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1. **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 to review each conservation areas 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 management of the area, including development control and the preparation of enhancement proposals. 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.
2. **Location & Context**

2.1 **Topography and Landscape**

2.1.1 The Eastern Esplanade Conservation Area is situated on low lying ground at the edge of the northern shoreline of the Thames Estuary. The beach and sea defences to the south have been built up to rise several metres above the level of Eastern Esplanade. To the north, the land is relatively flat but gradually slopes upwards. Along the shore to the east, the land was low-lying marsh which was reclaimed for development in the late 19th century. About 500 metres to the west, the land rises up to the eastern end of the London clay ridge which runs parallel to the shoreline. The ridge rises steeply from the foreshore to level off at a height of approximately 30 metres. The topography influenced the location of the early development of South End which was focussed on the relatively flat and accessible shoreline between the clay ridge and the marsh. The conservation area is at the eastern end of this early development.

2.1.2 South End’s early development has now been absorbed within a much larger urban area as the town rapidly expanded as a seaside resort and residential town from the late 19th century onwards. Eastern Esplanade now forms part of the seafront road which runs parallel to the shoreline.

2.2 **Urban Setting**

2.2.1 The Eastern Esplanade Conservation Area consists of a continuous terrace of 23 buildings (32-57 Eastern Esplanade) facing Southend’s seafront road. They are mostly two or three storey buildings in commercial uses towards the west and residential use towards the east. The area is located at the eastern fringe of Southend’s ‘Golden Mile’ of seafront amusements and visitor attractions, and extends from Burdett Road in the west to the former gas board offices in the east. These offices are in a distinctive modern style and have a much greater scale than the adjacent area. Further east and to the north of the area is land, formerly part of the gas works, which is under development for residential and hotel development. To the west of Burdett Road are a variety of buildings in commercial uses with little architectural merit.

2.2.2 Immediately to the south is the broad roadway of Eastern Esplanade beyond which is an area of amenity space and a crazy golf course gently rising to the promenade and sea wall.

2.2.3 All the buildings in the Conservation Area face southwards towards the Thames Estuary. But views at street level are obstructed by the rise in ground level towards the sea wall.

2.2.4 The adjacent area has little architectural interest or townscape value and consequently
only the properties in the existing conservation area have been included in the Appraisal.

2.2.5 Fig. 1 shows the existing Conservation Area boundary. Photographs in Fig. 2 show the setting of the conservation area
Figure 1 Eastern Esplanade Conservation Area: Existing Designations

Based upon the Ordnance Survey mapping with the permission of The Controller of Her Majesty's Stationery Office Crown copyright. Unauthorised reproduction infringes © Crown copyright and may lead to prosecutions or civil proceedings. Southend-On-Sea Borough Council Licence number 1A 079388.
Figure 2  Setting of Conservation Area
3. Planning Framework

3.1 National Policies and Guidance


3.2 Local Planning Policies and Guidance


3.2.2 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. The western part of the Conservation Area and the land to the south falls within the Central Seafront Area, where new tourist facilities and environmental improvements will be promoted (Policy L2 of the Southend-on-Sea Borough Local Plan, 1994).

3.2.3 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)
- Town Centre Action Plan (planned adoption March 2008)
- Seafront Area Action Plan (planned adoption March 2008)
- Criteria-Based Policies and Site Allocations (planned adoption after 2008)
- Supplementary Planning Documents’ will include:
  - Southend-on-Sea Design and Townscape Guide (planned adoption 2006)

3.3 Regeneration

3.3.1 The Seafront Area Action Plan, part of the Local Development Framework, will have implications for the future management of the area. However, it is programmed for adoption in 2008 and does not have immediate relevance to this appraisal.
3.4 Designations

3.4.1 Eastern Esplanade Conservation Area
The conservation area was designated in 1989 and has not been amended since then.

3.4.2 Listed Buildings
40-45 Eastern Esplanade are Grade II Listed Buildings, having been included in the Secretary of State’s list of buildings of special architectural or historic interest, as shown in Fig. 1. List descriptions are in Appendix 1.

