.1 ‘New South End’ (the upper town) was the first concerted attempt to create a new fashionable seaside resort on the cliff top overlooking the estuary to rival such established resorts as Margate, Brighton and Weymouth. Daniel Scratton, the main landowner in Prittlewell, allocated 35 acres of fields and woodland for development on either side of a new road, which was to become the High Street. The area was roughly rectangular and extended from the shoreline to the...
Clifftown Road and from the west end of Royal Terrace to the foot of the Pier Hill. Parts of the boundary of the area can still be identified in property boundaries.

5.2.2 The area was subdivided and leased in 1791 to two developers, Pratt, Watts & Lowden of Lambeth and John Sanderson, also of Lambeth. Within a year the former had assigned their lease to Thomas Holland and by 1793 Sanderson’s lease had passed to Jeremiah Blakeman. By 1794, 1-15 Royal Terrace and the Royal Hotel were substantially complete. The Shrubbery fronting the houses was laid out as an informal private garden for residents. Royal Mews to the rear of the houses provided stabling. An Assembly Room in the Royal Hotel and a Library built opposite (on the site of the present Royals shopping centre) provided social focus for the would-be resort.

5.2.3 Grove Terrace was laid out on the east side of the High Street, aligning with Royal Terrace. Here another terrace of five houses, similar to those in Royal Terrace, was partly complete by 1796. Although now demolished, the line of the Grove Terrace remains as the southern arm of Church Road.

5.2.4 Fig. 3 shows the extent of the land boundary of New South End and of the resulting development.

Fig. 3 Estate Boundaries if New Southend and Cliff Town

5.2.5 The Terrace was named “Royal” following visits by Princess Caroline and her daughter Princess Charlotte in 1804. Lady Hamilton also visited New South End
and held a ball in the Assembly Room in honour of Admiral Lord Nelson. From the outset, however, and despite the later Royal visitors, the new resort failed to attract the fashionable society intended. And more importantly it failed to attract other developers. By 1796 development had effectively stopped and both Holland and Blakeman were made bankrupt. Economic depression with the start of the Napoleonic War, the poor reputation of the Essex coast for health, difficult access from London by road and river, and competition from Old South End may all have contributed to New South End’s failure. Although 19 and 20 Royal Terrace were built in about 1800, little further development of any significance took place in New South End until construction of the railway in 1856.

5.2.6 Old South End in contrast appears to have doubled in size during the 1790s with new houses, including ‘Bow Window House’ at the foot of the hill (4 Marine Parade) built in 1796, and new facilities for visitors. This remained the main area of resort activity, albeit on a relatively modest scale.

5.2.7 The design of Royal Terrace reflected the intention to develop a fashionable and higher class of resort than Old South End. It was designed to have an imposing ‘palace’ frontage, of three storeys plus basement, on a prominent site overlooking the Shrubbery and estuary. The Shrubbery, in front of the terrace became a rustic communal garden for residents and extended down to the beach. The return frontage to the High Street, the stables in Royal Mews and the remainder of Royal Terrace complement the principal Georgian frontage.

5.2.8 The design emphasised the two end properties (Royal Hotel and no.15) with increased height and a slight projection forward. But the main emphasis was given to the two centre properties - note their painted timber pilasters, deeper cornices, enlarged second floor windows, and more ornate door cases. Contemporary illustrations consistently show them to have had a pediment, but no physical evidence remains. Features contributing to the terrace’s Georgian character include:
- materials - stock brick with rendered ground floors and basement areas;
- uniform cornice line and fenestration with emphasised end and centre properties,
- a ‘piano nobile’ of enlarged first floor windows and full-width first floor balconies and canopies (possibly added shortly after completion of the terrace, each with slightly different detailing).
- Most of the original entrance doors and fanlights remain

5.2.9 The separation of Royal Terrace from Clifton Terrace and the Shrubbery from the Alexandra Yacht Club reflects the original estate boundary and the exclusiveness of the Georgian development.

5.3 Early 19th Century Pier Hill
5.3.1 Pier Hill was part of the land allocated for New South End’s development, but apart from Grove Terrace, it generally remained undeveloped and emphasised the separation between the upper and lower towns. Two resort developments are notable, however, in the first half of the 19th century.

5.3.2 The first moves were made by local landowners to develop a pier for landing river passengers and make access to the resort easier. Following an enabling Act of Parliament, in 1829, construction began of the first wooden Pier and by 1833 it extended 1500 feet from Pier Hill. By 1846 the Pier had been extended to the low water mark, 1 1/4 miles off shore, to enable berthing at all states of the tide. It was then, and continues to be, the longest pleasure pier in the world.

5.3.3 Secondly, a small timber building was erected in 1804 just west of the Pier entrance on the hill to provide warm water baths for visitors.

5.3.4 Concerted efforts were also made by local landowners to build South End’s own parish church, in place of St. Mary’s, Prittlewell. These succeeded with St. John’s Church, designed by Thomas Hopper and completed in 1841 at the end of Grove Terrace. It was Southend’s first parish church and served both New and Old South End.

5.3.5 In addition, during this period, development in the lower town spread to the foot of Pier Hill. 1-4 Marine Parade were built as houses in about 1800. Fig. 4 shows the Pier Hill area in the early 19th century.
5.4 **Cliff Town – Victorian Planned Estate**

5.4.1 Despite the Pier, easy access to the resort only became available with completion of the London-Tilbury-Southend railway in 1856. It provided the impetus for the next major step in the town’s development.

5.4.2 The railway developer (Peto, Brassey & Betts) leased 40 acres from Daniel Scratton (grandson of New South End’s Daniel Scratton) for housing development between the new railway and the cliff top, to be known as Cliff Town. This area extended from the boundary of Royal Terrace westwards to Wilson Road and forms the remainder of the Conservation Area. It also included the adjacent cliffs and beach for use as open space.

5.4.3 Scratton imposed strict design controls on the first phase of development which resulted in a unique example of mid-Victorian estate planning and seaside suburban architecture. Designed by Banks and Charles Barry, junior, and built between 1859-1861, the estate provided four classes of terraced housing, and a fifth class of shops with residential accommodation. Unified designs and materials and its layout around open spaces and gardens give the estate visual coherence. Carefully aligned streets, the separation of terraces and the provision of open spaces enabled estuary views from every house and many public parts of the
estate. Despite later infill development and tree planting, these views remain an important component of the estate's character. Together, these qualities make a unique example of a mid-Victorian estate.

5.4.4 Banks and Barry were nationally acknowledged architects who had both worked with Barry's father, Sir Charles Barry, in the design of the Palace of Westminster. The Cliff Town Estate was one of their early designs as independent architects. Barry was also responsible for buildings at Dulwich College and estate, the forecourt to Burlington House, Piccadilly (home of the Royal Academy) and the Great Eastern Hotel, Liverpool Street Station.

5.4.5 The development started to attract residents from London either to retire or commute and provided accommodation for increasing numbers of visitors brought by the railway. Among its notable residents were the mountaineer Edward Whymper (the first to conquer the Matterhorn) and Benjamin Waugh who founded the NSPCC.

5.4.6 The different classes of terrace were given differing designs and positions in the estate, reflecting their status, but within a common design theme. The different Classes are:

- **Class 1, 1-12 Clifftown Parade.**
  Designed as a three storey plus semi-basement terrace of 12 houses in yellow stock brick with pale yellow brick detail to openings, and with a dog-tooth course below the eaves and string courses at first and second floor levels. Each house had a raised ground floor, reached by front steps to an open recessed flat-headed porch with decorative surround and a timber paneled entrance door and with two glazed upper panels. To the side of the entrance is a canted brick bay, topped by a second floor balcony with cast iron railings to a uniform pattern for the estate, and French doors with two horizontal glazing bars and full height side windows to the balcony. Sliding sash windows with one vertical glazing bar to each sash except for the side windows to the bay and balcony. The terrace has a unified slate roof with hip ends and corbelled chimney stacks on the ridge at party walls with semi-circular pot separators. Each house has a rear three storey extensions with gabled roof. Front gardens were enclosed from the street by cast iron gate to a similar pattern as the balcony railings and a low brick wall topped by horizontal rails and cast iron posts, and horizontal rails to side boundaries. Rear boundaries were originally stock brick walls. Each had rear vehicular access via an alley.

- **Class 2, 6-18 Devereux Road, 1-7 and 8-14 Prittlewell Square, 1-8 Capel Terrace, 1-8 Cashiobury Terrace and 1-8 Runwell Terrace.**
  Designed as two storey plus semi-basement terraces of 7 or 8 houses in yellow stock brick with pale yellow brick detail to openings, and with a dog-tooth course below the eaves and a string course at first floor level.
Each house had a raised ground floor, reached by front steps to an open recessed arched porch and a timber paneled entrance door and with two glazed upper panels. To the side of the entrance is a canted bay with timber columns, topped by a first floor balcony with cast iron railings to a uniform pattern for the estate, and French doors with two horizontal glazing bars and full height side windows to the balcony. Sliding sash windows with one vertical glazing bar to each sash except for the side windows to the bay and balcony. The terrace has a unified slate roof with hip ends and corbelled chimney stacks on front and rear pitches at party walls with semi-circular pot separators. The original design of the rear elevations is uncertain, but may have varied from terrace to terrace. Front gardens were enclosed from the street by cast iron gate to a similar pattern as the balcony railings and a low brick wall topped by horizontal rails and cast iron posts, and horizontal rails to side boundaries. Rear boundaries were originally stock brick walls. Each had rear vehicular access via an alley, and open space to the rear, except for Capel Terrace on the edge of the Estate.

- **Class 3, 1-13, 15-39 and 45-57 Cambridge Road.**
  Designed to be roughly similar to Class 2 but with reduced plot widths and front garden depths, with a varied number of houses in each terrace and without easy rear access. First floor windows over porches had two vertical glazing bars – at that time an indication of lower status due to the relative cost of large panes of glass

- **Class 4, 1-32 Scratton Road.**
  Designed to be roughly similar to Class 3, and backing onto them, but with slightly reduced plot widths and without bays and balconies which were replaced by tripartite sliding sash windows. Main windows of the earliest terrace, 1-13, have two vertical glazing bars; those of the subsequent terraces have one.

- **Class 5, 1-15 Nelson Street.**
  Designed to be the shopping parade for the estate, with residential accommodation above ground floors, it echoes the residential terraces with its similar materials, detailing and ironwork but is given greater emphasis in its detailing. The front elevation has a mirrored design, with 1-7 mirroring 9-15. The terrace comprises semi-basements below the level of the raised pavement, ground floor shopfronts projecting in front of the main wall with continuous balconies and cast iron railings and French doors and narrow full-height side windows to the first floor. A pitched slate roof rises above the first floor but is a secondary feature to the slightly projecting first and second floor gables which run back into the main roof. The second floor has an arched sliding sash window in each gable. Rear boundaries originally comprised stock brick walls and had access to the rear alley, has a distinctly different design to the terraced houses.
5.4.7 Sun blinds and boxes over many balconies were added soon after completion and contribute to the estate’s seaside architectural character.

5.4.8 Despite variations in design, the estate has a remarkable degree of design unity provided by:

- uniform brickwork - stock brick with pale yellow brick detailing to openings and bays,
- recessed arched porches and doors,
- sliding sash timber windows,
- roofs of terraces in slate with hip ends and prominent chimney stacks,
- similar cast iron balconies, boundary railings and gates. (Most of the boundary gates and railings were restored in a recent grants scheme.)

5.4.9 Fig. 5 is an etching of the estate’s intended layout, although it shows some artistic license.

5.4.10 Clifftown Church was designed by W Allen Dixon and built in 1865 after the main estate had been completed. It is an important focal point for the estate with a typical gothic design and materials for a mid-Victorian non-conformist church. The east side of Nelson Street was not included in the estate’s design and was developed piecemeal during the 1860s and 1870s to more standard Victorian commercial designs with a common scale and with first floor balconies but slightly varied designs.

5.4.11 Clifton Terrace, also built shortly after the main estate, shows the importance of the cliff-top position with more imposing detailing, notably the roof parapet topped with decorative urns. The wide roadway fronting the terrace provided a turning circle for horse-drawn vehicles which were stopped from entering Royal Terrace. Its original stabling remains in Clifton Mews to the rear, and has an unusual arrangement of paired stables with hipped slate roofs and stock brick elevations.

5.4.12 In addition to the wide private spaces between the ends of terraces, two open spaces were provided fronting terraces. Prittlewell Square Gardens were planned as formal public gardens with a simple cruciform layout. This evolved in several stages, however, and the recently restored layout dates from the 1920s with a ‘diamond’ alignment of paths and a central fountain and pond. The Alexandra Road Bowling Green may also originally have been intended as public gardens. However, it was in use as a private nursery garden during the nineteenth century. It became a public bowling green in the 1920s with a well-designed symmetrical pavilion. The two open spaces give views through the estate and help make the spire of Clifftown Church a focal point.
5.4.13 The rear elevations of some terraces are visible to the public from streets, mews or alleys and their treatment needs to respect the traditional designs, materials and boundary enclosures.

5.4.14 The estate's visual relationship to the railway - the boundary wall to Scratton Road and the view of the station canopy (outside the conservation area) from Nelson Street - is an important link with its origins as a railway company estate.

5.5 **Cliff Town – Victorian & Edwardian Piecemeal Development**

5.5.1 The second phase of the Cliff Town Estate to the west of Prittlewell Square lacked the previous design control. Unlike New South End, Daniel Scratton had achieved the desired level of rental from the Cliff Town Estate and his need to control the development diminished. The area was subdivided for piecemeal development on a grid street layout. A variety of Victorian and Edwardian residential and seaside architecture resulted which contrasts with the coherence of the planned estate.

5.5.2 Buildings fronting Clifftown Parade reflect their prime cliff-top position with relatively large detached and semi-detached houses and purpose-built flats, mostly finished by 1871. Their varied balcony and bay designs give a lively frontage to the promenade and contribute to its attractive seaside character.
They occupied plots which originally extended to Alexandra Road. Development fronting The Alexandra Road frontage was gradually developed with a variety of building types, as these plots were subdivided.

