leigh cliff conservation
area appraisal

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Front cover: Leigh Broadway, looking west from Ashleigh Drive, Leigh. 3 August 1920. Photograph courtesy of Essex Record Office (D/BC 1/4/10/22/51).
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1. INTRODUCTION

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 and Conservation Areas) Act 1990). They were introduced by the Civic Amenities Act of 1967.

Designation of a conservation area extends planning controls over certain types of development, principally the demolition of unlisted buildings and works to trees. Local authorities will also formulate policies in their local plans or local development frameworks to preserve the character of their conservation areas. However, designation does not prevent any change within conservation areas, and they will be subject to many different pressures (good and bad) that will affect their character and appearance.

Government Planning Policy Guidance 15, *Planning and the Historic Environment* (PPG 15), emphasises that the character of Conservation Areas derives not simply from the quality of individual buildings, but also depends on ‘the historic layout of property boundaries and thoroughfares; on a particular “mix” of uses; on characteristic materials; on appropriate scaling and detailing of contemporary buildings; on the quality of advertisements, shop fronts, street furniture and hard and soft surfaces; on vistas along streets and between buildings; and on the extent to which traffic intrudes and limits pedestrian use of space between buildings’ (para. 4.2). Thus it is ordinary buildings, and the spaces between them, which it is important to preserve and enhance if conservation areas are to retain their special character.

Local authorities have a duty to designate conservation areas, to formulate policies for their preservation and enhancement. They are advised 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. Management proposals for the conservation area should be published in conjunction with the character appraisal.

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 and form part of its evidence base
- provide a basis for implementing policies, making informed development control decisions and preparing management proposals for the area.

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

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

Southend-on-Sea Borough Council commissioned Essex County Council to prepare this conservation area appraisal and review in February 2008. The research and fieldwork were carried out in February and March 2009.
2. LOCATION AND CONTEXT

2.1 Topography and Landscape
There were two original centres to the settlement at Leigh-on-Sea, the fishing village by the sea and marsh at the foot of the cliff, and the manorial establishment on the cliff top represented by St. Clement’s church and the manor house at Leigh Hall. In the latter area there were also smaller farms and woodland. This was the situation by the time of Domesday Book (1086) and it remained so until the 19th century. From the middle of that century there were rapid and complex topographical changes as the railway arrived, the road layout was altered and the population expanded. The Leigh Cliff Conservation Area is situated to the south of the now demolished Leigh Hall manor house on land which was fields until the end of the 19th century. From Broadway south there is a slope of variable steepness as the land drops down to the sea, terminating in a cliff consisting of unstable London Clay now occupied by Cliff Gardens. At the foot of the cliff runs the railway.

2.2 Urban Setting
The Conservation Area was built up over a short period of time, the streets being laid out on a regular plan. Broadway is parallel to the cliff and the residential streets are at right angles to it running south to Cliff Parade, with the exception of Queen’s Road which runs east-west. The Conservation Area is now at the western and southern edge of a continuous urban and suburban conurbation which extends east to Chalkwell, Westcliff and Southend.

2.3 Character Statement
The Leigh Cliff Conservation Area has a strong late Victorian architectural quality, all pervasive in the residential side streets, but less well preserved in Broadway which, being a busy shopping high street, presents a contrast with the residential character of the rest of the Conservation Area. The hillside location and sea views are essential elements of the setting of the Conservation Area.
3. PLANNING FRAMEWORK

3.1 National Policies and Guidance


3.2 Local Planning Policies and Guidance

Local policy and guidance is to be found in the Southend-on-Sea Borough Local Plan (1994), and the series of conservation leaflets Conservation: A Residents’ Guide, (2000).

The Southend-on-Sea Local Development Framework (LDF) is under preparation and will gradually supersede the Replacement Structure Plan and the Local Plan. The Core Strategy (adopted December 2007) is a Development Plan Document (DPD) that forms part of the LDF and sets out the objectives and strategy for the Borough’s development and key policies against which planning policies will be assessed. In addition to the Core Strategy the LDF will include a number of other DPDs of particular relevance to the Conservation Area, planned for adoption in the near future. These will include:

- Development Management DPD and Proposals Map
- Seafront Area Action Plan and Proposals Map
- Southend Central Area Action Plan and Proposals Map
- Criteria-Based Policies and Site Allocations.

The LDF will also include Supplementary Planning Documents:

- Design and Townscape Guide SPD, adopted June 2006 (currently under review)
- Planning Obligations Guide SPD

Some saved policies in the Local Plan remain relevant for the time being. These include a comprehensive set of policies to protect and enhance the historic character and townscape of the Borough (Policies C1-C20).