3.4.3 Buildings on the Local List
46-57 Eastern Esplanade are included in the Council’s Local List of buildings of local architectural or historic interest and are shown in Fig.1.
4. Summary of Special Interest

4.1 The proposed amended Eastern Esplanade Conservation Area (40-57 Eastern Esplanade) has both historic and architectural special interest.

4.2 Its historic interest derives from its association with South End’s earliest role as a small fishing settlement, before its rapid expansion and development as a major seaside resort from the late 19th century. The terrace is an important survival of local vernacular houses which may have been built for local fishermen.

4.3 Its architectural interest lies in its consistent and unusual style of vernacular architecture and in its detailing. This can be summarised as:
   - Recessed raised porches with some decorative timberwork.
   - Front elevations of either traditional timber weatherboarding or yellow stock brick.
   - Weatherboarded rear elevations to some of the buildings.
   - Sliding sash timber windows with glazing bars.
   - Some original timber panelled doors to the front entrances and side alleys.
   - Decorative detailing to the porches and doorcases.
   - Unusual plan form with oversailing first floors
5. Assessment of Special Interest

5.1 Historic Context

5.1.1 The name ‘Southend’ was first recorded as ‘Stratende’ in 1309. It became ‘Sowthende’ and by the 18th century it had become South End. It was originally a small collection of fishermen’s huts close to the shoreline about 500 metres west of the present conservation area, at the south end of lands belonging to Prittlewell Priory, 2 km to the north. The settlement was within a scattered rural community with farmland extending down to the shoreline. On the gently rising ground about 500 metres to the north of the present conservation area was the moated manor house of South Church Hall, which dates from the 13th century.

5.1.2 The settlement remained very small and there was no significant interest in further development other than farming until around 1700 when it was discovered that the foreshore provided an excellent breeding ground for oysters. It is believed that a fisherman named Outing discarded some young oysters that were too small to sell onto the mudflats. A year later he discovered that the oysters had grown, and subsequently leased a large section of the foreshore for oyster cultivation. Within a few years the whole of the foreshore from Hadleigh to Shoeburyness was being utilised for breeding oysters.

5.1.3 With this discovery and the growth of the London barge trade, the settlement began to expand. In 1767 the first brick buildings in South End were built – a row of fishermen’s cottages at Pleasant Terrace (now demolished).

5.1.4 From the mid 18th century, the settlement also began to develop a new role. Sea bathing for health became increasingly fashionable in England and new resorts were developed around the coast. Local landowners tried to exploit this fashion and attract visitors to South End with new accommodation in lodging houses and small inns and hotels. 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. 3 shows South End in 1777.

5.1.5 In the 1790s a concerted effort to create a more exclusive and fashionable resort was made when Royal Terrace was developed at the top of the clay ridge to the west. It was intended to be the first stage of the development of ‘New South End’. The original settlement along the shoreline became known as ‘Old South End’. But this development failed to attract fashionable clientele and the main area of the resort remained in Old South End which spread along the shoreline facing onto a narrow stretch of common land separating it from the beach. One of the main problems was the difficult access by road and sea and during the early 19th century the resort appears to have mainly catered for local and less fashionable gentry.
5.1.6 From the mid 19th century, however, three factors changed the situation. Increasing wealth and leisure time for the middle classes (compulsory Bank Holidays were introduced in 1871), greatly improved access by rail and boat, and the rise in popularity of excursions and holidays all helped to make Southend an attractive destination, especially for Londoners. The first railway from London was completed in 1856 and the Pier, (originally constructed in wood in 1829-30) was intermittently improved and extended, and eventually rebuilt in 1889. New attractions on the seafront were developed for visitors, along with new hotels and guesthouses. The seafront promenade was laid out and new housing spread over the surrounding area for people attracted to live permanently in the resort. The late 19th century was a boom period of growth and by the early 20th century Southend had become London’s largest seaside resort. Fig. 4 and Fig. 5 show the conservation area in 1872 and 1895.

5.2 Archaeological Interest

5.2.1 There is no known below-ground archaeological interest in the conservation area.

5.3 Development of the Conservation Area

5.3.1 The Eastern Esplanade Conservation Area is in two distinct parts which encompass different phases of Southend’s development.