5.5.3 More modest semi-detached Victorian villas predominate on the north side of Alexandra Road and the south side of Cambridge Road and late-Victorian terraced houses are on the north side of Cambridge Road in Wilson Road. They have typical detailing and materials for the period which reflect to some extent the earlier development (stock brick, sliding sash windows and window columns, recessed porches, bays, slate roofs and prominent stacks).

5.5.4 That part of Cambridge Road outside the conservation area comprises a terrace of late-Victorian houses with a staggered frontage and good detailing. However, its design, materials and detailing are not typical of the conservation area generally, notably in respect of red brick frontages and gables.

5.5.5 The north side of Alexandra Road to the west of Wilson Road (outside the conservation area) is of unexceptional modest terraced houses, c1900. The south side comprises two substantial blocks of flats one built in the 1920s and the other under construction.

5.6 Cliff Gardens & Promenade

5.6.1 As the resort began to grow in the late 19th century, the Gardens and promenade were laid out to provide recreational facilities for visitors and residents. The flatter area adjacent to the broad promenade of Clifftown Parade has a more formal layout with, grass, planted open spaces, trees and sea views. To the south, outside the conservation area, the cliff slope generally has an informal character with paths meandering through mature trees. Together, the two sections of the Cliff Gardens have a relaxed character as part of the resort and provide the setting for much of the conservation area. Historic buildings and structures contributing to its attractiveness and the resort's history include:

- War Memorial by Lutyens, 1922.
- Naval flag pole, moved from the site of the War Memorial in 1922.
- Edwardian timber shelters, opposite Wilson Road, 25 Clifftown Parade and Devereux Road.
- Queen Victoria Statue by Goldie & Swinnerton, 1901, originally on Pier Hill but moved to this position in the 1970s.
- The Cliffs Lift, c1910.
- Alexandra Yacht Club, c1880, the oldest yacht club in Southend.

Their spacing along the cliff top gives the promenade a sequence of focal points and, with intermittent estuary views through the trees, continual visual interest.

5.6.2 Landslips in recent years and the loss of the bandstand have not altered the importance of the Cliffs for the conservation area. A link between the Cliffs and
the Shrubbery has recently been provided south of the Alexandra Yacht Club to provide continuous public open space from Pier Hill to the Cliffs Pavilion (outside the conservation area).

5.7 Evolution of Pier Hill

5.7.1 The Victorian promenade extended from Clifftown Parade / Clifton Terrace along Royal Terrace to Pier Hill (formerly Royal Hill), which connected it to the Pier and the more commercial part of the seafront beyond. Pier Hill was also the link to the Pier and seafront for visitors arriving at Central Station. It therefore became the resort’s hub linking its different character areas.

5.7.2 By the 1880s, Southend began to attract increasing numbers of staying visitors and day trippers. This was the beginning of the resort’s massive growth into London’s main resort and the second largest resort in England. A new iron Pier replaced the original timber structure and was opened in 1889 with a new Toll House entrance on Pier Hill. It functioned both as a landing stage for visitors to the resort and a pleasure facility. To the west of the Pier entrance, Pier Buildings were erected in the late 1890s on Pier Hill fronting onto Western Esplanade. These were demolished in the 1970s and in 2005 the area was laid out as landscaped terraces with the new Pier Hill lift and bridge which are now landmarks on the seafront.

5.7.3 The hill slope to the north and east of the Pier entrance was developed for a short-lived funfair in the 1890s. This was replaced by the Hotel Metropole, designed in 1896 by the local architectural practice Thompson & Greenhalgh and completed in 1901. It was Southend’s largest hotel and designed to provide superior accommodation and facilities for visitors.

5.7.4 It is a monolithic building of six storeys increasing to eight on the lower part of the Pier Hill frontage, steel framed and built in brick with smooth rendered finish, and simple rendered banding, window hoods and cornice detail. The original design included a tower to the south-west corner and tourelles to the south and north elevations, some of which remain although in a truncated form.

5.7.5 The Hotel’s triangular plot and its long south frontage facing the seafront, and the site’s sloping topography led to a building plan around an enclosed open well area and a different elevational treatment for the three main elevations (west, south and north). The narrow west elevation is dominated by the original tiered balconies and iron balustrading and columns which give a strong vertical design emphasis. The south elevation reflects the hierarchy of the Hotel’s original uses with shops to Pier Hill, a wintergarden, a conservatory and the upper floors generally having reduced levels detailing and emphasis. This has helped produce a strong horizontal design emphasis which contrasts with the west elevation.
5.7.6 Publicised as the only 5 star hotel on the south-east coast, it included a ballroom, a resident orchestra, a winter garden and palm court. It was the second development attempting to attract a more exclusive class of visitor and as such, is linked with the Georgian New South End. As with New South End, it did not achieve its aim. Renamed the Palace Hotel, it underwent a series of adaptations after World War I.

5.7.7 The Hotel played a nationally important role during both World Wars. During World War I it was the Queen Mary Royal Naval Hospital. During World War II, the Hotel, Pier and Royal Terrace served as the Thames Naval Control Service HQ for Thames shipping to and from London, for Thames defences & for marshalling east coast convoys. Together they comprise a group of buildings which played a crucial historic role in the war effort and the supply of London.

5.7.8 Its scale and elevated position make the Hotel a dominant feature of Southend’s seaside townscape and it provides a closing view from Royal Terrace the building serves as an important historic landmark for the resort viewed from both land and sea.

5.8 Building Periods

5.8.1 Fig. 6 categorises buildings in the appraisal area according to their periods of development.
6. Archaeology

6.1 The conservation area has no known below-ground archaeological interest. Its archaeological potential is considered to be low.

7. Spatial Analysis

7.1 This section considers the conservation area's spatial framework which provides the context for the more detailed aspects of its character, considered in section 8.

7.2 Street Pattern

7.2.1 Within the areas of the Cliff Town Estate and New South End, streets were designed to exploit the cliff-top position and sea views. They generally have a formal grid pattern with relatively long, straight parallel streets running east–west and shorter streets running at right angles to them. Exceptions are Runwell, Cashiobury and Capel Terraces, which are angled to provide sea views, and Scratton Road which runs parallel to the railway rather than the grid. This gives these parts of the conservation area a strong east–west orientation and a high degree of legibility for pedestrian movement. The area east of the High Street, continues the east-west orientation with Church Road, and Pier Hill running down the hill slope, and Western Esplanade running parallel to the foot of the hill slope. Within this grid pattern, narrow alleys and mews provide service access to the rear of most terraces.

7.2.2 The street pattern and nature of the development give limited scope for focal points within the built townscape, but enables vistas along the cliff top and towards the Estuary.

7.2.3 It also increases the importance of street junctions in the townscape. Consequently their treatment needs to be compatible with the historic character of the area.

7.3 Street Width

7.3.1 Relatively generous widths of streets, including pavements (in particular Alexandra Road, Nelson Street and the promenade to the south side of Clifftown Parade), contribute to a feeling of spaciousness in much of the area. However, on-street car parking and traffic management measures visually impinge on this character. Mature street trees also reduce the sense of spaciousness, when in leaf, but they emphasise the linear nature of streets and help frame views along them.
7.4 Building Scale & Massing

7.4.1 Building development in the area west of High Street has, with some exceptions, a general gradation in height and scale, reducing from three storey plus basement buildings in the south and east to two storey towards the north and west of the area. The scale of the buildings in the south and east of the area is emphasised by their increased storey heights and their design as terraces with integrated formal elevational designs. Terraced development tends to give way towards the west to more of a mix of terraced, semi-detached and detached buildings. The width of building plots has also helped establish the massing of development and has generally narrowed down towards the north and west. The scale and massing in this area reflects that it was developed predominantly for single family houses, and even the commercial buildings of Nelson Street reflect this to some extent.

7.4.2 Development from the mid 20th century onwards on the south side of Alexandra Road and to the west of the conservation area has not followed this historic gradation of scale and has tended to be tended to be over-massive.

7.4.3 The area from the High Street, eastwards, is dominated by monolithic Palace Hotel, and the bland façade of the Royals Shopping Centre and car park (outside the conservation area). The scale and massing of other development in this area is secondary to the Palace Hotel.

7.5 Enclosed & open space

7.5.1 Within the Cliff Town Estate and New South End, there is no formal enclosed space in the area, although Nelson Street has a sense of enclosure with the scale of its built frontage, width of road and pavements, mature trees and the partial visual closure at either end by the railway wall and the changed road alignment.

7.5.2 This feeling of enclosure in part of the conservation area contrasts with and gives variety to the area’s predominantly open character. This openness is provided by its street and building layout, the significant amount of public and private open spaces, and its views and vistas towards the Estuary and Nelson Street Church. Although Prittlewell Square Gardens and the Alexandra Road bowling green, have a partial sense of enclosure due to the adjacent terraces, the relatively low height of most of the terraces, their position set back from the open spaces behind front gardens and the wide gaps between them allow views to filter out of and through each space. The dominant character is one of openness.

7.5.3 The cliff-top promenade is framed by the visually hard edge of the three storey plus basement terraces of Clifftown Parade, Clifton Terrace and Royal Terrace. The built frontage to the west of Prittlewell Square provides a softer edge to the promenade, as buildings are mainly semi-detached, two storey, with significant space between each block and planting in front gardens and visible to the rear.
7.5.4 The Pier Hill area is also predominantly open in character. Church Road, however, has an enclosed ‘canyon’ character by virtue of the height of the north side of the Palace Hotel and of the Royals car park both of which are built close to the highway.

7.6 Views, Vistas & Focal Points

7.6.1 These are defined partly by the features described above and partly by the placement of architecture. They are inherent to the design of both the Cliff Town Estate and New South End and are an essential part of the townscape character of the whole area. Important focal points in the townscape include:

- Clifftown Church, Nelson Street
- War memorial and naval flag pole, Clifftown Parade
- Prittlewell Square Gardens fountain
- Queen Victoria Statue, Clifftown Parade
- Royal Hotel, High Street
- Pier Hill bridge and lift
- West and south fronts of the Palace Hotel, Pier Hill
- St. John’s Church, Church Road

Negative focal points outside the conservation area harm its setting and views out of the area, by virtue of their excessive scale, elevational design and materials:

- Royals Shopping Centre, High Street
- Westward House and Tower Court, Westcliff Parade

8. Character Analysis

8.1 This section considers the more detailed aspects of the conservation area which contribute to its character. The character of individual streets and buildings is summarised in Appendix I

8.2 Streets, Mews and Alleys

8.2.1 On-street Parking
On-street parking is permitted on all streets in the area with the exception of Scratton Road, Pier Hill, Church Road and some of the mews. It provides capacity for the town centre and the seafront as well as for residents and users of the area. The streets west of Prittlewell Square are unrestricted; those to the east are pay and display. Clifton Terrace, formerly a turning circle at the end of Clifftown Parade, acts as a public car park and prevents its townscape potential being realised. Parking is also permitted on both sides of Clifftown Parade west of Prittlewell Square, during winter months.
8.2.2 Parking has a significant impact on the appearance of the area, reducing the feeling of spaciousness and producing a cluttered appearance which harms the setting of the area’s buildings and open spaces. Associated signage and equipment adds to the clutter. The competing demands for on-street parking space, the pricing of much of the space and the parking restrictions in Scratton Road all contribute to a demand for off-street residents parking in front gardens and in gardens and yards adjacent to rear alleys and mews. Some of the alleys and mews have lost their original sense of enclosure with the removal of boundary walls and the creation of wide areas of open parking. An unmade alley to the rear of 8-24 Scratton Road and 17-39 Cambridge Road enables rear garden parking but is too narrow for easy use.

8.2.3 Traffic management / cycle route / signage
The area’s roads provide access to the town centre. Scratton Road is a classified road with no parking. One-way traffic circulation operates in most of the other streets and on Pier Hill and is accompanied with a traffic island and mini roundabout at junctions in Cambridge Road and a substantial amount of road markings, signage and other furniture, especially at junctions. The traffic system also incorporate a dedicated cycle route, introduced in 2005. The cycle track is mostly denoted by road markings and signage. The carriageway on Pier Hill has been reduced to a single width plus cycle track, both with coloured surfaces. Traffic signage contributes to a clutter of non-traditional street furniture in the area, and takes little account of the historic character of the area.

8.2.4 Vehicle flows through the area are relatively heavy, particularly on Scratton Road, Cambridge Road and the eastern part of Alexandra Road (and the linking one-way streets – Capel Terrace, Runwell Terrace and Milton Place), and diminish the calm and relaxed residential character of much of the area.

8.2.5 Surfaces
Surfaces of roads and pavements display a mix of materials. Original Yorkstone paving remains to the forecourts of Nelson Street. Yorkstone paving has also been recently provided for the pavement to Royal Terrace. Elsewhere, pavements are generally black or red tarmac or aggregate paving slabs. These paving slabs provide varied colour and texture but have gradually been replaced by patches of black tarmac due to the growth of street tree roots and the resultant lifting of the slabs. Red tarmac is distinctive for the promenade to the south side of Clifftown Parade. Kerbs are a mix of traditional granite and concrete. Some of the alleys and mews have a surface of Staffordshire blue clay pavers with granite central gutters some of which are now in a poor condition and show patch repair in tarmac. Some pavement crossovers have similar pavers. Other crossovers are concrete which tends to be obtrusive. Carriageway surfaces are black tarmac, except for Pier Hill in yellow with red pedestrian crossing points. Paths in open spaces are generally tarmac, although those in Prittlewell Square Gardens and adjacent to the Shrubbery in Royal Terrace have been relaid in bonded shingle. That part of the High Street adjacent to the
conservation area is pedestrianised with a concrete block paved surface which provides an inappropriate setting for the Royal Hotel.

8.2.6 Generally, the mixed surfaces give no strong identity to the area and are at times inappropriate. Where traditional or natural materials remain, however, or a material is used consistently over a wide area, they contribute to local character.

8.2.7 **Street Trees**
Most streets are lined with trees which help establish the character of the conservation area. However, they raise a number of issues. Many of the trees are London Planes which require regular maintenance and pruning to keep them at a manageable size and prevent obstruction of street lights, excessive overshadowing and reduction of views. They also tend to damage the surface of the highway and kerbs as they grow; paving slabs raised by root action are replaced by tarmac patches which are obtrusive. A line of mature cherry trees on the south side of Clifftown Parade contributes significantly to the character of the promenade in spring.