Policy C4 (Conservation Areas) sets out the principles for development in Conservation Areas to ensure it is sympathetic and to a high standard of design as follows:

**POLICY C4 - CONSERVATION AREAS**

All buildings, open spaces, gardens, trees, views from public places and other aspects of the environment which contribute to the character of Conservation Areas will be protected and enhanced. Proposals for demolition and development will normally be permitted only where they would not be detrimental to the local scene and the character of the area. All development affecting Conservation Areas should meet the following requirements:

(i) The position and design of new buildings should respect the general pattern of development of the area, and should preserve or enhance as appropriate its townscape character.
(ii) The mass of extensions and new buildings should be in scale and harmony with the existing and neighbouring buildings and with the area as a whole

(iii) The proportions, detailing and materials of extensions, alterations and new buildings should be appropriate to the area and sympathetic to the existing and neighbouring buildings. All development in Conservation Areas will be expected to comply with the Council’s Design and Townscape Guide.

The Council will prepare enhancement schemes for Conservation Areas as resources permit. To this end, the Borough Council carries out Conservation Area Character Appraisals to clearly assess and define their character, allowing informed planning decisions and identification of what should be preserved and enhanced. Policies C2 and C3 are concerned with the preservation of the character, historic interest and setting of historic buildings. The Borough supplements the statutory List of Buildings of Special Architectural or Historic Interest by a list of buildings of local or historic interest worthy of preservation.

3.3 Designations

Leigh Cliff is currently one of fourteen conservation areas in the Borough of Southend-on-Sea. It was designated in 1981. There are no buildings within the Conservation Area on the statutory List of Buildings of Special Architectural or Historic Interest. The Grand Hotel is included in the Borough’s Local List.

All the Conservation Area, with the exception of Broadway, is covered by an Article
4.2 Direction, which withdraws certain permitted development rights from residents. The direction makes it necessary to apply for planning permission for the following works at dwellinghouses:

- The alteration of any window which fronts a highway.
- The rendering of brickwork of any part of a dwellinghouse which fronts a highway. (Other forms of cladding already need planning permission).
- The installation of hardstandings for vehicles.
4. HISTORIC CONTEXT

4.1 Archaeological Interest

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

- hoard of Roman coins found in cliff fall, 1767.
- Cliff Parade, The Bungalow, a silver finger ring of Theodosius found 1959.
- 19 Ashleigh Drive (just to the north of the Conservation Area), bronze coin of Gratian 367-83.
- Roman pottery and coins from first century AD found in Victoria Road

4.2 First Settlement

Leigh is first recorded in Domesday Book (1086), where it is entered as a manor with the name Legra. Its principal inhabitants are listed as two villeins and two smallholders, and five smallholders ‘above the water who do not hold land’. The latter, an unusual entry, implies that there was already a little port, although unlike some other coastal places there is no mention of a fishery. Domesday also records pasture for 100 sheep. Its importance as a place for trade is attested by references to Godfrey the Merchant resident there in 1206 and to the death of a ‘merchant stranger’ killed there in 1255.

The Domesday entry implies that there were already two parts to the manor, the port by the sea, and the church, manor and small farms at the top of the cliff. By the 16th century Leigh port was becoming a place of some significance as “the principal port between Gravesend and Harwich and … the landing place for merchandise destined for south-east Essex”\(^2\) (Further details on the history and significance of Leigh as a port and fishing village can be found in the Leigh Old Town Conservation Area Appraisal.)

Originally there was only one way out of the fishing village was via a winding road to the church at the top of the hill. The road was built on a gentle gradient to accommodate horses pulling heavy loads. The road became known as Horse Hill and later Leigh Hill. Leigh Hill originally followed a slightly different path but the alignment as we know it today has been in existence for many years and this is in effect how Leigh is represented on the Chapman and André Essex map of 1777, reflecting a situation. The old town is clustered along the High Street; Leigh Hill winds up the cliff from it to the church, from which roads lead east to the manor and north to the London Road.

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\(^1\) The historical summary presented here derives from Bride 1994, upon whom later historians such as Williams (2002) are heavily dependent.

\(^2\) Bride, 1994, p6
Whilst the port flourished in the late Middle Ages and the 16th and 17th centuries, the agricultural part of the parish would have been more static, linked to a different economic cycle. By the end of the 16th century, much of the woodland in the north of the parish had probably been cleared. The manor house is said to have been rebuilt by Richard Lord Rich in 1561. Photographs of it before it was demolished in 1907 show it to have been a substantial building with prominent gables which were a fashionable feature of Tudor architecture. Its loss is to be regretted.

In the 18th century the port silted up and decayed, reducing ‘a once flourished town to a small ruinous village’, as Wesley put it in 1748. There would have been a contrast between the impoverished cottages along the High Street and the more prosperous houses and farms in the higher part of the parish.