5.3.2 The earliest is 40-57 Eastern Esplanade, a terrace of early to mid 19th century cottages. They date from the period when Southend functioned as a small scale resort while it continued to have fishing and maritime trade functions. The terrace was built on marginal land at the edge of an area of the marsh which at that time extended eastwards along the sea frontage. The terrace is believed to have been built as fishermen’s cottages a little to the east of the resort and facing onto what was then the beach and shoreline. Although no documentary evidence has been found to back this up, their unusual plan form, simplicity of original internal detail and materials and their external design suggest they were built for a specific purpose or type of user, such as fishermen, rather than speculatively or as part of the resort. They are the only buildings of their type to have survived in Southend and are comparable to the weatherboarded terraces in Leigh, built for fishermen there in the mid to late 19th century. The terrace has, therefore, special interest, being an important survival of local vernacular buildings and probably being linked to Southend’s former fishing industry.

5.3.3 The later part of the conservation area is 32-39 Eastern Esplanade which comprise a group of buildings of varied designs dating from mid to late 19th century through to the interwar years when the resort experienced rapid growth. Originally built for residential use, they have been converted to various ground floor commercial uses and demonstrate no strong design coherence.
Figure 3 Extract from Chapman and Andre Map 1770
5.4 Architecture of Conservation Area

5.4.1 The terrace, 40-57 Eastern Esplanade, shows a style of vernacular architecture that is unique in the Borough. Each property was built as a house with a raised ground floor reached by entrance steps and first floor over. 43-57 are slightly higher and have semi-basements.

5.4.2 40-42 are weatherboarded on timber softwood timber frames. 39 was originally a similar weatherboarded house to end the terrace, but was redeveloped in the 1920s. 43 may originally have been weatherboarded but now has a rendered front elevation. 44-57 were originally faced in yellow stock brick, but some have now been rendered.

5.4.3 All appear to be in mirrored pairs. With the exception of 40 and 41, all have shared, deeply-recessed, open porches and separate flights of Yorkstone steps to entrance doors separated by a simply-boarded door at ground level, opening onto a shared covered access the rear. Walls of the access are weatherboarded. Porches have a simple timber dentilled fascia and end brackets. The first floor brick frontages over the porch are slightly recessed. The entrances to 40 and 41 are also deeply recessed but the first floor above the entrances is also recessed and consequently they have no porch. Each porch is faced with a decorated timber fascia with. Detailing of dentils and brackets, similar to the porches in the rest of the terrace, is over the entrances of 40 and 41.

5.4.4 Although the front elevations are mirrored, on plan the houses alternate at first floor level between one and two window ranges, each alternate house oversailing the whole of the porch to provide an additional first floor room.

5.4.5 Windows to the front elevation were originally eight-pane sliding sashes to the ground and first floors and a pair of small side-hung casement windows to each basement. Sliding external window shutters to 40-42 were removed some years ago. There is no evidence of similar shutters at other properties. Front entrances originally had plain boarded doors which incorporated a high level rectangular light and had simple pillastered doorcases. Doors to the rear access were simply boarded with horizontal boarding above them. Some original doors and most porch detail remain.

5.4.6 The main roof form of 42-57 comprises a shallow-pitched roof with its ridge parallel to the front, and valley roofs extending to the rear to form a continuous range of gable ends to the rear walls, the width of each property comprising one and a half gables. The main roof is stepped between 43 and 44. Shared chimney stacks are at ridge level. The roof structure to 40 and 41 reflects their different plan form and has hips to the front.

5.4.7 The roofs were originally slate, although some are now altered to concrete tiles and artificial slate.
5.4.8 The majority of the terrace remains in residential use although the ground floors 47, 48 and 55 have been converted to shops.

5.4.9 Rear elevations have a mix of additions, alterations and window styles with no consistent appearance. 40-45 are weatherba rded which suggests the possibility of timber framing; the rest of the terrace is a mix of brick and render.