8.2.8 **Lighting**
Original cast iron lighting columns survive in Royal Terrace, Clifton Terrace and Clifftown Parade, and contribute to the character of the promenade. Decorative detailing to the curved lantern arms is missing on some and the original lanterns have been replaced. They contribute to the character of the promenade. Elsewhere, replica columns and Windsor lanterns have been installed in most of the conservation area. Columns are painted black. Original colours of the columns along the promenade are believed to have been two-tone. Original colours of other columns are believed to have been green. Modern stainless steel columns and lanterns have been installed on Pier Hill as part of the landscaping of that area, and to the High Street adjacent to the conservation area.

8.2.9 **Other street furniture**
Notable street furniture which contributes to the character of the area includes a Corporation electricity box and a George V (?) post box (Capel Terrace), and K2 telephone boxes (Capel Terrace, Clifton Terrace and Royal Terrace). Street names in ceramic tiles on the walls of adjacent buildings are part of the original character of the area. Modern reflective street name boards poles in the street tend to be neutral features but occasionally add to the clutter of street furniture.

8.2.10 There is a variety of other street furniture, including bollards and equipment cabinets, some of which has a poor and uncoordinated design.
8.3 Public Open Spaces

8.3.1 Pier Hill
Pier Hill acts as the hub of the resort linking the High Street to the Pier and seafront and the main commercial section of the resort on Marine Parade to the quieter open spaces of Southend Cliffs. As a result it is a bustling and vibrant area. The newly laid-out terraces on Pier Hill have a distinctly modern character due to their materials, furniture and general design, with a predominance of hard landscaping, and to their functional relationship with the new Pier entrance and the Pier Hill pedestrian bridge and lift. This layout is part of the resort's historic continuum of regeneration and the space functionally and visually flows into the Shrubbery, which despite its Georgian origins has undergone various landscaping schemes over the past 200 years.

8.3.2 An important element of its character is provided by its openness and the resultant sea views. This open space also provides the setting for the west and south elevations of the Palace Hotel and a context for the future regeneration of this building. The upper level of Pier Hill is awaiting installation of a contemporary artwork and a future café which will help the Pier Hill function as a lively space for public activity, linked as much to the seafront and town centre as to Clifftown.

8.3.3 The Royals shopping centre forms a bland and unsympathetic boundary to the open space and fails to relate to it in relation to its layout, fenestration, materials and detailing.

8.3.4 The Shrubbery
Laid out originally as private communal gardens for residents in Royal Terrace, the open space has undergone various landscaping layouts and uses, but has always maintained a predominance of winding footpaths on the hill slope among relatively thick planting. The open space now has public access and is part of the public open space along the Cliffs extending from Pier Hill to the Cliffs Pavilion. The newly installed railings to the Royal Terrace boundary include the restored wrought iron entrance gateway which is believed to date from the mid 19th century. Although the planting partly obstructs views of the sea from Royal Terrace, it acts as a visual buffer between the Terrace and the visually intrusive rides and buildings of Adventure Island to the south of Western Esplanade.

8.3.5 Although close to the seafront and town centre, the overall character of the Shrubbery is one of informality, enclosure, seclusion and shade with the more formal historic backdrop of the Georgian terrace.

8.3.6 Cliffs (see, also, section 5.6.)
The Cliffs have two main areas of differing character.

8.3.7 First, the cliff slope (only the eastern part is in the conservation area) is
characterised by an informal layout with mature trees randomly positioned on a grassy hill slope with informal paths and steps meandering across the slope. As with the Shrubbery, the predominant character is one of enclosure, seclusion and shade. However, within this general character are more formal elements to give 'punctuation' points:

- The Cliffs lift and adjacent steps and lighting, running straight down the slope, together with a more open aspect. The roof and rear of the Esplanade Pub are visible from this area and need visual improvement or screening.
- A straight non-public roadway passing down the hill slope diagonally from Clifton Terrace also gives a degree of formality. Access to this area is restricted due to the cliff slip below the Bandstand.
- The rose garden, formally laid out with rose beds, paths, seating and enclosed by low walls.
- The line of steps and lighting running straight down the slope from opposite St. John’s Court, Westcliff Parade to Western Esplanade.

8.3.8 Also within this area are two major cliff slippages, below the Bandstand and below the War Memorial which are closed to the public and pose difficulties for future cliff stabilisation, use and access.

8.3.9 The section of cliff slope outside the conservation area, and the two slippages, affect the setting of the conservation area. Their trees compose, or obstruct, views of the estuary and the Pier. They provide an arcadian setting for the southern boundary of the conservation area. And functionally they are part of the Southend Cliff Gardens, along with the gardens on the cliff top, although of a different character.

8.3.10 Second, the cliff-top Gardens - their character and importance to the setting of the promenade is outlined in 5.6, above. In addition, the loss of the Bandstand to the cliff slippage in 2003 has created a derelict section of the cliff-top, although screened to some extent by hedging and surviving building. The Bandstand was a replica of an Edwardian style bandstand, erected in the 1980s. It replaced a 1950s bandstand and was enclosed by single storey 1950s shelters and other structures, with curved copper roofs and a curved plan. The building to the north side of the enclosure, backing onto Clifftown Parade, survived the cliff slip. All other structures have been lost or demolished. The bandstand has been retained for possible re-erection. Although an interesting seaside structure, the surviving building obstructs views of the estuary and the alignment of the entrances and fountain in Prittlewell Square Gardens with the former Bandstand. Future cliff stabilisation presents an opportunity to open up estuary views and create a strong focal point on this alignment.

8.3.11 **Prittlewell Square**  (see, also, para 5.4.11).

Prittlewell Square Gardens have the character of a quiet formal urban square with evidence of its evolving design in its boundary treatment and layout. The
yellow brick boundary wall and reinstated railings to the east, north and west sides are to the original design, c1860. The red brick wall and reinstated railings are to a design for alterations in about 1900. The diamond layout of paths and south gateway were established in the 1920s and the fountain and pond were installed in the 1930s. Recent enhancement works was re-enforced the Gardens' formality with uniform Edwardian style seating, resin bonded shingle paths and a more formal planting pattern. The fountain and pond give a strong central focal point. The wrought iron south gateway emphasises the north-south alignment through the Gardens. Views across the Gardens towards Clifftown Church are important for its setting.

8.3.12 **Bowling Green** (see, also, para 5.4.11).
This open space is integral to the original design of the Cliff Town estate. Its current use as a bowling green with views across it help give it a relaxed and quiet character. The boundary stock brick wall and stone copings may have been constructed at the time it became a bowling green but the railings on top of the wall have been replaced by rustic paling fence, now in a poor condition. The bowls pavilion and café, c1930, with its symmetrical south elevation, parapet and logia, makes an attractive addition to the area, despite its different style and materials to the original estate. It is now partly vacant and in a poor condition.

8.4 **Private front gardens**

8.4.1 Houses in both the planned and piecemeal development of the Cliff Town estate were designed to have front gardens with planting and closed boundaries to the street. These are important elements in establishing and maintaining the traditional residential character of the area, of unifying frontages and visually separating the public and private realm. Planting in front gardens also helps soften the appearance of building frontages. These have been eroded by the loss of gardens to hardstandings and other hard landscaping, the loss of enclosed boundaries and the replacement of traditional boundaries with unsympathetic materials and designs. Alexandra Road, the western section of Cambridge Road and Scratton Road have been badly effected by this erosion of character.

8.4.2 Although without a significant front garden, buildings in Royal Terrace have enclosed boundaries to the street which are important for their character. 1-15 have traditional iron railings to the boundary and to the area fronting the basement, some of which are original. Enclosed boundaries at some properties have harmed their character.

8.5 **Private rear gardens**

8.5.1 Many rear gardens (and elevations) are visible and have rear vehicular access. As with front gardens, planting in rear gardens softens the appearance of buildings, especially important where elevations have been altered and are unsympathetic to the area, and contributes to the residential character of the area. However,
where access is possible, the provision of parking spaces or garages is acceptable in principle, subject to the maintenance of enclosed boundaries and the use of appropriate designs and materials for garages and surfaces. The enclosed character of rear alleys and mews to some of the terraces has been significantly harmed by the loss of traditional boundary walls and gates, notably those to the rear of 57-63 Alexandra Street / 1-12 Clifftown Parade and 6-18 Devereux Road.

8.6 Architectural Qualities

8.6.1 The conservation area has an overall coherence by virtue of common design themes and materials which are predominant:

- Historic sequence of seaside architecture which responds to its cliff-top position,
- the promenade frontage, sea views and the area’s public use.
- Yellow stock brick walls
- Hipped slate roofs
- Two and three storey building height
- Balconies, sun blinds and canopies.
- Recessed porches
- Timber-framed sliding sash windows

8.6.2 But within this coherence, architectural differences reflect the different stages in the area’s development and use. The architecture of each stage is described in section 5, above. Specific architectural details of individual and groups of buildings are included in Appendix 1.

8.7 Uses

8.7.1 The area’s uses are an important element of its character. With the exception of Pier Hill, the area was predominantly developed for houses and public space. It continues to be used residentially, although many of its houses are now converted to flats, and as public open space for residents and visitors. These two predominant uses combine to give the area a relatively quiet and dignified atmosphere. Although in commercial use, Nelson Street maintains this atmosphere. And the other non-residential uses dispersed through the residential area – hotels, offices, children’s nurseries and institutional homes – are generally compatible with it.

8.7.2 Being at the heart of the resort, the more commercial leisure uses of the Pier Hill area and their linkage with the adjacent High Street uses introduce a more vibrant and brash atmosphere. But the Shrubbery and Royal Terrace mark a distinct boundary and this atmosphere fails to extend much beyond Pier Hill, although it does spill into the residential area as part of the night-time economy (see section 10.2). Associated uses for traffic and parking have been discussed in paras. 8.2.3 and 8.2.4.
8.7.3 Two fringe sections of the conservation area are exceptions. Royal Mews now comprises a mix of car repair and residential uses and a public car park with no well defined visual edge (outside the conservation area). Nelson Mews is now used mainly as extensions and open car parking for the commercial buildings in Nelson Street and Clarence Street (outside the conservation area). Both Mews fail to provide a strong character and would benefit from development which recreates the traditional enclosed mews of mixed uses.

8.8 Character Zones

8.8.1 From the above assessment it is clear that common elements give the area a coherent character - its sea views, its predominant residential character in a setting of open spaces, the public promenade along the cliff top with various resort facilities, its historic sequence of resort development, its seaside architecture and its common design themes and materials. But it is also clear that within this coherence there are different character zones which coincide with the different periods and methods of development and the different uses of the zones. These are shown in Fig. 7 and are summarised below.

8.8.2 Pier Hill zone
This includes the Palace Hotel, St. John’s Church and 1-4 Marine Parade as well as Pier arches and the other structures on Pier Hill. It is dominated by the Palace Hotel’s monumental Victorian architecture in a setting of modern resort buildings and open space ands open views of the Pier and seafront amusements. It has a predominance of commercial and resort uses and a lively character.

8.8.3 Royal Terrace zone
This includes Royal Terrace, Royal Mews and the Shrubbery. Being part of the Georgian ‘New South End’, it is dominated by the ‘palace’ frontage to Royal Terrace and its setting on the cliff top above the Shrubbery. It introduces a sense of calm formality in front of the terrace and of secluded informality in the Shrubbery which complement each other and make a marked contrast to the adjacent Pier Hill and High Street areas.

8.8.4 Planned Estate zone
This includes the area of the Cliff Town planned estate, roughly between Royal Terrace and Prittlewell Square / Runwell Terrace / Milton Place, and includes the buildings and open spaces of the original plan and of the subsequent infill. This zone is characterised by formal mid-Victorian residential estate architecture and a formal layout, with planting, open spaces, views and focal points. Together they give this zone a unity of design and a sense of relaxed formality.

8.8.5 Piecemeal development zone
This includes the streets in the remainder of the Cliff Town estate, west of the planned estate. The zone is characterised by varied mid- to late-Victorian residential architecture of a diminishing scale from Clifftown Parade to
Cambridge Road. With later infill buildings, the zone has a livelier visual character. The buildings fronting Clifftown Parade represent a sub-zone with a greater flamboyance of seaside architecture and prominent balconies.

8.8.6 **Southend Cliffs zone**
This includes the Cliff gardens between Clifftown Parade and Western Esplanade and between the steps opposite St. John’s Court, Westcliff Parade (outside the conservation area) and the Alexandra Yacht Club. The zone is unified by its use as planted public open space, its function as part of the resort and the views it offers of the Estuary. However, it has two subzones with distinctly different characters. The flat cliff-top section adjacent to Clifftown Parade has a more formal and open layout which relates to the promenade function of Clifftown Parade, whilst the cliff slope (mostly outside the conservation area) generally has an informal arcadian character with a predominance of mature trees. As discussed in section 5.6 and paras. 8.3.7 to 8.3.10, the two sections of the Cliff Gardens together have a relaxed character as part of the resort and provide the setting for much of the conservation area.
8.9  **Negative factors**

8.9.1 Based on the above assessment and the street by street descriptions in Appendix 1, various negative factors in the area have been identified, which need to be addressed in management proposals. These are summarised as:

- On-street parking which is over-dominant in some streets
- Loss of traditional enclosed boundaries and planted front gardens to off-street parking
- Cluttered and intrusive highway signage and unsympathetic traffic control measures
- Poor quality of some other street furniture
- Poor surfaces and the loss of some traditional surfaces in some streets, mews and alleys
- Some pedestrian links and boundaries with the town centre are poor
- Some unsympathetic building alterations
- Some 20th century buildings have unsympathetic designs and scale, including some outside the conservation area which affect its setting
- Cliffs slippages affect the setting of the conservation area

9.  **Boundary Proposals**

9.1 Those sections of Alexandra Road and Cambridge Road west of Wilson Road, outside the conservation area, were part of the Cliff Town estate’s piecemeal development. Their houses were not developed until about 1900 and their design, materials and plot widths do not relate well with the predominant character of the estate. The blocks of flats on the south side of Alexandra Road are also out of character with the conservation area. Wilson Road, therefore remains the appropriate boundary for the conservation area.