### 4.3 Development in Modern Times

The 19th century brought a return of prosperity, in part the result of the changing fortunes of the fishing industry, and in part because of the arrival of the railway. The rector and the lady of the manor initiated improvements to the town and alterations to its layout. The National School on Church Hill was built in 1847. The church was enlarged and a Methodist church built. By the end of the century, Leigh was becoming popular as a resort and the settlement began to expand. The population, 570 in 1801, was 2667 by 1901. Housing grew up along Broadway, originally a lane from the church to the manor.

In 1897, Leigh became an Urban District, only to be absorbed into Southend in 1913. To the north, developers acquired land from farmers affected by the agricultural depression and houses were built on a grid plan. The Grand Hotel was built in 1899, and in 1900 six acres of land were acquired to create Cliff Gardens. The newer parts of the town were exclusively residential with the result that Leigh became a commuter town, serviced by the construction in 1934 of the existing station to the west of the original one. But it has also developed its own flourishing retail centre along Broadway, most of which lies within this Conservation Area.
4.4 Cartographic Evidence

On the 1847 Tithe Map, the Leigh Cliff Conservation Area corresponds to Great Shore Field, a field of about 11 acres belonging to the manor at Leigh Hall (ERO D/CT 217). This field had still escaped any development at the time of the first edition Ordnance Survey map published in 1875.

By the time of the second edition OS map of 1897, the Conservation Area was partially built up, but there were significant gaps, particularly at the eastern end of Broadway, Avenue Road, Queen’s Road and Cliff Parade. These were mostly developed soon after, and the third edition map of 1922 shows the Area pretty much as it is today.
Figure 4: Third edition Ordnance Survey map, 1922
5. ARCHITECTURAL CHARACTER

5.1 Age of buildings
As has been seen, the Conservation Area was completely undeveloped before 1875. Building proceeded rapidly in the 1880s, and the Area was largely developed as it is today by the First World War. Apart from alterations and extensions, subsequent change has been mainly limited to development on infill plots. Only rarely have buildings been demolished and replaced by new ones (as at, for instance, 27 Cliff Parade, or 48-50 Broadway).

5.2 Uses of buildings
The Conservation Area divides into the retail area of Broadway and the residential side streets. Broadway presents the full range of facilities which might be expected in a high street, with both independent shops and multiples, as well as banks and offices, a mixture which gives it life and vitality. In recent years, there has been an increase in cafés and food outlets, especially at its eastern end. In the residential streets, some houses have been divided into flats, a change of use which can lead to issues with their maintenance and appearance.
5.3 Architecture and materials

The residential streets were developed over a short period of time, and as a result the late Victorian and Edwardian houses have a very strongly defined architectural character.

They are mostly semi-detached villas with bay windows, built of yellow-brown stock bricks with reds sometimes used for detailing. They are relatively deep in plan, and have integral rear extensions of the type sometimes referred to as ‘outrigger’, giving the pairs an inverted T-shaped plan. The bays are of variable design, in the older houses with angled or canted sides, usually full height beneath a hipped roof.

Typical pair of semi-detached villas with canted bays beneath hipped roofs
Windows and doorways have stone or composition surrounds, almost invariably painted white, with moulded or decorated lintels, and mullions which are also to a greater or lesser degree decorated, often in the form of columns with foliate capitals. Windows are sliding sashes, generally a single large pane. The top sashes have horns (a projection which reinforces the joint) on their bottom corners. Entrance doorways are set back in lobbies, often round-arched.

Many houses retain their original handsome front doors, panelled and partly glazed. Chimneys are usually on the flank walls, usually one or two stacks per house, with cream-coloured round or square terracotta pots. Roofs are low pitch of natural slate. Boundary walls were typically built of over-fired brick wasters; few survive today, most having been rendered over and painted.

Tiled paths from the gates to the front door were once a feature of the houses, but few survive, though there are a number of newly laid ones in a traditional style which enhance the appearance of the properties concerned.