5.4.10 Although the terrace has seen alterations, it still retains its basic design and vernacular appearance. Despite the design differences outlined above, there are sufficient similarities to suggest that the two sections of the terrace date from the same period. And common design features give the terrace a good degree of visual coherence and rhythm with a consistent scale, proportions, use of materials and detailing. It is this unity and its vernacular appearance that gives this section of Eastern Esplanade Conservation Area its special character.

5.4.11 The piecemeal development of the other section of the conservation area, to the west, contrasts with the character of the domestic terrace. This section was built later and is a mixture of styles and scales of building. The architecture of this section can essentially be split into two different styles:

- Two-storey mid to late Victorian styles with pitched slate roofs, hexagonal bays, sash windows with decorative columns and;
- Two and three storey Edwardian red brick buildings with flat parapet roofs, curved bays with casement windows and decorative brick detailing.

5.4.12 All the buildings in this section have been adapted for commercial uses on the ground floor.

5.4.13 Whilst the architecture has some good features, it is unexceptional and does not relate well to the design and coherence of 40-57 Eastern Esplanade, having varied styles and dating from a later period. The commercial uses and poor quality of some shopfronts and fascias relate more to the central seafront area to the west than to the residential terrace to the east.

5.4.14 Fig. 6 shows typical buildings in the conservation area. Comments on each individual building are in section 6, below.
5.5 Townscape

5.5.1 The Conservation Area is confined to a single, south facing terraced street block facing the seafront road. Within the Conservation Area, the townscape is defined by the frontage design of its buildings as described above. Essentially this is one of two contrasts; the eastern domestic terrace (40-57) defined by its small scale, uniform design and its consistent palette of materials and the western end (32-39) defined by the more commercial uses and mixture of building styles, plot widths, building scales and heights and materials.

5.5.2 Small enclosed front gardens of the majority of the terraced houses remain and provide some opportunity for reinforcing the domestic character and improving their appearance through planting and encouraging a more uniform style of boundary enclosure. Loss of some gardens to poorly designed hard surfaces also harm the appearance of the conservation area.

5.5.3 To the rear, an access road to the new housing development on the former gasworks site enables the rear boundary walls of the terrace and parts of their rear elevations to be visible. Newly planted cordoned trees along the back boundary, however, will increasingly screen the rear elevations. The boundary walls and trees give a sense of enclosure to the terrace which needs to be retained. The terrace has relatively long gardens, some with original stock brick boundary walls. Although some contain substantial outbuildings, there is some potential for planting to improve the general appearance from the access road.

5.5.4 The setting of the conservation area also affects its townscape character. Views of the Thames Estuary are hindered by the busy road, crazy golf course, and raised promenade opposite. But views of the conservation area from the sea wall and promenade are important and help retain the historic link between the terrace as originally built and the sea shore. As such, the area to the south of the conservation area is an important part of its setting. Views of the estuary from the upper storeys of the terrace are relatively unhindered.

5.5.5 The location of the conservation area on Southend seafront means that it is in a very exposed position, and has no mature trees or adjacent buildings to provide any sense of enclosure. The wide road fronting the terrace with on-street parking on both sides, and the openness of the promenade conflicts with the domestic scale of 40-57. Its setting is also harmed by the monolithic office block to the east which dominates much of the townscape. There are no items of street furniture or surfacing of any merit. Except for its association with the estuary, in general, the townscape around the conservation area is poor and tends to harm rather than add to its character, but there is potential for improvement.
Figure 6  Buildings
6. Building Description

6.1 The quality of the domestic terrace at the eastern end of the conservation area is generally good. Many of the original features such as timber sliding sash windows, timber doors with high level glazing, open porches with decorative detailing and most of the weatherboarding and yellow brick facing materials, still remain. However, some alterations are unsympathetic to the special character of this terrace. The later commercial development to the west is much altered and its quality is variable.