9.2 The Cliffs outside the conservation area have special interest as outlined above and as recognised in the Heritage Lottery Fund project for their restoration. However, the cliff slippages in 2003 and the need for stabilisation measures, makes the future of these sections of the Cliffs unclear, and it would not be appropriate at present to extend the conservation area to include them.

9.3 Within the existing conservation area, the section of Cambridge Road west of Milton Place has been harmed by unsympathetic alterations. However, the intrinsic character of the street remains and subject to Article 4 Direction controls being introduced to control future changes more effectively, it still merits inclusion in the conservation area. All other parts of the conservation area continue to have special architectural or historic interest and no boundary changes are proposed.
10. Management Proposals

10.1 Condition of fabric

10.1.1 The location, setting and style of buildings make the conservation area is one of high amenity value for residents and property owners. Property values are relatively high and this is reflected generally in a good level of building maintenance. Several buildings, however, do require maintenance and repair, as denoted in Appendix 2, and these will be encouraged as opportunities arise. Only one building is a building at risk – the bowling green pavilion, by virtue of being partly vacant and vulnerable, although proposals are coming forward for its use as a cafe. The Palace Hotel has been at risk, but its renovation and adaptation to new uses is currently in progress.

10.1.2 The condition of the fabric of streets, mews and alleys is poor in some instances, through a lack of appropriate maintenance and damage caused by tree growth. An appropriate approach to maintenance needs to be established.

10.2 Problems and Pressures.

10.2.1 These have been identified in section 8. In summary they are:

- Parking: the street scene is dominated by parking and the setting of Clifton Terrace is particularly poor. The use for non-residents parking and parking charges increase pressure for off-street parking and erosion of character.
- Traffic: the area serves as a through route to and from the town centre and some of its residential street experience a level of traffic which harms its historic residential character. Measures to control traffic are not always sensitive to the historic character of the area.
- Highway signage and street furniture: tend to be cluttered and visually intrusive.
- Street trees: contribute to character and reduces visual impact of parking but cause damage to streets and overshadowing.
- Condition of alleys and mews: historic surfaces need repair and boundary enclosures have been lost.
- Building Alterations: Some substantial unsympathetic alterations prior to designation within the planned state harm its unity. Unsympathetic alterations carried out as permitted development have eroded the character of parts of the area, notably window and door alterations, the formation of hardstandings and the removal of boundary walls, gates and railings.
- Eyesores: outside conservation area tower blocks in Westcliff Parade to west and the Royals shopping centre; inside the conservation area, a few individual buildings identified in Appendix 1.
Night Economy: some residents are concerned at noise and vandalism at night resulting from users of the town centre pubs and clubs passing through the area.

Cliffs slip: although mostly outside the conservation area, stabilisation proposals need to be resolved along with possible restoration of bandstand and enhancement of the vicinity.

Future of the Alexandra Road Bowling Green

10.3 Policy

10.3.1 The existing conservation policies and guidance in the Borough Local Plan and the emerging Local Development Framework are adequate to provide the basis for development control, when planning permission or listed building consent is necessary.

10.4 Information & Advice

10.4.1 Guidance for residents and owners is published in leaflets which together comprise ‘Conservation: A Residents’ Guide’. The relevant leaflets were distributed to each property when published in 2000 and are provided on request to new owners. The leaflets are on the Council’s website. They are in the process of being updated following completion of each character appraisal and will subsequently be distributed to each property.

10.4.2 Advice on the design of proposed development in the conservation area continues to be available on request.

10.5 Review of Planning Controls

10.5.1 The scope of planning control in the conservation area varies from property to property, depending on whether it is a single family house, it is a listed building or it covered by the Clifftown Article 4 Direction. This Direction restricts the types of ‘permitted development’ which may be carried out without the Councils’ consent. It applies to part of the conservation area but excludes Wilson Road and those sections of Alexandra Road, Cambridge Road and Scratton Road west of the roadways of Runwell Terrace and Milton Place. The excluded area is mostly in use as single family houses and allows more extensive alterations without control. As a result unsympathetic alterations are more evident in this part of the conservation area, hardstandings and the loss of traditional front boundaries, and window and door alterations.

10.5.2 Within the Article 4 Direction area, controls are not entirely adequate as the alteration of entrance doors may be carried out without consent.

10.5.3 It is therefore considered necessary to review existing controls with a view to making an area-wide Article 4 Direction to withdraw some permitted
development rights and enable consistent control over window and door alterations, changes in roofing materials, rendering and painting of brickwork, the enclosure of porches and the formation of hardstandings.

10.6 Individual Buildings

10.6.1 Consideration of proposals for alterations and additions to buildings in the conservation area will take account of the character appraisal and management proposals. The reinstatement of original features of each building and the enhancement of the area will be encouraged.

10.7 Monitoring and review

10.7.1 Monitoring the conservation area is necessary to ensure unauthorised development has not taken place, to update photographic records and to determine whether any further measures are needed to safeguard or enhance the area. In the past, monitoring has been on an ad hoc basis which has not identified some of the unauthorised alterations now in evidence. Subject to staff resources, it is proposed to develop a programme of regular monitoring for this and other conservation areas in the Borough on a regular two year cycle.

10.8 Enforcement

10.8.1 Enforcement of planning controls, should unauthorised development take place, is necessary to secure appropriate restoration or change. This will continue to be carried out as necessary.

10.9 Enhancements

10.9.1 Enhancement will be encouraged to reinforce the area’s historic character and the residential character of the Cliff Town Estate. The following measures will be considered:

- Review the existing policy for street tree planting and the repair and maintenance of adjacent surfaces.
- Carry out an audit of street surfaces to establish a palette of materials to be used for repairs, reinstatement and altered layout (e.g., crossovers and build-outs).
- Carry out an audit of street furniture and their original colour schemes, and highway signage,
- to establish a programme of rationalisation, repair, replacement with appropriate designs and the use of traditional colours.
- Enhancement is needed, in particular, at the junctions of the High Street and Royal Terrace, Milton Place and Cambridge Road, Alexandra Road and Capel Terrace and Alexandra Road and Runwell Terrace.
- Seek a reduction of on-street parking at key locations, in association with the increase of parking space elsewhere in the town centre.
- Prepare enhancement proposals for the highway at Clifton Terrace and the junction of Cambridge Road and Scratton Road.
- Improve the landscaping of front gardens and rear gardens where visible to the public.
- Seek continued reinstatement of traditional boundary enclosures fronting roads, mews and alleys.
- Seek improvements to pedestrian links to the Town Centre at Nelson Mews and Royal Mews.
- Establish a voluntary code for the decorative treatment of front elevations of terraces where facing brick has previously been rendered or painted.
- Seek continued reinstatement of traditional features eg. windows and doors.
- Seek the improvement of commercial ground floor frontages.
- Seek enhancement of the bandstand area in association with future Cliffs stabilisation proposals.

10.9.2 The possibility of achieving enhancements at individual properties will be considered as opportunities arise and in the context of the above measures and the comments on individual properties in Appendix 1.

10.9.3 The nature of future cliff stabilization and associated works is uncertain. But they are likely to present opportunities for enhancement of the conservation area. In particular, the potential to create views of the pier and estuary from Prittlewell Square Gardens, to create a new focal point on its central axis, and to reconnect Clifftown Parade with the seafront should be exploited.

10.10 Implementation

10.10.1 It is proposed to establish an officer working group to bring forward management proposals as outlined above. The appraisal and the resulting management proposals will subsequently be subject to public consultation, including a public meeting as required under section 71 of the Planning (Listed Buildings & Conservation Areas) Act, 1990.

10.10.2 Financial resources to implement the proposals are likely to be extremely limited. Clifftown has been subject to a number of grant schemes and a substantial amount of repair, restoration and enhancement has been achieved, notably in respect of the restoration of boundary walls, gates and railings, balconies and windows and of the public open spaces. No further funding is likely to be available in 2006/7. Funding from other sources will be required to implement enhancement proposals, where necessary.

10.10.3 No additional staff resources are likely to be available for implementation. Implementation will therefore require to be prioritised within existing work programmes.
II. Bibliography


Local Development Scheme, March 2005, Southend-on-Sea Borough Council

Southend-on-Sea Design & Townscape Guide, Consultation Draft, 2005, Southend-on-Sea Borough Council

Guidance on Conservation Area Appraisals, 2005, English Heritage


Clifftown Conservation Area Interim Character Appraisal, January 2005, Southend-on-Sea Borough Council

A History of Southend, Yearsley, I., 2001, Phillimore


### APPENDIX 1

**Street by Street Description**

Note: the descriptions are summaries and do not necessarily include all features which contribute to the building’s and area’s character, or aspects that need improvement. They relate to the main street frontages unless specifically stated. The buildings are rated according to their value to the area’s character:

- **Positive** the building contributes to the area’s character
- **Positive*** it is potentially positive but needs substantial improvement or restoration
- **Neutral** it neither harms or contributes to the area
- **Negative** it harms the area’s character and has little potential for improvement