Later houses reflect the influence of the Arts and Crafts style of architecture. Roofs are much steeper and usually covered with machine made tiles rather than slates. They often have crested ridges and finials. The change in roof pitch leads to an increase in scale, as in the case of 26-28 Queen’s Road. The steeper roofs also enabled the roof void to be used for attic rooms lit by dormer windows. Bays are rectangular, not canted, sometimes with tile hanging, and usually set beneath gables with false half-timbering in them. Windows are side opening casements, with top lights, often filled with stained glass. Balconies in cast iron or timber are to be found on a number of the houses in Cliff Parade, as well as a pair in Seaview Road. Several houses in Queen’s Road have verandahs. One house in Cliff Parade has a belvedere, often a feature of seaside and maritime towns.
Because it is a shopping street, Broadway is much more diverse than the side streets. The houses converted into shops were similar to the ones described above, except that they usually lacked bay windows. Some have shop-fronts projected forward of the main building, a traditional approach to using houses as shops. The purpose built shopping parades are later buildings, reflecting Arts and Crafts or neo-Georgian influence. Nos 93-111 mix canted bays with large Tudor-style windows beneath half-timbered gables. Good red brick and stone dressings are combined to add dignity to a few buildings whose civic character was intended to impress and to enhance the street. These include The Grand, nos 113-115, the NatWest Bank and the Halifax. The gauged brickwork of the NatWest building is outstanding.

Only a very few old shop-fronts survive at all intact, and modern ones and their signage today are almost all out of scale with the buildings to which they are attached.
The late 20th century has not really left its mark on the Conservation Area, except for a few infill houses, and misguided improvements to the housing stock in the form of the replacement of slates with concrete tiles, and the painting and rendering of brickwork.

There has been some loss of traditional sash windows, either replaced by single sheets of glass, or else with uPVC, both equally damaging to the character of the houses concerned.
6. CHARACTER ZONES

The conservation area can be divided into three well defined character zones.

6.1 Broadway - retail high street (Zone 1)

Broadway is the main retail centre of Leigh-on-Sea, the only part of this Conservation Area where there are shops. Broadway was originally residential and many of what are now shops were built as houses. At the east end, and on the north side in particular, purpose built shops have been constructed, leading to a contrast in scale between the two sides of the street, the south side two storey, and the north side often three. Shopfronts are typically unrelated to the first floors, the windows and the fascias being excessively large, the effect worse where this has occurred on a building which was originally a house.

6.2 Urban residential (Zone 2)

This comprises the larger part of the Conservation Area, the four residential streets of Seaview, Victoria, Avenue and Queen’s Roads. They are similar in terms of location, on the slope down to the cliff, scale and style of housing, and regular street layout.
6.3 Cliff Parade (Zone 3)
Although also residential in terms of use, Cliff Parade is different to the roads to the north because of its greater variability of architectural character, its location directly above Cliff Gardens with open sea views, and the impact upon it of the high volume of traffic along the road.
7. TOWNSCAPE

7.1 Views and street scene

The eastern approach to the Conservation Area down Leigham Court Drive is unpromising. There has been rebuilding, the road lacks a sense of enclosure, and the rear of The Grand is scruffy. Broadway itself is a long straight level east-west road, unbroken by green space or gaps apart from the road junctions. To the east there are views down to the bend where The Grand is situated, though the hotel is too far set back from the frontage to be visible. Westward views are enlivened by the tower of St. Clement's church. In this context, the road junctions are important, breaking up the continuous frontages and giving interesting and usually inviting glimpses of other parts of the town. To the north, views are uphill. Where there are trees, as at Oakleigh Park Road, these views are enhanced. To the south where the ground drops away sharply, there are views out to the estuary, effectively shrinking the distance between Broadway and the sea. Traffic is heavy but slow-moving. There are many small independent shops. The pavements are busy and the street has a lively and animated character.

The residential streets present a marked contrast with Broadway. Except for Cliff Parade, they are much quieter, with tightly built-up frontages regularly articulated with neat pairs of villas. The three north-south streets, Seaview, Victoria and Avenue Roads, are built on a steep slope which gives drama to the views both uphill and out to sea. However it is unfortunate that these views are not enhanced by the indifferent quality of the public realm (see below). Queen’s Road is lined with parked cars and terminates to the east in a slope down to a cul-de-sac closed by a pair of fletton brick garages, a depressing end to an attractive street.
The treatment of the ends of the residential streets where the plots of the properties on Broadway and Cliff Parade extend into them can have a significant effect on their appearance. Quite apart from the character of their boundaries, these spaces have usually attracted garages and parking. It is important that such spaces benefit from high quality landscape and design.

7.2 Public realm

Within the Conservation Area, only Broadway has been the subject of a townscape improvement scheme. The pavements here have been resurfaced with small, good quality, concrete slabs and there are tall street lamps of a modern yet traditional design. There are no overhead wires. There is short term parking in parking bays by the side of the road.

Elsewhere in the Conservation Area, the pavements are mostly asphalt, usually with stone kerbs. In view of its largely residential character, this is perhaps not inappropriate, except that most of the pavements are now very patched and in need of renewal.

Road markings are often obtrusive and have an adverse effect on the street scene. Double yellow lines are particularly conspicuous down one side of Seaview, Victoria and Avenue Roads, and on both sides of Cliff Parade. Nowhere have the narrow 5cm lines, permitted in Conservation Areas, been used. The cross-overs at the junctions with Broadway, made of red clay pavers with yellow tactile paving, are rather garish.