6.2 Although a few properties are vacant and in need of maintenance, none are buildings at risk.

6.3 The following table gives comments on each property, in the context of the general comments in sections 5.4 and 5.5 above, and assess their value to the area’s character. Values are defined as:

- **Positive**: the building contributes to the area’s character
- **Positive***: it is potentially positive but needs 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 1: Building Descriptions

<table>
<thead>
<tr>
<th>Address</th>
<th>Comments</th>
<th>Value to area’s</th>
</tr>
</thead>
<tbody>
<tr>
<td>Eastern Esplanade</td>
<td></td>
<td></td>
</tr>
<tr>
<td>32-33 (Dreams)</td>
<td>c1870, brick built, now rendered, built as a public two-storey public house. Last used as a bar / club but now unused. Basic design survives with hipped slate roof, single storey side addition, plaster fascia with cornice on square pilasters; windows altered; colour scheme, painted windows, and modern canopies unsympathetic</td>
<td>Negative</td>
</tr>
<tr>
<td>34-35 (Smithy’s)</td>
<td>c1880, built as a pair of two-storey houses, with slate roofs and each with a two-storey bay. Now rendered and in use as a pub; 34 substantially altered with front addition and parapet above the original eaves line; continuous fascia and ground floor frontage in modern style</td>
<td>Neutral</td>
</tr>
<tr>
<td>36</td>
<td>C1880, built as a double fronted house with 2 two-storey bays and central entrance, rendered. Now in</td>
<td>Negative</td>
</tr>
<tr>
<td>Number</td>
<td>Description</td>
<td>Rating</td>
</tr>
<tr>
<td>--------</td>
<td>-------------</td>
<td>--------</td>
</tr>
<tr>
<td>37-38</td>
<td>C1920, 3-storey flats with ground floor shops and a central entrance to the flats over. Built in red brick with a panelled parapet, pilasters, with stone or rendered detail. Two tiled bays to first &amp; second floors, casement windows with fanlights. Added central balcony and French doors to first floor and French doors to enlarged central window opening to second floor, but generally not greatly altered from the original. Design &amp; materials do not relate well to the character of the area.</td>
<td>Neutral</td>
</tr>
<tr>
<td>39</td>
<td>C1920, replaced a similar house to No 40. Two storey cafe and flat over. Built in red brick with a parapet; bay to first floor with casement windows and fanlights. Shopfront decoration is obtrusive – unsympathetic to adjoining weatherboarded house.</td>
<td>Negative</td>
</tr>
<tr>
<td>40</td>
<td>See list description and section 5.4, above. Mid 19th century. Timber framed and weatherboarded 2 storey house. One window range. Set back in centre to doorway with window above. Window openings reduced in height with modern double hung timber sash windows each with single glazing bar. Original entrance door and rear access door. Slate roof. Front garden enclosed by picket fence. Rear boundary fence (not brick wall)</td>
<td>Positive</td>
</tr>
<tr>
<td>41</td>
<td>See list description and section 5.4, above. Mid 19th century. Mirror image to number 40. Two window range. Timber framed and weatherboarded 2 storey house. Set back in centre to doorway with window above. Double hung timber sash windows, 8 panes per sash, and modern wooden shutters. Slate roof. Front garden enclosed by picket fence. Rear boundary fence (not brick wall)</td>
<td>Positive</td>
</tr>
<tr>
<td>42</td>
<td>See list description and section 5.4, above. Mid 19th century. Timber framed and weatherboarded 2 storey house. Two window range. Black-stained weatherboarding contrasts with rest of terrace. Doorway recessed on ground storey, under an open</td>
<td>Positive</td>
</tr>
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porch. Double hung timber sash windows with glazing bars. Slate roof. Front garden enclosed by rendered wall.