<table>
<thead>
<tr>
<th>Address</th>
<th>Comments</th>
<th>Value to area’s character</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alexandra Road (inside conservation area)</td>
<td>General character: The road gently slopes eastwards. Buildings on the south side of Alexandra St (outside conservation area) close the view eastwards. There is no focal point for the view westwards. Straight road alignment, the width of road and mature plane trees in the street create an avenue character. East of Runwell Terrace – the townscape is more open with terrace ends, side and rear gardens and open spaces; west of Runwell Terrace – the townscape has an informal character with mostly detached and semi-detached buildings of differing scales and designs, set back from the highway – these demonstrate changing architectural styles in late 19\textsuperscript{th} / early 20\textsuperscript{th} centuries. Treatment of the junction at Runwell Terrace, on-street parking and road markings for the cycle route are intrusive. Pavements of mixed surfaces but predominantly red-top.</td>
<td>Positive</td>
</tr>
<tr>
<td>57-65</td>
<td>C1880. A terrace of 5 two-storey plus semi-basement houses built as infill in an open space of the original estate layout. The design does not follow that of the Now in flats and hotel at 61. Roughly symmetrical arrangement of dormers in the slate roof, added c1900. Incised smooth render painted white. Each building has steps up to a recessed entrance porch with a simple cornice; walling above the porch is slightly recessed; a two-storey plus basement canted bay; sliding sash windows with a central glazing bar and arched heads. Buildings are close to the street boundary (a uniform low wall and piers but railings are missing) and have no front gardens. The terrace is little altered, has design unity, is typical of the period and closes the view south from the bowling green. But it does not follow the</td>
<td>Positive</td>
</tr>
<tr>
<td>Architecture of the planned estate. Variations: 59 – two modern doors in porch; 61 – central bay windows are casements, unsympathetic modern entrance door, porch canopy but not intrusive. 65 – dormer window is casement not sash.</td>
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<tr>
<td><strong>89</strong> C1870. Originally may have been the stables for 21-22 Clifftown Parade. Much altered and converted to a house. Group value with the adjoining stables / garages</td>
<td>Neutral</td>
<td></td>
</tr>
<tr>
<td><strong>91/3</strong> C1960. A three-storey block of flats. Design and materials are unrelated to the area. Poor boundary and forecourt treatment.</td>
<td>Negative</td>
<td></td>
</tr>
<tr>
<td><strong>95-99</strong> C1903. Originally one detached and two semi-detached two-storey houses designed by Greenhalgh &amp; Brockbank, now linked by an extension and used as residential care home. No.95 has an arts and crafts style with steep hipped tiled roof, wide flat-roofed dormer and tall stacks, large two storey bay, recessed entrance porch across part of frontage, casement leaded light windows with Venetian window over entrance. Pebble dash, now painted. Nos.97-99 are a mirrored pair with steep tiled roof, gable ends and a prominent full-height gabled dormer to each. Each has a two-storey canted bay, an entrance with balcony over and eaves projecting over the balcony and bay. Leaded lights in sliding sashes and casements in arched opening to dormer. Pebble dash, now painted. The link building has an unsympathetic fenestration and detail – an amended colour scheme would give prominence to the original buildings. Front garden is now a hardstanding with low boundary wall – planting needed.</td>
<td>Positive*</td>
<td></td>
</tr>
<tr>
<td>Former Synagogue Locally listed building. C1911. Southend’s first synagogue, now used as children’s day nursery. Two-storey plus basement, red brick façade with stone and decorative brick detail, prominent central steps with side curved side walls to entrance porch, central pilasters and pinnacles. Red brick wall gates and railings to the street boundary. Represents a unique part of the area’s history and architecture.</td>
<td>Positive</td>
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</tr>
<tr>
<td><strong>101-103</strong> C1935. No.101 has garage doors across ground floor frontage - was possibly built as a garage with accommodation for 28 Clifftown Parade. No. 103 built as house. Both two-storeys with red brick ground floor, rendered first floor, tiled roofs and Crittall windows. Red brick walls to street boundary.</td>
<td>Neutral</td>
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<tr>
<td>Marlborough C2000. Two linked blocks of three-storey plus roof structure.</td>
<td>Neutral</td>
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<td><strong>Address</strong></td>
<td><strong>Description</strong></td>
<td><strong>Rating</strong></td>
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<tr>
<td><strong>h Court</strong> accommodation flats. Design makes some reference to historic architecture of area (predominantly yellow brick, slate roofs, two storey canted bays topped by balconies) but scale and massing is out of character. Planted front gardens.</td>
<td></td>
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<tr>
<td><strong>Alexandra Court</strong> C1960. Three-storey flat roofed block of flats, red brick projecting wings, rendered recessed central section with balconies, wide window openings. Design out of character with area. Planted front garden.</td>
<td>Negative</td>
<td></td>
</tr>
<tr>
<td><strong>131-133</strong> C1902. A pair of two-storey mirrored houses with steep tiled half hip roof. Each has a two-storey canted bay topped by balcony and parapet and prominent gable. Sliding sash windows without glazing bars. Entrance door with arched canopy and bay window over with leaded light casements. Red brick frontage, now painted. No.133 – front garden now hardstanding with open frontage to street – planting and enclosure needed; altered windows to bay over entrance.</td>
<td>Positive</td>
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<tr>
<td><strong>135-135</strong> C1960. A two-storey flat roofed block of garages with accommodation over, rendered ground floor, pink brick first floor with wide metal framed windows. Open frontage to street. The design is out of character with the area but the use is historically appropriate for the south side of Alexandra Road.</td>
<td>Negative</td>
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<tr>
<td><strong>139</strong> See 6 Wilson Road</td>
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<tr>
<td><strong>Bowling Green &amp; Pavilion</strong> Part of the planned estate, intended as open space, first used as nursery garden, laid out as a bowling green in the 1920s. Stepped stock brick boundary wall with stone coping topped by cedar paling fence which replaced original iron railings. Notice boards on south-west corner obtrusive. Arts and crafts iron gates to east and west entrances. Holm oak on west side important for setting. Bowls pavilion c1930, symmetrical frontage with central logia and side wings with external steps to flat roof. Red brick and render, metal-framed windows and doors, parapet and railing panels to roof. Rear elevation to Cambridge Road is bland and needs improvement. Part vacant and at risk.</td>
<td>Positive</td>
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<tr>
<td><strong>72</strong> See 1 Cashiobury Terrace</td>
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<tr>
<td><strong>84, Geller Corner</strong> C1894. A two-storey house with three storey corner turret, originally with conical roof, now flat. Converted to flats c1937with roof altered to a mansard with dormers. Iron railings added to top of roof. Two-storey bay to Runwell Terrace frontage. Casement windows in stone surrounds. Red brick. Open hardstanding at rear. It now lacks design coherence. Group value with 9-14</td>
<td>Positive</td>
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<tr>
<td>Runwell Terrace.</td>
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<tr>
<td><strong>86</strong> C1896. A two-storey house attached to three-storey terrace. Two storey square bay with gable, entrance portico, sliding sash windows, no glazing bars, slate roof with decorated ridge tiles. Unpainted render blends with adjacent terrace. Open frontage to street needs improvement. <strong>Positive</strong></td>
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<tr>
<td><strong>88-94</strong> C1895. A terrace of three-storey houses in mirrored pairs. Reminiscent of 1-12 Clifftown Parade. Slate roof with gable ends and dragon-back ridge tiles. Each has a two-storey canted bay topped with balcony with iron balustrade. Sliding sash windows with small panes in top sashes. Recessed entrance porch. Pale yellow brick with stone or rendered detail. No.88: c1896, slightly different design – lower eaves and floor heights, slate roof to bay, single pane to top sashes, stock brick. The street boundary treatment is fragmented with an open frontage to No.92. Uniform boundary treatment and adequate planting in gardens is needed. <strong>Positive</strong></td>
<td></td>
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<tr>
<td><strong>96-98</strong> C1889. A pair of two-storey semi-detached houses with mirrored design. Slate roof with gable ends and decorated ridge tiles. Each has a single storey flat roofed canted bay, sliding sash windows (No.96: first floor windows now upvc top hung) recessed porch now enclosed. Stock brick with lighter brick banding but No.98 is now painted. Planted front gardens. <strong>Positive</strong></td>
<td></td>
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</tr>
<tr>
<td><strong>100/102</strong> Possibly it was originally a houses, c1870, but now substantially altered to form the present office building which is now out of character with area in respect of its roof form, fenestration, colour and treatment of forecourt. <strong>Negative</strong></td>
<td></td>
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</tr>
<tr>
<td><strong>104-106</strong> C1870. A pair of mirrored semi-detached houses, two storeys with semi-basement and roof accommodation. Slate roof (No.106 now concrete tile). Each has a projecting gabled wing with a two storey canted flat roofed bay, a recessed entrance porch above entrance steps, and an arched dormer. Planted front gardens with vehicle access at side to rear. <strong>Positive</strong></td>
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<tr>
<td><strong>108-110</strong> C1875. A pair of mirrored semi-detached houses, two storeys with semi-basement. Slate hipped roof with small ogee dormers. Each has a ground floor canted bay, a heavily decorated surround to entrance above entrance steps, arched window openings for single paned sliding sashes. They have a red brick frontage, but No.110 is now painted which harms the appearance; the entrance and window above are in <strong>Positive</strong></td>
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<tr>
<td>No.</td>
<td>Description</td>
<td>Notes</td>
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<tr>
<td>112-116</td>
<td>c.1880. A terrace of three two-storey houses. Slate hipped roof with projecting party walls and finials. Stock brick with red brick bands. Two storey canted bay with flat roof and parapet, sliding sash windows, decorated surrounds to recessed entrance porches. No.114 has through access at side of entrance and two roof lights to front. No.116 is substantially altered with widened square bay, leaded light casement windows, balcony over entrance, painted render with an unsympathetic colour, and open frontage to street.</td>
<td>Nos.112,114: Positive No.116: Positive*</td>
</tr>
<tr>
<td>No.</td>
<td>Description</td>
<td>Appraisal</td>
</tr>
<tr>
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<tr>
<td>144</td>
<td>C.1880. Detached corner house, generally similar style to 132-142. Original street boundary wall and piers remain.</td>
<td>Positive</td>
</tr>
<tr>
<td>146, Tower Hotel</td>
<td>C1900. Originally a two-storey plus semi basement, now with added storey. Corner turret with conical tiled roof. Complex roof form in tiles, with a mansard roofs to Wilson Road. Sliding sash windows, small panes in top sashes, red brick now painted. Two storey extension with mansard roof and dormers along Alexandra Road frontage. Prominent corner site.</td>
<td>Positive</td>
</tr>
</tbody>
</table>

Alexandra Road (outside conservation area)
General character: a short cul de sac with no strong focal point and no street trees. The north side has a standard narrow fronted terrace of houses; the south side has two substantial blocks of flats out of scale and character with the conservation area.

| 148-164 | C1900. A terrace of narrow fronted two storey houses, generally in pairs with either two storey square or canted bays with gabled roofs. Red brick, slate roofs, sliding sash windows with small panes on top sashes. Most have been altered with a variety of roof tiles, render or painted brick, different windows. | Neutral   |
| 151     | Block of flats under construction                                                                                                               | NA        |
| Ravens Court | C1922. A four-storey block of flats with four full height canted bays, the two central being recessed with gables, casement windows. The design is coherent but does not relate to the character of the conservation area. | Neutral   |

Alexandra Road Mews east (adjacent to 59 / 67 Alexandra Road)
General character: It is mostly surfaced in Staffordshire blue pavers with a central gutter of granite kerbs, but has large patches tarmac. The original enclosed character has been lost by the removal of boundary walls, garages and coach houses, except to rear 1-8 Prittlewell Square. It makes the rear of adjacent properties visible some of which have been unsympathetically altered. The Mews needs renewed boundary enclosure, improved treatment of rear elevations and some tree and shrub planting to restore a degree of garden character.
Alexandra Road Mews west (adjacent to 89 Alexandra Road)
General character: It is mostly surfaced in Staffordshire blue pavers with a central gutter of granite kerbs. It has an enclosed character with adjacent garages, coach houses and brick boundary walls. Two storey gabled coach houses at the entrance of the Mews contribute to the area’s character and maintains a sense of enclosure. Trees and vegetation in gardens on both sides of the Mews contribute significantly to its setting.

Alexandra Street
General character: It continues from Alexandra Road to the High Street and has a distinctly different character to Alexandra Road with mostly late Victorian three storey commercial frontages to the edge of the pavement. The slight change in road alignment at the Devereux Rd / Capel Terrace junction makes the south side more prominent viewed from Alexandra Road. Most of the street is outside the conservation area but affects its setting.

Alexandra Pub
C1880. Within the planned estate but not part of its original design. It has a typical late Victorian Hotel design, yellow brick with red brick and rendered detail. External decoration in non-traditional colours is obtrusive. The building relates more to town centre character than to Clifftown. Rear extensions face Clifton Mews with bland elevations.

Cambridge Road (in conservation area)
General character: The road gently slopes down, eastwards, and has a long relatively straight alignment with potential views to Clifftown Church partly obstructed by trees. Street trees arching over road produce a tunnel effect. Pavements are predominantly aggregate paving slabs which contribute to character but with tarmac patches. Treatment of road junctions is visually intrusive.
East of Milton Place: part of the planned estate, Class 3 houses with later infill buildings, enclosed character with generally uniform building frontages and boundaries on north side. On-street parking is intrusive. The road build-out and planting bed adj. to No.1 could be improved.
West of Milton Place – has a less enclosed feeling with fewer street trees, lower roof heights on the north side and gaps between some semi-detached buildings. There is potential for enhancement with planting at the Scratton Road junction.

1-13 (see description in para. 5.4.6) c1859. Generally unaltered but fragmented street boundaries need restoration. Rear elevations, boundary walls and gardens visible from Nelson Street
No.1: original street names on flank and side walls. Detached two-storey office at rear, c1990, has the character of a garden pavilion with visually recessive materials and colours.
No.7: rendered front elevation painted cream stands

Positive
<table>
<thead>
<tr>
<th>Location</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clifftown Conservation Area</td>
<td>Nos. 9-13 now incorporated in Cambridge Court. No. 13 - see Cambridge Court. Out from terrace – colour scheme should blend with terrace.</td>
</tr>
<tr>
<td>Cambridge Court</td>
<td>c1870. Built as infill of open space between terraces. No. 13 extended with additional bay to provide offices for Southend Waterworks Co with widened arched door opening and fascia above. Attached three-storey block to rear built c1880 for additional offices. Converted to sheltered housing, c1985, with further extension of terrace to link with adjacent terrace. Red brick wall to street boundary is out of character.</td>
</tr>
<tr>
<td>15-39</td>
<td>(see description in para. 5.4.6) C1859. Generally unaltered with most front boundary gates and railings restored. Originally communal open space at rear, now incorporated in extended rear gardens. Rear elevations, and planted rear gardens partly visible from rear alley. Varied treatment of rear boundaries. No. 15: now incorporated in Cambridge Court. No. 17: front boundary wall should be replaced original design of boundary. No. 23: brick to bay (painted), altered windows and front door need restoration. No. 25: rendered front elevation painted white – colour needs to blend with facing brick of terrace. Hardstanding in front garden. No. 27: hardstanding in front garden. No. 29: unpainted pebbledash to front elevation, blends relatively well with adjacent brick but would be preferable to remove. No. 31: brick to bay (painted) needs restoration. No. 33: meter boxes are obtrusive. No. 35: brick to basement bay (painted) needs restoration. No. 37: brick to bay (painted) needs restoration. No. 39: entrance porch on flank wall, as original. Ground and first floor window openings to side of bay not original, but appropriate. Front boundary needs to be restored.</td>
</tr>
<tr>
<td>39a-43</td>
<td>C1902. Three houses built to infill open space between terraces of original planned estate. Each with similar design: two-storey on a raised ground floor, plus lower ground floor, entrance steps, recessed arched porch, full height canted bay, sliding sash windows without glazing bars, red brick front elevation with decorative</td>
</tr>
</tbody>
</table>
| 45-57 | (see description in para. 5.4.6) C1859. Generally unaltered with most front boundary gates and railings restored. Rear elevations, and planted rear gardens partly visible from Milton Place.  
No. 45: entrance porch on flank wall, as original.  
Addition at side c1910 attached to No.43  
No.47: hardstanding in front garden.  
No.51: hardstanding in front garden.  
No.53: Incised render, painted.  
No.57: low brick (brindle) wall and tall gate to street frontage – not original design. |
| 59-61 | C1870. Pair of two-storey semi-detached houses, slate hipped roof, stock brick, but with different front elevations. Hardstandings to both but most of original boundary wall remains and adequate garden planting.  
No.59: two-storey canted bay with slate roof, square headed recessed entrance porch.  
No.61: single storey bay and arched recessed entrance porch. |
| 63-69 | C1870. Four two-storey terraced houses, slate roof, hip ends, stock brick, recessed entrance porches, single storey canted bay with slate roof, sliding sash windows, minimal detailing. Substantial alterations to elevations and fragmented street boundaries require improvements.  
No.63: painted render, hardstanding and no front garden planting.  
No.65: substantially altered - painted render, widened bay with red tiled roof / canopy extending across whole of frontage, casement windows and fanlights, close boarded fence to street boundary.  
No.67: casement windows and louvres, red brick wall to street boundary.  
No.69: two storey square bay, alluminium casement |
windows and fanlights, canopy to porch, painted rough render, hardstanding and open street frontage.