7.2.1 Overhead Cables

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

The Conservation Area lacks amenity space and street trees. This is compensated to some degree by the mostly well planted and tended gardens in the residential streets, and the presence of Cliff Gardens along its southern boundary.

7.4  Street Furniture

As so often the case, in Broadway there is excessive signage and clutter, with street furniture and signage that is either unnecessary or redundant, or in poor condition. This is particularly true of the eastern end, where there are poles which no longer have signs on them, and an old bus shelter of a type now superseded by the elegant ones elsewhere in the street and now no longer adjacent to the bus stop. The Keep Left bollards here are also in a poor condition. There is a lack of consistency in the style of the bollards at the junctions on the south side of the road.

7.4.1  Street signs

Much of the Conservation Area still has the attractive tall street-signs that are such a distinctive feature of the Borough. It is important that these should be retained. The old ones require maintenance, not always being vertical and usually in need of decoration.

7.4.2  Streetlights

Apart from Broadway where stylish modern lamps have been installed, the street lights in the Conservation Area are of variable quality and would benefit from improvement. In Avenue Road, there are old cast iron lamp standards, probably dating from the 1920s or 1930s, on which modern luminaires have been installed. Whilst the intention to retain the distinctive old standards is commendable, the modern tops are not in character with them, and the effect is made worse by poor maintenance, the lights often being at an angle and needing of painting. Seaview, Victoria and Avenue have a mixture of these street lights and basic modern metal ones painted black. This lack of uniformity, and the poor maintenance, creates an unsatisfactory effect. Cliff Parade has basic modern tall concrete light standards, very functional and only reinforcing the busy through-road character of the street.

7.4.3  Railings

A protected crossing is situated in Broadway by the junction with Avenue Road. It has the railings typical of Leigh with cross-bracing, rendered unattractive by the addition of metal grills for safety reasons, and in need of painting.
7.4.4  Benches
Two concrete memorial benches are rather curiously located against the side of the rear of the Halifax at the top end of Seaview Road by the junction with Broadway, a rather curious location as it is not a particularly attractive area to sit. In Broadway itself, there is only one bench, also concrete, close to the junction with Avenue Road.

7.4.5  Parking
In most parts of the Conservation Area parking is on the street, typically arranged with double yellow lines down one side so that parking is on the other one and there is space for cars to pass each other. Queens Road, in effect a no-through road, has parking on both sides, reducing the carriageway to one car in width. Cliff Parade has no on-street parking. Parked cars are as a result very much part of the street scene in the side roads. Where they are neatly lined up down one side of the road, their visual impact is controlled and limited. It is much worse where gardens have been concreted over for hard standing, simply because the softening effect of the planting on the general appearance of the street has been lost.
Complete loss of a front garden to block paving for car parking has an adverse effect on the appearance of the street.

Despite the Article 4 Direction, gardens come under greater pressure on those sides of the road where parking is not permitted and in some roads many have been lost. This is most acute in Cliff Parade, where there is no parking on either side of the road and many of the gardens have been paved. The relatively few garages in the Conservation Area are generally unattractive, either because they are utilitarian buildings or because of the extensive hard surfacing round them unrelieved by soft landscaping.
8. AREA ANALYSIS

8.1 Contribution to Character

A map showing an assessment of the contribution of individual buildings to the special character and appearance of the Conservation Area is shown below. Although to some extent this is a subjective judgment, it can be helpful to inform the planning process. Buildings have been graded on a scale of one to five according to the following criteria:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Negative, buildings of no architectural quality detrimental to the character of the area, either by reason of mass, design, materials or siting.</td>
</tr>
<tr>
<td>2</td>
<td>Negative, buildings which would benefit from improvements to their appearance and/or maintenance, or of indifferent design unsuited to the character of the conservation area</td>
</tr>
<tr>
<td>3</td>
<td>Buildings which have a neutral presence in the conservation area, fitting satisfactorily into it</td>
</tr>
<tr>
<td>4</td>
<td>Positive contribution, in harmony with the character of the Conservation Area</td>
</tr>
<tr>
<td>5</td>
<td>Landmark buildings, either by reason of scale and architectural design, or excellence of preservation and maintenance</td>
</tr>
</tbody>
</table>

Unsympathetic alterations or ‘improvements’ can have the effect of moving a building down a grade. Similarly reversal of such alterations could restore its original character and move it up a grade.

Figure 8: Map to indicate the contribution of buildings to the character of the Conservation Area (A larger copy of this map can be found at the back of this appraisal)
8.2 Building Descriptions

Broadway

The west end of Broadway, from Elm Road to West Street, is in the Leigh Conservation Area.