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<th>Address</th>
<th>Comments</th>
<th>Value to area’s</th>
</tr>
</thead>
<tbody>
<tr>
<td>44</td>
<td>See list description and section 5.4, above. Mid 19th century house. Two window range. Originally yellow facing brick now painted yellow – contrasts with rest of terrace. 2 storeys plus semi-basement. Doorway recessed on ground storey, under an open porch. Original cast iron rails to entrance steps and side boundary. Double hung timber sash windows with glazing bars. Slate roof. Front garden enclosed by mixed masonry wall (to be rendered?)</td>
<td>Positive</td>
</tr>
<tr>
<td>45</td>
<td>See list description and section 5.4, above. Mid 19th century house. One window range. Originally yellow facing brick now painted. 2 storeys plus semi-basement. Doorway recessed on ground storey, under an open porch. Double hung timber sash windows with glazing bars. Slate roof. Front garden enclosed by rendered wall with thin top panel.</td>
<td>Positive</td>
</tr>
<tr>
<td>46</td>
<td>See section 5.4, above. Mid 19th century house. 2 storeys plus semi-basement. Two window range. Originally yellow facing brick now rendered. Doorway recessed on ground storey, under an open porch. Sash windows now replaced by inappropriate upvc oriel windows to first floor and timber casement to ground floor, all in enlarged openings. Slate roof replaced by concrete tiles. Front garden enclosed by painted brick wall.</td>
<td>Positive*</td>
</tr>
<tr>
<td>47 (Jetty Anglers)</td>
<td>See section 5.4, above. Mid 19th century house, ground storey and part of open porch converted into a shop with flat over. One window range. Shopfront</td>
<td>Positive *</td>
</tr>
<tr>
<td>Building</td>
<td>Description</td>
<td></td>
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<tr>
<td>----------</td>
<td>-------------</td>
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</tr>
<tr>
<td>48 (Mario’s)</td>
<td>Mid 19th century house, ground storey and part of open porch converted into a shop with flat over. Two window range. Side pilasters and fascia scroll to shopfront but in context of terrace the shopfront and fascia are obtrusive. Originally yellow facing brick now rendered. Sash window to first floor now replaced by inappropriate timber casement window in altered openings. Slate roof replaced by concrete tiles. Forecourt used for outdoor eating area. Fire protection plaque on wall above entrance to 49. Large single storey pink brick building abuts rear boundary.</td>
<td></td>
</tr>
<tr>
<td>49</td>
<td>Mid 19th century house. One window range. 2 storeys plus semi-basement. Yellow facing brick. Doorway recessed on ground storey, under an open porch. Sash windows with glazing bars. Slate roof. Front garden boundary – low rendered wall with modern iron railings above.</td>
<td></td>
</tr>
<tr>
<td>51</td>
<td>Mid 19th century house converted into two flats. 2 storeys plus semi-basement. One window range. Originally yellow facing brick now rendered. Fire plaque (‘Royal’) on first floor wall. Doorway recessed on ground storey, under an open porch. First floor timber sliding sash window without glazing bars. Ground floor sash window replaced by upvc sliding sash with ‘glazing bars’. Basement window upvc. Slate roof. Utility</td>
<td></td>
</tr>
<tr>
<td>Address</td>
<td>Comments</td>
<td>Value to area’s</td>
</tr>
<tr>
<td>---------</td>
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</tr>
<tr>
<td>52</td>
<td>See section 5.4, above. Mid 19th century house. 2 storeys plus semi-basement. Two window range. Yellow facing brick. Doorway recessed on ground storey, under an open porch. First and ground floor timber sash windows. Timber casements to basement. Artificial slate roof. Rendered front boundary wall and picket gate.</td>
<td>Positive</td>
</tr>
<tr>
<td>53</td>
<td>See section 5.4, above. Mid 19th century house. 2 storeys plus semi-basement. One window range. Yellow facing brick. Doorway recessed on ground storey, under an open porch. Sash windows replaced by inappropriate timber casement windows. Altered entrance door. Slate roof.</td>
<td>Positive*</td>
</tr>
<tr>
<td>54</td>
<td>See section 5.4, above. Mid 19th century house. 2 storeys plus semi-basement. Yellow facing brick rendered to lower ground floor. Two window range (?). Doorway recessed on ground storey, under an open porch. Galvanized rail to steps. 2 Sash windows replaced by inappropriate Upvc casement windows. One first floor timber sash window remains. Altered entrance door. Slate roof. Unattractive concrete forecourt. Utility meter box to front elevation. Rear boundary wall blockwork.</td>
<td>Positive*</td>
</tr>
<tr>
<td>55</td>
<td>See section 5.4, above. Mid 19th century 2 storey house. One window range (?). Ground floor converted into a commercial unit shop, now in use as flat, with flat over. Unsympathetic shopfront. Original yellow facing brick now rendered. Sash windows with glazing bars to first floor. Slate roof replaced with concrete tiles. Unattractive concrete forecourt. Rear boundary wall blockwork.</td>
<td>Positive*</td>
</tr>
<tr>
<td>56</td>
<td>See section 5.4, above. Mid 19th century house. 2 storeys plus semi-basement. Two window range (?). Originally yellow facing brick now rendered.</td>
<td>Positive*</td>
</tr>
</tbody>
</table>
Doorway recessed on ground storey, under an open porch. Sash windows replaced by inappropriate Upvc casement windows in altered openings. Upvc entrance door. Slate roof replaced with concrete tiles. Unattractive concrete forecourt and utility meter boxes to front elevation. Rear boundary wall blockwork.