<table>
<thead>
<tr>
<th>No.</th>
<th>Description</th>
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<tbody>
<tr>
<td>71-81</td>
<td>C1870. Six two-storey terraced houses, slate roof, hip ends, stock brick, originally mirrored pairs each with recessed entrance porch linked by decorative cornice, single storey canted bay with slate roof, sliding sash windows. Substantial alterations to most elevations and fragmented street boundaries require improvements. No. 71: two-storey bow windows with casements and fanlights, entrance porch filled in and entrance now in recessed side addition, painted rough render, hardstanding enclosed by wall and iron gates. No. 73: two-storey square bay, with casements and fanlights, painted rough render, hardstanding with open frontage to street. No. 75: two-storey bow windows with casements and fanlights, painted rough render. No. 77: two-storey bow windows with casements and fanlights, painted rough render, hardstanding with some planting. No. 81: unpainted pebbledash arched head to porch decorated surrounds to openings generally sympathetic to original.</td>
</tr>
<tr>
<td>83-93</td>
<td>C1870. Built as terrace of five two storey mirrored houses, and a later addition at No. 93. Slate hipped roof, stock brick, each with ground floor canted bay with slate roof, sliding sash windows, recessed entrance porch with linked cornice. No. 93 added as a double fronted house but of roughly similar detailing. Substantial alterations to most elevations and fragmented street boundaries require improvements. No. 83: square bay, unsympathetic modern door, ranch-style fence to street boundary. No. 85: bow window with upvc casements, first floor windows casements, enclosed porch. No. 87: square bay with tiled roof, leaded light casements, enclosed porch, hardstanding open to street frontage. No. 89: windows small paned casements and fanlights. Hardstanding but frontage partly enclosed. No. 91: rough render, unpainted, red brick wall to street boundary. No. 93: c1888. two square bays with tiled roofs, painted render with planted timber framing. Rustic concrete</td>
</tr>
<tr>
<td>Address</td>
<td>Description</td>
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<td>-----------------------------------------------------------------------------</td>
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<tr>
<td>6-12</td>
<td>C1880. Nos.8-10 are a pair of substantial two-storey plus semi-basement houses built as infill on open land in the planned estate. Rendered with hipped slate roof. Each is double fronted with canted bays either side of recessed porch with decorated surround. Full height flat roofed additions with parapets, at either end, now form separate houses (nos.6 &amp; 12). All have sliding sash windows, mostly single paned. A uniform colour scheme and front boundary wall and piers gives visual unity. Removal of the boundary wall at the side of No.6 has widened the entrance to the alley and reduced its original enclosed character. At the rear, additions and balconies contribute to character but open parking area without well defined boundary enclosure of alley harm the appearance.</td>
</tr>
<tr>
<td>12a</td>
<td>C1900. A single storey building built in the rear garden of 8 Runwell Terrace, possibly as additional living accommodation for the house. Stock brick and hipped slate roof. Most of the original garden boundary wall remains. It is compatible with the main house and reflects its past use.</td>
</tr>
<tr>
<td>30 &amp; 34-38</td>
<td>Four early 20th century houses, developed piecemeal, of differing designs but with similar features. Little changed from the original. Although unrelated to the predominant Victorian architecture and materials of the area, they are good examples of post-Victorian residential architecture. No.30: c1900 No.34: c1920. Brick burr walls to street boundary typical of period. Nos.36-38. c1927. Semi-detached houses with similarities to No.34. Brick burr walls to street boundary typical of period.</td>
</tr>
<tr>
<td>40-42</td>
<td>C1900. Two-storey addition at the rear of 100-102 Alexandra Road, now used as Sure Start centre. Stock brick with sliding sash windows some altered. Unsightly porch, fence and parking area in front of building. Planting close to street boundary would improve the appearance.</td>
</tr>
<tr>
<td>44-52</td>
<td>C1880. A terrace of five two-storey plus semi-basement mirrored houses relatively close to the pavement and little front garden space. Originally stock brick, now painted or rendered, with hipped slate roof. Each with a ground floor / semi-basement canted bay.</td>
</tr>
<tr>
<td>No. Range</td>
<td>Description</td>
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<tr>
<td>60-64</td>
<td>C1880. Similar design to Nos. 54-58 but without a semi-basement; they have a greater ground floor height to enable the eaves line to be at the same level. Generally open street boundaries and hardstandings are unsympathetic – planting and partial enclosure is needed. No.60: brickwork painted grey is obtrusive. Open fence to street boundary. No.62: altered first floor window is unsympathetic. Open hardstanding. No.64: Brickwork rendered, painted white. Open hardstanding with some low planting.</td>
</tr>
<tr>
<td>66-88</td>
<td>Nos.66-68, c1870; Nos.70-88, c1875. Pairs of two-storey semi-detached houses, all of similar mirrored designs with hipped slate roof (except Nos.66-68 which have gable ends), stock brick with red brick bands. Each house has a recessed arched porch, single storey canted bay, sliding sash windows with central glazing bar and decorative surrounds. Alterations and differing decorative treatment of walls have eroded the unity of some pairs. The loss of some front garden walls and garden planting for hardstandings, and varied styles of walls have eroded the street character. Nos.66-68: rooflights to front of roof. Nos.74-76: rough render (No.74 painted white, No.76 unpainted); both have unsympathetic upvc windows. Nos.78-80: concrete tiled roof; render painted slightly different colours; No.78 has unsympathetic upvc</td>
</tr>
<tr>
<td>Clifftown Conservation Area: Character Appraisal and Management Proposals, March 2006</td>
<td></td>
</tr>
<tr>
<td>---</td>
<td></td>
</tr>
</tbody>
</table>
| **windows.**  
Nos.82-84: No.84 render painted cream.  
Nos.86-88: No.86 has concrete tiled roof.  |
| **90**  
Cambridge Road (west of Wilson Road, part outside conservation area)  
General character: Appearance dominated by mature street trees and vegetation on the railway embankment on the north side, and by on-street parking.  |
| **106**  
C1898. Relates to the attached terrace in Wilson Road  |
| **108-124**  
C1898. Standard design and materials for the period.  
Narrow fronted two storey terrace, staggered frontage in pairs, red brick with rendered detail, each house with two storey square bay, sliding sash windows, recessed entrance porch, short front gardens, front boundary walls. Terrace little altered.  |
| Neutral  |
| **Capel Terrace**  
General character: part of the planned estate, with Class 2 houses facing bowling green. Open character, street plane trees (most young), important for setting of bowling green and views to Clifftown Church. Where frontages are painted, a colour that blends with facing brick would enhance the terrace. Pavement mostly concrete aggregate paving slabs with some tarmac patches. Historic street furniture – K2 telephone box (Listed building, in need of repair), Victorian letter box (Locally Listed), Corporation electricity box. Bollards and signage at Alexandra Road junction poor.  |
| **1-8**  
(see description in para. 5.4.6) c1859, generally unaltered with street boundary gates and railings restored. Rear elevations, boundary walls and gardens visible from alley at rear.  
No.1: entrance at side basement level. Original entrance converted to window. Altered balcony across whole frontage with different design of Victorian railings (as No.8) and altered window over original entrance. Brickwork painted white. First floor side addition.  
No.4: balcony infilled with red tile facing and unsympathetic casement windows, upvc windows to ground floor. Bay rendered, painted white.  
No.5: Brickwork painted white.  
No.6: smooth rendere painted white.  
No.7: smooth incised render painted white.  
No.8: smooth incised render painted white. Altered balcony across whole frontage with different design of Victorian railings (as No.1)  |
| 1-3, 5-8 Positive; 4 Positive*  |
| **Cashiobury Terrace**  
General character: part of the planned estate, Class 2 houses facing bowling green. Open character, street plane trees and holm oak in bowling green contribute to
character. Pavement mostly concrete aggregate paving slabs with some tarmac patches.

| 1-8 | (see description in para.5.4.6) c1859, generally unaltered and most street boundaries restored. Rear elevations, boundary walls and gardens partly visible from rear alley – realigned rear garden walls have widened the rear alley. No.1 (72 Alexandra Road) significantly altered with ground floor side entrance and porch with red tile roof, the original porch enclosed by the front wall, painted render to front and side elevations (unsympathetic colour), casement windows and unsympathetic street boundary walls and railings. No.3: Oriel window over porch. Casement windows to bay. Basement painted white. No.4: White painted render. No.5: White painted incised render. French doors enclose porch. No.6: White painted render. No.7: Brickwork painted cream. Porch enclosed by French doors. No.8: Cream painted render to front and side. Front boundary includes opening for hardstanding. |

Church Road
General character: south arm has an urban, canyon like character between massive building frontages close to the edge of the street which dominates St John’s west elevation; east arm has more open character due to the church and churchyard. The Royals multi-storey car park gives the street an unsympathetic dark and horizontal effect. Street tree planting might mitigate its appearance. The pedestrian link between Church Road and Lucy Road is poor and needs enhancement.

St. John's Church and churchyard
Locally listed building. Completed 1841 to a design by Thomas Hopper for ‘a building in the Norman style’, stone-clad with Kentish ragstone, and with a traditional arrangement of nave, chancel and short transepts. A bell turret was over the west door. Window and door openings had round Norman arches. It was subsequently enlarged using gothic detailing, with north and south aisles added in 1869 and a new chancel added in 1873. By 1912, a raised barrel vaulted roof, clad in tiles, and other additions completed the enlargement which effectively completely enclosed the original building. Despite the enlargements, it maintains its original character as a chapel rather than a large parish church and might best be described as having a ‘low church gothic’ style. Internally it has features and

No.1 Positive; Nos.2-8 Positive
monuments commemorating local civic dignitaries, organisations and events. The west frontage is symmetrical with tall lancet windows in the gable end, and closes the view along Church Road. This contrasts with the rather ‘canyon-like’ effect of the facades of the Palace Hotel and the Royals car park on either side of the road.

The Churchyard has tombstones and monuments commemorating local civic dignitaries including Thomas Dowsett (Southend’s first mayor), Robert Buchanan (poet, dramatist, novelist) and Warwick Deeping (novelist). It provides an important open space in the townscape.

To the south of the Church, the former Church Hall has been demolished and an open site is now surrounded by security fencing which abuts a public footpath between Lucy Road and Church Road.
| 19-20 | C1865, pair of mirrored three storey houses, now converted to flats. Hipped slate roof, stock brick with brick and stone decorative detail, ground and first floor bay to each, topped by balcony with parapet and canopy. Sliding sash windows. Entrances at side. Original wall and entrance piers to street boundary (railings replaced by hedge). No 19 has three storey side addition. No.20 is partly rendered, painted white. Relatively large and well planted gardens contribute to the openness and setting of the immediate area. | Positive |
| 21-22 | C1865, originally a two storey semi-detached double-fronted villa. Now converted to two houses. Two two-storey canted bays, slate roofs and gables either side of an off-set gothic entrance to No.22. No.21 entrance at side with side and rear additions. Stock brick with grey brick and rendered detail. Most of original wall and gate piers to street boundary remain. | Positive |
| 23-24 | C1865, originally a two storey house with gables, subsequently converted to two houses and now converted to flats with an additional floor and gables. Stock brick frontage (upper floors and gables brick slips) render to flanks, slate roof. Each has wide bow window to ground floor, continuous balcony with modern iron railings to first floor and wide French doors / windows, lead canopy over conceals balconies | Positive* |
to second floor with narrower French doors / windows, all in upvc. Entrances at side. Side and rear additions. Street frontage mainly enclosed by low wall and hedge; two single hardstandings at either side. The altered appearance is not entirely sympathetic to the character of the area but it does contribute to the varied and visually lively frontage of this section of the street.

| 25-26 | C1865, originally a mirrored pair of three storey houses with hipped slate roof, stock brick with red brick bands, each with two storey canted bay topped with balcony. Now converted to flats with continuous balcony across first floor frontage with iron railings to match second floor and corrugated iron canopy. No.25 – painted rough render, projecting single storey entrance at side and three storey addition recessed at side and rear, all windows altered. Glazed canopies to entrance and second floor balcony are attractive additions. Garage at side and double-width hardstanding open to street frontage could be improved. Rest of frontage, low rendered wall. No.26 – side entrance recessed from front, garden room at side (former garage?) casement window added to each floor at side of bay (improved design is needed), first and second floor bay windows and doors altered. Hedge as street boundary with single hardstanding at side. Unity of the pair has been reduced by alterations. Revised colour of No.25 to blend with No.26 would improve its appearance. |
| 27-28 | Mid (?)19th century, pair of two storey houses double-fronted houses. Slate roof with gable ends. White painted render. Each house has two two-storey canted bays with slate roofs, a full width convex roof, part metal, part glazed, over a front veranda, and single storey entrance at side. Low rendered wall to street boundary. No.27 – altered metal framed leaded light windows. |
| 29-30 | Mid (?) 19th century, similar to 27-28 except for hipped roof, each house has only one bay, and no hardstandings. No.29 – metal framed leaded light windows. No.30 – bay has flat roof. |
| 31-32 | C1865. Originally a pair of three storey houses with hipped slate roof, each with a three(?) storey bay. Now converted to flats, painted render and dominated by early 20th century (?) timber and glazed (lead lights) balcony structure across whole frontage which |

Positive

Positive®

Positive

Positive

Positive
contributes to seaside architecture of area. Side entrances have similar leaded light design. No.31 – double-width hardstanding has reduced the enclosed street boundary.

| 33  | C1865. Originally a three storey house with slate roof and gable ends and a two storey bay. Yellow brick with faience detail. Now converted to flats with large rear extensions and added second floor bay and iron balcony structure with glazed fascias across whole frontage which contributes to seaside architecture of area. Part of first floor balcony has been fully enclosed by glazing and altered French door / windows to second floor harm the building's character. Street boundary enclosed by low rustic wall. | Positive |

| 34 (Imperial Manor) | C1865. Originally a double fronted three storey house, with a two storey canted bay with sliding sash windows, on each side of a central entrance. Now converted to flats, unpainted rough render and an obtrusive half dormer between the bays. Balconies with arts & crafts style iron railings added c1900(?) across whole of first floor frontage and to the second floor bays with gabled roof additions and canopies contribute to character. External pipework is obtrusive. | Positive |

| 35-36 | C1865, believed originally to have been a pair of three storey houses with hipped slate roof, stock brick with red brick bands, each with two storey canted bay topped with balcony. Now converted to flats with a balcony wrapping round both bays at first floor, with iron railings to match second floor, and corrugated iron canopy. Entrance in two storey side addition recessed from frontage. Casement windows added to first and second floors at side of both bays. French windows added to ground floor bays. Low wall encloses street frontage with older piers at centre. |  |

| 37 | C1920, originally a two storey house, smooth unpainted render with incised detail, hipped tiled roof, two storey bow windows flanked by pilasters, recessed entrance, stained timber casement leaded light windows. Now converted to flats with ground floor windows altered. It is a fine quality of house for the period. | Positive |

| 38 | C1870. A two storey double fronted house with a hipped slate roof and a two-storey bay with slate roof on each side of a central entrance. Painted render with incised detail. All windows have been altered and a portico and balcony added between the bays which is | Positive |
| 39 | C1870. Originally similar to No.38 but now with widened bays and gables and painted rough render. All windows have been altered. An appropriate timber porch and covered balcony has been added between the bays. Rendered wall encloses street boundary. | Positive |

**Clifton Mews**

**General character:** Traditional enclosed mews with pairs of two storey stables of a uniform design separated by access to rear gardens, for Clifton Terrace. North side has a mixed frontage of extensions and yards to Alexandra Street. Staffordshire blue pavers with a central granite kerb gutter. No parking lines and advert hoarding on wall at east end of mews are intrusive.

| 1-5 | C1865. Three pairs of former stables, stock brick, two storey with conical slate roof and single storey addition to both sides with half hipped slate roof. Stable doors remain with hay loft access and diamond-shaped vents formed by missing headers over. Smaller garage doors to side additions. No.3: painted brickwork. | Positive |

| 6 | C1865, detached two storey stable with gable end to mews, stock brick, altered frontage but with garage doors. Used as upholstery workshop. | Positive |

**Clifton Terrace**

**General character:** within planned estate but the terrace was not part of original design. Although it reflects 1-12 Clifftown Parade, it has a more imposing design. The wide roadway was designed as a turning circle - no vehicular access to Royal Terrace – and gives a potentially impressive open setting for the terrace but spoilt by on-street parking. Estuary and Pier views, views westwards along the promenade and the Cliffs, Cliffs lift and Alexandra Yacht Club contribute to open seaside character. Views eastwards, partly closed by flank wall of 20 Royal Terrace, need improvement. Post box and telephone box contribute to period character. Pavement red top, links with promenade. Rear elevations visible from Devereux Road and Clifton Mews.