North side

No. 37

Two storey stock brick, occupying corner with West Street, originally a house, uPVC windows, chimney lost. Modern shopfront of poor quality, with inappropriately sized fascia and signage. The use of garish materials to the shopfront and stallriser is inappropriate and unattractive.

Nos 39-47

A row of buildings all in the same style (though 45 and 45a are slightly older being on the 2nd edition OS map), though exhibiting quite a lot of variety mainly because of later alterations. Brickwork mostly painted, though no. 49 is of stock brick, no. 43 is of red brick. Canted bay windows at first floor with half-timbered gables over, except for nos 45-45a which had hipped roofs now covered with concrete tiles. No. 45 has acquired an over-large gabled dormer window. Regrettably, almost all the original sash windows have been lost.

No. 49

‘Jon Sturgeon hairdressers’. It has a remodelled shopfront, the first floor has been rendered and provided with uPVC windows.

No. 51

‘Avalon’s’. Apparently a later infill building, fletton brick, with a large metal window at first floor divided into small panes.

Nos 51a-53a

Late Victorian, originally houses, 53a has a shopfront built out from the corner. Stock brick, but 53a has been painted white. At first floor two light Italianate windows with foliate capitals.
Nos 55-57
Three-storey parade of shops, late 1920s or 1930s, with gables at each end of the main facade. Out of scale with its neighbours, the effect made worse by the cement render on the second floor which looks quite dead in terms of texture and finish. First floor of brick with casement windows with small pane top lights. The ‘First Choice’ shopfront is unattractive.

No. 59
‘Zinc’. Originally a house, well preserved stock brickwork at first floor where there are Italianate two-light windows with foliate capitals and sliding sashes.

Nos 61-71
Four former houses, now shops. The ‘Kodak’ and ‘Costcutters’ stores have poor quality fascias. At first floor, two are rendered with lined out ashlar, the other two apparently re-rendered. They still have timber sashes except for no. 67.

No. 73
‘Nationwide’ building society. a later 1920s building in the mock Tudor style, red brick and half timbered above, nice pair of brick barley-twist chimneys. Something of an oddity in this predominantly Victorian and commercial street, nicely preserved and well presented, but metal windows at first floor, garish fascia and the windows for the bank, although stylish and clean lined, are not really in keeping.
Nos 75-85
A row of two-storey houses, now shops, each with a pair of sash windows to the front, stock bricks, slate roofs. No. 77 is rendered and lined out, now with uPVC windows. Nos 79 and 85 have been painted, no. 79 now with disproportionately small metal replacement windows. No. 83 has had its sashes replaced with timber casements of an unusual and inappropriate design for the Conservation Area.

Nos 87-89
'Sue Ryder' and 'Boots'. Built as a pair of shops, two-and-a-half storey, red brick with stone dressings, steep pitched gables with half timbering. Sue Ryder is locally listed because of its original shopfront, which remains intact and is a precious survival in this street. Boots, in contrast, even by the standards of a multiple, is a disgrace, with an excessively deep fascia and unattractive garish signage.
No. 91
At the corner with Leigh Hall Road, originally a house, white-painted render, later projecting oriel window, half timbering in gable, plain black shop front now rather shabby.

Nos 93-111
Built as a stylish parade of shops between Leigh Hall Road and Oakleigh Park Drive, the properties are two-and-a-half storey, the date 1905 is visible on one of the hoppers. A symmetrical arrangement, bays with wide six-light windows beneath gables, rather Tudor in style, alternating with more Victorian-looking pairs of canted bays beneath dormer windows which were originally gabled but are now flat-roofed. The corner buildings have polygonal turrets at the roof level. Stock brick, stone (possibly sandstone) dressings now painted, slate roofs (the gable of no. 97 now in concrete tiles). Shop fronts variable, Leigh Kebab and Wimpy being particularly garish. No. 109 (‘Vie Tapas Restaurant’) at the corner with Oakleigh Park Drive has been rather aggressively cleaned at the first floor. The shopfront is in marble veneer above artificial stonework with vermiculated rustication. There are at least 9 satellite dishes on these buildings.

Nos. 113-115
Three storey with a parapet roof, civic in character, brick with stone dressings, oriel windows with lead roofs and projecting half round windows, elegant but windows now uPVC and the shopfront at ‘Broadway Same Day Cleaners’ unsympathetic.

Nos 117-121
Traditional shop fronts, with three-light sashes with stucco surrounds in red brickwork, roof with excessively large gabled dormers used to try and make the buildings three storey. Maintenance is a serious issue at the upper floors of no. 117.