57 See section 5.4, above. Mid 19th century house converted into two flats. 2 storeys plus semi-basement. One window range (?). Originally yellow facing brick now rendered. Doorway recessed on ground storey, under an open porch. Upvc sliding sash windows with glazing bars. Upvc casements to basement. Altered entrance door. Slate roof replaced with concrete tiles. Unattractive concrete forecourt and utility meter boxes to front elevation. Low brick wall to front boundary. Rear boundary wall blockwork.

| Positive |

6.4 In summary, the number of buildings affected by the alterations identified above is:

**Domestic Terrace 40-57 Eastern Esplanade (Number of buildings out of a total of 18)**
- With altered windows: 9
- Enclosed / lost porches: 2
- With obtrusive utility boxes: 5
- Shopfronts: 3
- Altered roofing materials: 7
- Loss of facing brickwork to paint: 2
- Loss of facing brickwork to render: 9

**Commercial Terrace 35-39 Eastern Esplanade (6 buildings)**
- Altered windows: 3
- Poor Shopfronts: 5
- Altered roofing materials: 0
- Loss of facing brickwork to render: 3
7. Boundary Proposals

7.1 From the above analysis, it is clear that whilst the terrace of 40–57 Eastern Esplanade has special architectural and historic interest, 35-39 Eastern Esplanade does not. The extensive alterations and the mix of uses and designs of the western commercial terrace disrupts the rhythm of the domestic terrace and devalues the overall quality of the conservation area. It is therefore proposed to amend the conservation area boundary to delete 35-39 Eastern Esplanade. The amended boundary would result in a more coherent and consistent character for the conservation area. The proposed amended boundary is shown in Fig. 7. The management proposals, below, relate only to the amended conservation area.
Figure 7 Amended Conservation Area
8. Management Proposals

8.1 Problems and Pressures

8.1.1 No buildings in the conservation area are ‘buildings at risk’, although repairs, maintenance and enhancement of some properties are necessary, as noted in Section 6, above.

8.1.2 Since designation, the conservation area has experienced a relatively low level of pressure for alterations. It had been for many years within a locality suffering from a poor environment and dereliction from the gasworks site. Its position on the edge of the commercial seafront area made it a marginal area both for commercial activity and for housing.

8.1.3 Alterations which have taken place have mostly been beneficial in either repairing or restoring original features or lessening the visual harm from previous alterations. Some, however, have been carried out which have either been harmful or have failed to take the opportunity for restoration or enhancement. In particular:

- Unsympathetic alterations to windows at some properties have taken place, which were either unauthorised or, in the case of houses, were carried out as permitted development, which does not need planning permission from the Council.
- The varied colour scheme of painted front and rear elevations emphasises the unusual plan form and breaks the visual rhythm of the terrace.
- The two shopfronts in the centre of the terrace also break its the rhythm and are obtrusive.
- Varied treatment of front boundaries also breaks the rhythm of the terrace.

8.1.4 The development of the gasworks site for housing during 2005 has strengthened the conservation area’s attraction as a residential area and there is now evidence of an improved housing market and of consequent work to upgrade properties. This is likely to increase pressure to make external alterations to properties and the need to ensure adequate control, information and advice to owners.

8.1.5 However, location on the edge of the commercial seafront results in some of the seafront activities spilling out into this area, causing some nuisance to residents, particularly at night time. The area’s residential character needs to be strengthened in order to make a clear distinction between this area and the commercial area.