<p>| 1-6 and 7 Devereux Road | Listed Buildings. C1860, terrace of three storey plus basement houses, now converted to flats, each with a three storey canted bay supported on iron columns at basement level, and recessed porch above entrance steps. Pre-cast ballustered parapet topped with urns and with dog-toothed cornice and slate hipped roof behind with dormers. Stock brick with incised render to basement and ground floor, render to bay and rendered detail to window and porch surrounds and horizontal band at second floor level. Sliding sash windows, two panes per sash (three in basement windows). Some original gates, walls and piers remain, railings removed. Nos.3-6 have painted render – a two | Positive |</p>
<table>
<thead>
<tr>
<th>Clifftown Conservation Area: Character Appraisal and Management Proposals, March 2006</th>
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<tbody>
<tr>
<td>7, Devereux Road: entrance in an original two storey side addition, flat roofed with cornice but without parapet. Rear addition of access stairs and rear dormer. No.3: front street boundary wall heightened and pebble dashed. Nos.4 &amp; 5: three panes per sash to central bay windows. No.6: three panes per sash to central bay ground and first floor windows.</td>
</tr>
<tr>
<td>**No.6: two storey extension at side with extension of hipped roof over, small window openings and basement garage. Roof concrete tiles. Rendered brickwork painted white. Balcony with glazed panels across whole frontage. Steps to entrance with glazed panels (similar to balcony) to sides and open to basement. Porch enclosed by French doors. All windows altered mostly to leaded light casements. Street boundary low brick wall and garden hard surfaced. No.8: rendered brickwork painted white. Balcony with infilled panels across whole frontage. Two entrance doors in porch. All windows altered mostly to leaded light casements. Street boundary low brick wall and garden hard surfaced. No.10: rendered brickwork painted white. Balcony with</td>
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<tr>
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<tr>
<td>7, Raymond House C 1970, four storey residential home, brown brick, echoes the attached terrace with four bays and parapet. Single storey front extensions are obtrusive. Increased landscaping in front garden would improve appearance.</td>
</tr>
<tr>
<td><strong>Neutral</strong></td>
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<tr>
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<tr>
<td><strong>Positive</strong></td>
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<tr>
<td>Devereux Road General character: Part of the planned estate. West side, Class 2 terraced houses. East side comprises a terrace not to the estate’s original design, and a private walled garden. Wide street without street trees and with open views to Cliffs and estuary, give an open character. Pavement mostly concrete aggregate paving slabs with some tarmac patches. Cluttered highway signage.</td>
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<tr>
<td><strong>Neutral</strong></td>
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<tr>
<td><strong>Positive</strong></td>
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<td><strong>Positive</strong></td>
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<tr>
<td>6-18 (see description in para.5.4.6) c1859, most substantially altered and varied treatment of street boundaries has reduced design unity of the terrace. Rear elevations, visible from rear mews and most boundary enclosures have been removed and hardstandings formed. Most converted to flats. No.6: two storey extension at side with extension of hipped roof over, small window openings and basement garage. Roof concrete tiles. Rendered brickwork painted white. Balcony with glazed panels across whole frontage. Steps to entrance with glazed panels (similar to balcony) to sides and open to basement. Porch enclosed by French doors. All windows altered mostly to leaded light casements. Street boundary low brick wall and garden hard surfaced. No.8: rendered brickwork painted white. Balcony with infilled panels across whole frontage. Two entrance doors in porch. All windows altered mostly to leaded light casements. Street boundary low brick wall and garden hard surfaced. No.10: rendered brickwork painted white. Balcony with</td>
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7 See Clifton 1-6 Terrace

15-21 C1880. Standard late Victorian terraced house design in mirrored pairs but with slight steps up between 15/17 and 19/21 to reflect ground level. Now converted to flats. Three storey plus basement, slate hipped roof, stock brick with red brick detailing, ground floor, basement and flank to Clifton Mews painted render. Each has a two storey plus basement canted bay with slate roof, steps up to entrance with flat head and decorated surround. Curved heads to ground and first floor sliding sash windows - two panes per sash to central bay windows. Generally unaltered. Original low walls and piers remain to street boundary, gates and railings removed.

Positive

High Street
General character:

1, Royal Hotel See Royal Terrace

3-5, Princess Caroline House Early 19th century, three storey plus basement hotel linked to Royal Hotel with mansard roof and dormers, now used as offices. It has three storey canted bays with sliding sash windows either side of a semi-circular Positive
<table>
<thead>
<tr>
<th>Location</th>
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<tbody>
<tr>
<td>Marine Parade (in conservation area)</td>
<td>General character: see Pier Hill.</td>
<td></td>
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<tr>
<td>1a</td>
<td>C1900, two storey shop, white painted render with an unexceptional shopfront.</td>
<td>Neutral</td>
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<tr>
<td>1-3</td>
<td>C1800. Built as single bow-fronted three-storey terraced houses. They are the only such Georgian frontages in the Borough. Brick built with rendered elevations, pitched slate roofs behind a corniced parapet with dormers. The bows originally had curved sliding sash windows. Metal concave canopies projected over the first floor bow windows and first floor cills had retaining railings. Ground floors converted to shops and later to a single amusement arcade (includes No.4) without internal wall partitions and with a substantial projecting canopy. Ground floor frontages and fascias are unsympathetic to the original buildings. Above the ground floor level, all have badly altered windows and all Nos.1 and 2 have lost their first floor canopies. Rear additions to the Lucy Road frontage, a yard area and unsympathetic boundary treatment make the rear of the properties unsightly, although some of the original windows remain in Nos.2 and 3. Restoration of missing or altered features and a more sympathetic treatment of the ground floor frontage and fascias could make a significant improvement to their appearance.</td>
<td>Positive*</td>
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<tr>
<td>4</td>
<td>C1796. As Nos.1-3, in a similar style but with double fronted bows separated by a single window range in the main front wall.</td>
<td>Positive*</td>
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Milton Place
General character: link road between Cambridge Road and Scratton Road with flanks and rear of houses in those street prominent. On-street parking, highway signage and markings are obtrusive.

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<tr>
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<tr>
<td>3</td>
<td>C1870. A detached two storey shop, now converted to a house but retaining elements of the shopfront, stock brick, slate hipped roof and open paved.</td>
<td>Positive</td>
</tr>
</tbody>
</table>
Nelson Street
General character: West side part of the planned estate, Class 5, originally terraced shops and residential accommodation, now mostly offices, above raised forecourts of Yorkstone paving. Public pavement is in tarmac which is unsympathetic to the forecourts. East side comprises a three storey commercial terrace not to original design for the planned estate but compatible with the area. Individual buildings have slightly varied designs. The terrace has a narrow forecourt, some with Yorkstone paving and parking which is obtrusive. The public pavement is tarmac, and also unsympathetic. Clifftown Church punctuates the end of the street. On-street parking and highway signage is not intrusive. Street lighting has replica Windsor lanterns. The broad street with mature plane trees and views towards the bowling green, give it a quiet, dignified character, which is linked more to the residential area than to the town centre. Pavement mostly concrete aggregate paving slabs with some tarmac patches.

1-15 (see description in para. 5.4.6) Listed buildings, c1859, generally unaltered but with all but one shopfront replaced by relatively modern office fronts, some of which could have more sympathetic designs. Rear elevations visible from Scratton Road and alley at rear - generally unaltered but some small single storey additions and some sliding sash windows altered. All but one rear boundary wall removed and gardens converted to open hardstandings - some mature trees and the walled enclosure of the entrance from Scratton Road mitigate the unsympathetic appearance. Nos.9 & 11: unsympathetic red brick stall risers to ground floor office front. No.15: retains shopfront - delicate design with curved glazing to recessed entrance, thin window columns and fascia with scrolls. Flank wall painted with tar; external basement steps on flank with some original ironwork. Rear garden enclosed by stock brick walls.

2-18 Locally listed three storey terrace, built piecemeal, mostly in the 1870s, but with common features – yellow brick, rendered cornice, full width balconies with cast iron railings and full height windows or French doors. Ground floor frontages are mostly poorly designed and unsympathetic to the terrace. No.2: Recent ground floor frontage shows a sympathetic design, with incised painted render, two sliding sash windows and entrance door with decorative surround. Casement windows to first and second floors. No.4: Original shopfront and fascia retained but with unsympathetic infill of brick piers, three casement /
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<tr>
<td>Railway Hotel</td>
<td>C1880. Ornate pub design typical of period, and prominent on street corner. But it does not relate well to Nelson Street frontages. Red brick with heavy stone / rendered decorative detail. Second floor added with unsympathetic fenestration.</td>
<td>Positive*</td>
</tr>
<tr>
<td>Clifftown Church</td>
<td>Locally listed building, c1865, typical non-conformist gothic design and random Kentish ragstone facings. The spire is an important focal point. Original walls and piers to street boundary need repair and restoration of railings.</td>
<td>Positive</td>
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Pier Hill
General character: Pier Hill is a transitional zone between the quieter residential area of most of Clifftown and the brash seafront amusements of Marine Parade. Predominantly of a commercial nature at pavement level, with arched shop units on the Palace Hotel frontage, but with a more open and landscaped character than Marine Parade. Nos.1-4 Marine Parade potentially make a suitable historic gateway to Pier Hill and the conservation area but need substantial restoration.
| Palace Hotel | (see paras. 5.7.3 to 5.7.8) Locally listed building, designed in 1896 by Thompson & Greenhalgh and opened 1904. It is a monolithic building of six storeys increasing to eight on the lower part of the Pier Hill frontage, steel framed and built in brick with smooth rendered finish, and simple rendered banding, window hoods and cornice detail. The original design included a tower to the south-west corner and tourelles to the south and north elevations, some of which remain although in a truncated form. The original building had an open ‘colonnade’ to the ground floor, projecting from the main south façade, which provided a public promenade facing but above Pier Hill. Shops and refreshment rooms within the body of the hotel opened onto it to. The colonnade was accessed by steps from Pier Hill. It was enclosed in 1908 to form a winter garden, with a timber screen set back behind the original cast iron balustrade. The screen comprised windows, bays and doors opening onto what now became a continuous narrow balcony, and external bench seats. The screen and balustrade remain mostly intact. The windows and doors are a typical Edwardian mix of casements, sliding sashes and fanlights with small paneled glazing in the upper sections. The winter garden and communal rooms are now in use as a bingo hall. Below the colonnade shop units faced onto Pier Hill. At first floor level, extending over the full length of the colonnade, was a conservatory (also described as the winter gardens) with continuous glazing and a curved lead (?) roof. The hotel’s main dining room and drawing rooms opened into the conservatory. The conservatory originally had four projecting bays. The main structure remains, but windows and bays have been replaced mostly with metal casement windows and a continuous weatherboarding above and below the windows. The conservatory was subdivided into bedrooms, possibly in the 1950s. But the internal public rooms (dining and drawing rooms) remain with much of their ceiling and wall detailing. The existing building shows various alterations to the external elevations which are unsympathetic to the original design, particularly the first floor infill to the south elevation, the modern entrance to the north elevation, the loss of the decorative detail at parapet level and the additions to the east elevation. Some of the shop frontages to Pier Hill are also unsympathetic. |

| Positive |
Nevertheless, much of the building's original architecture survives and the building as a whole is capable of sympathetic restoration and enhancement.

**Prittlewell Square**

General character (see also para. 8.3.11): part of the planned estate, c1859, two terraces of Class 2 houses facing onto public gardens restored to their early 20th century appearance and enabling views through the planned estate. The frontage to Clifftown Parade links the promenade with these gardens which supplement the cliff-top gardens with a formal space enclosed by terrace frontages. Together, the terraces and gardens give a good visual balance between building frontage and planted open space and create a relaxed atmosphere in a formal setting. Lack of street trees in Prittlewell Square emphasises the formality; street trees elsewhere and trees in adjacent private gardens are important for its setting. Pavements generally red top, link with Clifftown Parade. Substantial alterations to some houses reduce the unity of the terraces and harm their character. On-street parking and road markings are intrusive.

| 1-7 | (see description in para. 5.4.6) c1859, generally unaltered with most street boundary gates and railings restored. Rear elevations, boundary walls and gardens visible from Alexandra Road and mews at rear. No.1: substantially altered c1920s with red brick square bay and enclosed timber balcony across whole frontage, unsympathetic door enclosing porch and red brick wall to street boundary. No.2: remnants of red paint to brick detail could be removed, central sash to bay is missing a glazing bar. No.3: painted brickwork, upvc windows to bay and altered window over porch. No.4 painted brickwork. No.5: substantially altered c1920s with red brick square bay and enclosed balcony across whole frontage, unsympathetic door enclosing porch and red brick wall to street boundary. |
| Nos.1 & 5 Positive*; Nos.2-4,6 & 7 Positive |

| 8-14 | (see description in para. 5.4.6) c1859, generally unaltered with street boundary gates and railings restored. Rear elevations, boundary walls and gardens visible from Alexandra Road and mews at rear. No.8: substantially altered c1920s with red brick square bay and enclosed balcony across whole frontage, unsympathetic door enclosing porch and red brick wall to street boundary. Rendered and two storey side addition recessed from front elevation. No.11: decorative timber canopy over bay – not intrusive. |
| No.8 Positive*; Nos.9-14 Positive |
| No.13 | two storey brick bay with raised flat roof and parapet and slightly higher windows to first floor, c.1900. sliding sash windows, some without glazing bars. Appropriate materials and windows reduce the visual impact. |
| Royal Terrace | General character: New Yorkstone pavement on south side adjacent to the Shrubbery. No pavement adjacent to building frontage. The Georgian buildings, landscaped open space, estuary views, and little one way traffic give the street a relatively quiet pedestrian character in an open setting. Road markings for the cycle route, on-street parking, highway signage at the High Street and Royal Mews junctions, and the Royals shopping centre are obtrusive. A more uniform treatment of street boundaries is needed. |
| Royal Hotel & 1-15 | (see paras. 5.2.7 & 5.2.8). Listed buildings. The essence of the Georgian palace frontage and its setting remains, although some buildings have been altered and most include Victorian style sliding sash windows rather than the small-paned Georgian style windows. Most of the original railings to the street boundaries have been replaced by a variety of walls and railings. Royal Hotel: mansard roof with dormers added, c1980. Nos.1&2: Cream painted render to brickwork. Combined balcony to both frontages. No.4: White painted render to brickwork. No.5: White painted render to brickwork; mansard roof and dormers behind parapet; upvc windows to second floor. No.6: mansard roof and dormers behind parapet; upvc windows to second floor. Nos.7&8: mansard roof and dormers behind parapet which has been reduced in height in adjacent to dormers. Nos.10 & 11: White painted render to brickwork. No.15: White painted render to brickwork; additional floor added with metal framed windows; a four storey lift shaft added to flank with artificial slate cladding. Ground floor in use as café. The building is in a poor state of repair and alterations are obtrusive. |
| 16-18 | C1887. Three substantial houses, now converted to flats and an hotel, in the arts and crafts style, three storeys plus roof accommodation and basement. Red brick with brick decoration. No.18 now with rough render painted white – a less obtrusive colour scheme would improve the appearance. Steep red tiled roofs |

Royal Hotel and Nos.1-14 Positive; No.15 Positive*
with gables to Royal Terrace and Royal Mews. Each has two storey canted bay topped with balcony. No.18 has added balconies to side of bay. Sliding sash windows with upper sashes having small panes. Rendered wall to stret boundary with original railings to side.