Nos 123-127
‘Jasmin Garden’ and ‘Mariners Court’. Traditional three-storey building quite well preserved, but Mariners Court cream painted, with uPVC windows, large flat-roofed dormers, and external seating area. Jasmin Garden has poor quality signage and shop front.
Grand Hotel

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

Visually the Grand does not relate well to Broadway, being set back from the building line on a corner. The space in front of it on the south side is enclosed by the original brick boundary wall with piers with pedimented terracotta copings; its railings have been removed. There are some attractive trees (cedars, holly) but the planting looks haphazard, not planned, whilst the space is treated as a functional car park and covered with blacktop. On the east side, in Leigham Court Drive, the boundary wall has been broken down and replaced with chain link fencing revealing a scruffy garden area, a flat-roofed extension and air conditioning units.

South side

Nos 14-22

Originally two residential terraces, now all one retail unit, the ‘Co-op’. Stock brick slate roofs, rendered and lined out to the front. Nos 20 and 14 still have sashes. A miserable shop front, made more of an eyesore by the great length of the frontage. The profile of the old fascia survives, but it is now infilled with matchboarding. Beneath it are inserted fascias, mostly blank, whilst the shop windows are filled with garish posters.
No. 24
‘Halifax’. This is a distinctive, one-and-a-half storey purpose built as a bank. Approximately square, hand made bricks, stone window surrounds and doorcase, rusticated quoining. The original glazing has been lost and replaced with featureless sheets of plate glass. Ugly rear flat roofed extension probably of the 1950s down Seaview Road, brown brick badly repointed, windows at first floor now uPVC.

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

Nos 26-30
‘HSBC’ bank. A red brick terrace with painted stone window surrounds. Roofs renewed with synthetic slates. Oblique angle to the corner, with a gable over and an entrance door with foliate capitals. An attractive building, but alterations to the ground floor windows and insertion of ATMs for the bank have damaged its character.

Nos 34-42
Originally two pairs of semi-detached houses. Nos 34-38 are of stock brick with red brick detailing. Only nos 34 and 40 still have their sash windows. Shopfronts of variable quality and quite heterogeneous. Some chimneys have been lost. No. 42 is empty the shop being refurbished and remodelled to the rear down Victoria Road; uPVC windows have been newly inserted.
Nos 44-46
Originally a semi-detached pair of houses in stock brick, with canted bays beneath gables with decorative bargeboards. Sashes have been preserved at first floor. Shopfronts imposed on the ground floor. No. 44 has a very fine old shop front with cast iron columns which extends down Victoria Road.

Nos 48-50
Late 20th-century redevelopment (?1980s), with two retail units beneath weatherboarded and jettied gables either side of an arch over a vehicle passageway. Although the intention was good, it does not quite match the Victorian character of the street. The brick is too brown, the arch too wide, giving views of the car park beyond, and the gables too low and weak.

Nos 52 and 52a
Two single storey shops, probably built as shops. Fascias over-large but shop fronts good and attractive.
Nos 54-56
Built as a terrace of houses, stock brick, painted at first floor on the frontage, slate roofs, timber sashes at the first floor, shop fronts imposed on the ground floor. No. 56 ‘Shima’ Indian restaurant would benefit from better maintenance.

No. 58
‘NatWest’ Bank. A handsome three-storey building in a prominent corner position. Handmade red bricks, gauged brickwork used for rusticated voussoirs and quoins, stone plinth, keystones and string courses. Slate roof with very big chimneys. Large round headed windows at ground floor, Georgian sashes above. Carefully designed rear elevation let down by extensive flat-roofed and windowless modern extensions.

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

There is parking on the west side only. Despite this, gardens have been lost on this side of the road. Pavements are of asphalt with stone kerbs. There are the usual overhead wires. There is one modern lamp standard, and one old one with a modern luminaire. The boundaries are mainly brick walls, often rendered and white painted.

At the southern end, on the west side, there is a concrete surfaced footpath through to the north-south footpath which leads down the side of the Carlton Hotel to Sea Reach. An old lamp standard with a modern luminaire on this footpath needs painting and maintenance.

West side
No. 8
A curious detached building presenting a gable to the street, dating from between the wars, originally a workshop, with false timber framing and timber windows at first floor, which aren’t as delicate as the ground floor windows. Concrete tiles. Parking on the pattern impressed concrete in front of it.
Nos 10-12
A somewhat unusual pair with big steeply pitched ‘gothic’ gables to the street, canted bays at ground floor only. Both are now painted white, unfortunately with pink highlighted stonework round windows and doors. Concrete tiles to no. 12.

Nos 14-16
The latest houses in the street, front elevation in red brick rather than stocks with rectangular bays below gables with timber framing.