8.1.6 The vacant gas works offices adjacent to the conservation area are over-dominant in the townscape and totally out of character with the conservation area, in terms of scale, massing, design and materials. The opportunity to lessen its visual impact or to achieve a more sensitive redevelopment of the site should be taken as development.
proposals come forward.

8.2 Policy

8.2.1 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.

8.3 Information & Advice

8.3.1 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.

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

8.4 Additional controls

8.4.1 The scope of planning control in the amended area varies from property to property.

8.4.2 Controls to the six listed buildings (40-45 Eastern Esplanade) are generally adequate because listed building consent is necessary for works affecting their character.

8.4.3 Controls at four further buildings in use as flats or in commercial use (47, 48, 51 and 55 Eastern Esplanade) are also generally adequate because the extent of ‘permitted development’ which may be carried out without the Council’s consent is fairly restricted. Most alterations affecting their character, such as window alteration, will require planning permission (but not the painting of brickwork or some boundary alterations).

8.4.4 Controls at the remaining eight buildings in use as single family dwellinghouses are not adequate because a wide range of ‘permitted development’ may be carried out without the need for planning permission from the Council.

8.4.5 The extent of control over minor works is, therefore, not consistent across the conservation area and could further erode the area’s character, as evidenced in the past. It is therefore considered necessary that the Council make an 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 alteration of porches and the formation of hardstandings.
8.5 Individual Buildings

8.5.1 Proposals for alterations and additions to buildings in the conservation area will take account of this appraisal and the consequent management proposals. The reinstatement of original features of each building and the enhancement of the area will be encouraged.

8.6 Monitoring and review

8.6.1 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.

8.7 Enforcement

8.7.1 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.

8.8 Enhancements

8.8.1 Enhancement will be encouraged to reinforce the area’s historic and residential character and make it distinct from the more commercial area to the west. The following measures will be considered:

- street tree planting;
- Improving the landscaping opposite the conservation area on the south side of Eastern Esplanade;
- Improving the landscaping of front gardens;
- improving the design and location of street furniture;
- Co-ordinating the design of front boundary treatment;
- Co-ordinating the decorative treatment of front elevations;
- Reinstating traditional features eg. windows and roofing materials;
- Improving shopfronts or converting them back to residential use;
- Concealing meter boxes from public view.

8.9 Implementation

8.9.1 It is proposed that the Appraisal and its management proposals are referred to the Council’s Conservation Working Party to take forward. The 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.

8.9.2 Financial resources to implement the proposals are likely to be extremely limited. Until March 2006, the repair and reinstatement of traditional windows facing the street have been eligible for Window Grants of up to £500. One property in the conservation area has been grant-aided in this way. However, funding for this grants scheme and other conservation funding is unlikely to be available in 2006/7. Funding from other sources will be required to implement enhancement proposals.

8.9.3 No additional staff resources are likely to be available for implementation. Implementation will therefore require to be prioritised within existing work programmes.
9. 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


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

## APPENDIX 1: Listed Buildings Description

From the ‘List of Buildings of Special Architectural or Historic Interest’, 1974, Department of the Environment.

<table>
<thead>
<tr>
<th>Listed Buildings</th>
<th>Date Listed</th>
<th>Grade</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>40-43 Eastern Esplanade</td>
<td>23.08.74</td>
<td>II</td>
<td>A terrace of early mid C19 houses. Timber framed and weather boarded. No 43 is now faced in plaster. Two storeys. Six window range. Nos 40 and 41 set back in the centre to the doorways and one window range above. The windows are double hung sashes with glazing bars, those to no 42 have louvred shutters. The doorway to no 42 is recessed on the ground storey under an open porch. Roofs slate. Nos 40 to 45 (consec) form a group.</td>
</tr>
<tr>
<td>44 and 45 Eastern Esplanade</td>
<td>23.08.74</td>
<td>II</td>
<td>A pair of early mid C19 yellow brick houses. Two storeys. Three window range, double hung sashes with glazing bars, in plain reveals. The central doorways are recessed on the ground storey under an open porch. Roofs slate. Nos 40 to 45 (consec) form a group.</td>
</tr>
</tbody>
</table>