18a C1922. Three storey red brick house, now converted to flats and substantially altered with open and enclosed balconies now dominating the appearance. Neutral

19&20 C1800. Part of New South End. Originally two three storey plus basement houses with first floor balconies across frontage. Now No.19 converted to flats and No.20 to a club with substantial extensions to the rear. Rendered brickwork painted white, and all windows altered to non traditional designs. Original railings remain to basement frontage. Open forecourt needs improvement. Positive*

Runwell Terrace
General character: East side part of the planned estate, Class 2 houses. Piecemeal terraced development in red brick on the west side contrasts with the planned estate but has common features to give design unity to the terrace. Buildings on the west side are close to the street boundary and have no significant gardens give an urban character. The sightline northwards is closed by the Cambridge Road terrace and gives the street an enclosed character. The sightline southwards to Prittlewell Square has a more open character. Mature street plane trees contribute to sense of enclosure. Pavements are mostly concrete aggregate paving slabs with some red top and tarmac patches. Pavement build-outs, highway signage and road markings are intrusive.

1-8 (see description in para. 5.4.6) c1859, generally unaltered with most street boundary gates and railings restored. All porches enclosed with glazed French doors. Rear elevations, boundary walls and gardens visible from alley at rear. No. 1: low wall and hedge to front boundary. No.2: Brickwork rendered, painted white. No.3: Brickwork painted white. No.7: Balcony infill with unsympathetic red tile cladding and casement windows. Nos.1-6 & 8 Positive; No.7 Positive*

9 C1896. Generally unaltered two storey red brick house with prominent Dutch gables and square bays to both street frontages. Pedimented portico and stone and rendered detail. Original boundary wall but without railings. Has a smaller scale than nearby buildings but detailing and corner position give it prominence. Positive

10-12 C1891. Generally unaltered designs typical of the period. Three two storey plus semi-basement terraced houses, now in flats, red brick with decorative banding. Positive
<table>
<thead>
<tr>
<th>No. 10</th>
<th>No. 11: masonry transoms removed to ground floor.</th>
<th>8-24</th>
<th>(see description in para. 5.4.6) c.1859, generally Positive</th>
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<tr>
<td>slate roofs with decorative ridge tiles. Each has a full height canted bay with slate roof, sliding sash windows with smaller top sashes, top sashes to first floor small paned leaded lights with coloured glazing, masonry window surrounds and transoms to ground and first floors, recessed arched porch and entrance steps. Varied street boundary treatment. No. 10: masonry transoms removed to ground floor. No. 11: brickwork painted white, masonry transoms removed to ground floor.</td>
<td>13-14 C1896. Two terraced houses generally similar to 10-12 but with narrower bays and without masonry window surrounds and transoms. No. 13: concrete tiled roof.</td>
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<td>Positive</td>
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<tr>
<td>Varied street boundary treatment. No. 10: masonry transoms removed to ground floor. No. 11: brickwork painted white, masonry transoms removed to ground floor.</td>
<td>Scratton Road General character: mostly within part of the planned estate, with Class 4 terraced houses facing onto the railway wall. The slightly curved road and mature plane trees add visual interest but its quiet Victorian residential character is reduced by the traffic volume, fragmentation of street boundary treatment and hardstandings. Pavements on the south side are tarmac, those on the north side are a mix of tarmac and aggregate paving slabs. Highway signage and the cycle track at the junctions with Milton Place and the railway bridge opposite, are visually intrusive. Chain link fencing to the railway boundary west of Milton Place is inappropriate but its appearance is mitigated by vegetation on the embankment.</td>
<td>1-7 (see description in para. 5.4.6) c.1859, generally unaltered except for street boundaries and hardstandings. This is the earliest terrace in the street with small paned sliding sash windows. No. 1: rendered brickwork, painted white; altered windows; painted brick wall to street boundary. No. 2: hardstanding in front garden, part of original boundary wall remains but without railings. No. 3: hardstanding in front garden, part of boundary wall and railings and gate restored. No. 4: hardstanding with open frontage to street and no planting. No. 5: altered windows; hardstanding with open frontage to street and no planting. No. 6: rendered brickwork, painted white; hardstanding with open frontage to street and no planting. No. 7: entrance on flank wall, as original. Unpainted pebble dash blends with adjacent stock brick. Hardstanding in front garden screened by reinstated boundary wall and railings and planting.</td>
<td>Positive</td>
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unaltered except for street boundaries and hardstandings. Full width hardstandings without adequate planting have eroded the appearance of the street. Alley adjacent to No.8 enables vehicle access to rear of terrace.

No.8: Hardstanding without significant planting, partly enclosed by brick boundary wall.
No.9: Rendered brickwork, painted cream; hardstanding without significant planting, partly enclosed by brick boundary wall.
No.10: Hardstanding without significant planting, partly enclosed by brick boundary wall.
No.11: Altered windows; hardstanding without significant planting, open to street.
No.12: Altered windows; porch enclosed by glazed door; painted brick wall to street boundary.
No.13: Rendered brickwork, painted cream and red; altered windows; concrete block and brick wall to street boundary.
No.14: Brick wall to street boundary.
No.15: Hardstanding with open frontage to street, and some planting at side boundaries.
No.16: Hardstanding partly enclosed with brick walls and incorporating adequate planting.
No.17: Hardstanding in front garden, part of boundary wall and railings and gate restored.
No.18: Hardstanding in front garden with some planting; part of boundary wall and railings and gate restored.
No.19: Brickwork painted white; hardstanding without significant planting, open to street.
No.20: Building is stepped up from No.19. Hardstanding with some planting at sides, open to street.
No.21: Two storey canted bay with slate roof added c1890 – windows altered to casements. Brickwork painted pale yellow. Hardstanding with some planting at sides, small section of boundary wall to street.
No.22: Hardstanding with some planting at sides, section of boundary wall to street.
No.23: Brickwork painted white. Hardstanding with some planting at sides, small section of boundary wall to street.
No.24: Entrance on flank wall, as original, but enclosed by unsightly porch. Unsightly garage at side infill some of the gap between the terraces. Rendered brickwork, painted cream. Rendered wall to street boundary,
25-32  (see description in para.5.4.6) c1859, generally unaltered except for street boundaries and hardstandings. Full width hardstandings without adequate planting have eroded the appearance of the street.  
No.25: entrance on flank wall, as original, but enclosed by porch. Windows altered to casements. Hardstanding to side and front garden with some planting. Wall and railings restored to front boundary; original railings remain on side boundary with No.24.  
No.26: Windows altered to casements. Hardstanding with some planting; street boundary partly restored with gate, wall and railings.  
No.27: Two storey square bay with flat roof, added c1890 – windows sliding sashes. Brickwork painted white. Hardstanding with no significant planting, small section of street boundary wall and railings restored.  
No.28: Brickwork rendered, painted pale brown. Hardstanding with no significant planting, small section of street boundary wall and railings and gate restored.  
No.29: Hardstanding with hedge at side with No.30; open frontage to street.  
No.30: Hardstanding with hedge at side with No.29; open frontage to street.  
No.31: Two storey canted bay with slate roof added c1890 – sliding sash windows. Rendered brickwork painted white. Hardstanding with some planting at sides, small section of street boundary wall and railings and gate restored.  
No.32: Brickwork painted grey. Wall, railings and gate restored to street frontage; original wall and railings remain on Milton Place boundary.

33 & 34, and 1 Milton Place  C1870, developed piecemeal, a terrace of three small stock brick houses with a hipped slate roof and each with one window range of sliding sash windows. Entrances have simple canopies; the entrance to 1 Milton Place is on the flank wall facing Milton Place. They have a cottage character.

No.34: Brickwork painted white; unsympathetic entrance door.

35  C1920. A two storey house slightly set back from No.34, with slate roof and gable end, unpainted pebble dash, two storey bow topped by gable, leaded light.

| 25-32 | (see description in para.5.4.6) c1859, generally unaltered except for street boundaries and hardstandings. Full width hardstandings without adequate planting have eroded the appearance of the street.  
No.25: entrance on flank wall, as original, but enclosed by porch. Windows altered to casements. Hardstanding to side and front garden with some planting. Wall and railings restored to front boundary; original railings remain on side boundary with No.24.  
No.26: Windows altered to casements. Hardstanding with some planting; street boundary partly restored with gate, wall and railings.  
No.27: Two storey square bay with flat roof, added c1890 – windows sliding sashes. Brickwork painted white. Hardstanding with no significant planting, small section of street boundary wall and railings restored.  
No.28: Brickwork rendered, painted pale brown. Hardstanding with no significant planting, small section of street boundary wall and railings and gate restored.  
No.29: Hardstanding with hedge at side with No.30; open frontage to street.  
No.30: Hardstanding with hedge at side with No.29; open frontage to street.  
No.31: Two storey canted bay with slate roof added c1890 – sliding sash windows. Rendered brickwork painted white. Hardstanding with some planting at sides, small section of street boundary wall and railings and gate restored.  
No.32: Brickwork painted grey. Wall, railings and gate restored to street frontage; original wall and railings remain on Milton Place boundary. | Positive |

| 33 & 34, and 1 Milton Place | C1870, developed piecemeal, a terrace of three small stock brick houses with a hipped slate roof and each with one window range of sliding sash windows. Entrances have simple canopies; the entrance to 1 Milton Place is on the flank wall facing Milton Place. They have a cottage character.  
No.34: Brickwork painted white; unsympathetic entrance door. | Positive |

| 35 | C1920. A two storey house slightly set back from No.34, with slate roof and gable end, unpainted pebble dash, two storey bow topped by gable, leaded light | Neutral |
Wilson Road

General character: within the area of piecemeal development, it has a mixed building frontage which reduces in scale and status towards the railway and gives no strong design unity. Minimal street trees are supplemented by planting in some gardens on the east side, but most buildings are close to the street boundary and have little scope for significant planting. Views southwards are dominated by the tower block Westward House (outside the conservation area) and its open street frontage for parking. Views northwards are closed by vegetation on the railway embankment. Pavements are aggregate concrete slabs.

2-4 C1870. A pair of double fronted two storey houses with hipped slate roof. Stock brick with painted masonry detail, including quoins. Each has a single storey bay on either side of a central entrance with decorated surround. Brickwork between the bays slightly projects. Arched windows to first floor. No.2: Rendered brickwork, painted white with an iron balcony added over the entrance. The original wall and piers to the street boundary remain but without railings. Positive

6 C1870. Broadly similar to 2-4 but with a long return frontage to Cambridge Road and two storey square bays either side of the entrance. The original wall and piers to the street boundary remain, but without railings. The corner position makes the roof prominent. Positive

8-14 C1870. Pairs of two storey mirrored houses of a similar design to 132-142 Cambridge Road. No.8: rough render, painted cream; hardstanding with open frontage to street. No.10: rough render, painted white; widened bay with casement windows; upvs top-hung widows to first floor. No.12: smooth render painted white; widened square bay with good detailing. No.14: unpainted pebble dash; has a long return frontage to Cambridge Road; street name plates ('Wilson Road' on house wall and 'Cambridge Road' on street boundary wall at rear). Positive

5-13 C1891. Terrace of three storey stock brick houses with slate roofs, now in hotel use. Mirrored designs, each with three storey canted bay with slate roof, recessed entrance porch, sliding sash windows. No.5: flank wall painted render – originally attached to similar house, now demolished. Nos.7-13: painted render to ground floors and canvas Positive
| 15-25 | C1900. Terrace of two storey houses with mirrored designs. Red brick, slate roofs – all now concrete tiles, each with two storey gabled bay, recessed entrance with pedimented surround. Sliding sash windows, the upper sashes having small panes. No.15: double fronted with bays either side of entrance; brickwork painted white; hardstanding without planting, open to street boundary. No.17: brickwork painted cream; meter boxes and satellite dishes on frontage are obtrusive; casement / louvre windows; paling fence to street boundary. No.19: hardstanding without planting, open to street boundary. No.21: brickwork painted white; planted and enclosed front garden. No.25: brickwork painted white; hardstanding without planting, open to street boundary. Positive |
| 27 (& 106 Cambridge Road) | C1898. Roughly similar to Nos17-25 but slightly taller and 106 has long return frontage to Cambridge Road with similar bays, gables and other detail to the Wilson Road frontage. Roofs now concrete tiles. No.27: clad in artificial stone; ground floor windows leaded lights in sliding sashes; hardstanding without planting, open to street boundary. Positive |