Nos 18-20
Canted bays rising full height, but very badly treated, in single ownership and reroofed in concrete tiles, the whole pebbledashed and white painted. The detailing of the window surrounds has been lost, as have the hipped roofs over the bays. The sash windows above the front doors have been blocked off. No. 18 has uPVC windows, the more inappropriate because notionally divided into small pane glazing. The garden block paved and used for parking.

Nos 22-24
Full height canted bays, window mullions with foliate capitals. No. 22 white painted, no. 24 still with its stock brickwork intact. No. 22 has lost its chimney. Both have paved gardens used for parking.
Nos 26-28
A rather different pair, originally (to judge from no. 26) with a ground-floor rectangular bay beneath a lean-to roof. But no. 28 has been completely remodelled or rebuilt in the 1930s, rendered and painted, with a full height bow-fronted bay and windows with top lights with stained glass, and a V-shaped window above the front door. Unusually it retains its distinctive boundary wall made of brick wasters.

Nos 30-34
A row of three with red brick facades which present a striking contrast with the white-painted stonework round the windows and doors. Big canted bays beneath flat roofs. The main roofs are steeply pitched with machine made tiles (now concrete on no. 34), and have disproportionately large flat-roofed dormer windows to make the attic space liveable. Nos 32 and 34 have had the entrance lobbies closed off with doors. Only no. 32 still has its original front door. No. 30 has had the ground-floor bay replaced with a garage, a most unfortunate alteration. Only no. 34 still has a front garden, the others being parking bays.

Nos 36-38
A pair of stock brick houses, no. 38 now white painted, with ground-floor bays and round arched doorways, the detailing similar to the houses on the other side of the street. A first-floor balcony has been constructed across both of them above the bays with cast-iron railings and wooden trellis work, an attractive composition. Front gardens intact.
No.38a
A large weatherboarded building to the rear of nos 36-38. Shown on the 1897 map, it may originally have been a stable. It is invisible from the street and almost so from the surrounding footpaths.

East side
Nos 1-11
Three similar semi-detached pairs, canted bays with mullions with moulded capitals, and round-arched doorways with keystones. Only nos 1 and 7 have not been rendered. The cement render on 5 would benefit from painting; the trellis fence is not in character with the street. No. 9 has uPVC windows the worse for having a small pane effect; the entrance lobby has been closed off and the roof has been replaced with concrete tiles.

Nos 11a-15
A pair with big rectangular bays under hipped roofs, quite well preserved though both divided into flats. Tile paths to the front doors.

Nos 17-19
A pair to the same pattern as nos1-11, their stock brickwork is intact. No. 17 is currently empty and has replacement windows with small panes. No. 19 has new iron railings in a traditional style and a mosaic tile front path.
Nos 21-23
No. 23 has a canted bay beneath a hipped roof, now white painted and well presented. Its pair to the north was never built, and the gap next to it has only recently been developed with the construction of no. 21. Although traditional materials have been used, the building is too tall and bulky, having a large dormer window, and the integral full width garage at the ground floor does not fit with the street scene.

Nos 25-27
Canted bays, well preserved stock brickwork and little altered, very similar to nos 22-24 on the other side of the road.

No. 29-29a
No. 29 was built as a detached house with a canted bay, now badly treated, white painted, machine made tiles, enclosed lobby, uPVC windows which do not attempt to replicate the pattern of the original sashes, and block paved garden. No. 29a has recently been built against it, and is less successful than no. 21. It is a plain box with a flat roof, picture windows and a full width integral garage.

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

There are old lamp standards to which modern luminaries have been fitted. Parked cars line the west side, the east is kept clear by double yellow lines. This has put pressure on the front gardens on that side of the road, many of which have been
converted to hard standings. Boundary walls are mostly of brick, sometimes rendered, with planting behind them.

**West side**
The new (and as yet unfinished) extension behind the shop (no. 42) on Broadway will have a significant effect on the character of this end of the street.

**Nos 4-8**
Terrace of three, identical in design to those on the east side, no. 4 and 6 white painted, no. 4 with concrete tiles.
Nos 10-32
Identical pairs of semi-detached villas with rectangular bays, mostly in good condition. No. 10 has concrete tiles, nos 18 and 20 no longer have their original front doors. No. 22 has uPVC windows at the first floor. The exceptions are nos 14-16. Both have had the sash windows replaced with plain sheets of glass at the first floor, whilst no. 14 has had the ground floor bay remodelled as a garage, to the detriment of the appearance of this pair of houses.

East side
Behind no. 44 Broadway there is a small scruffy car park.

No. 3
‘Pricketts of Leigh’, a shop and workshop, an early 20th-century stock brick building refronted between the wars. The shop has arched headed windows, at the first floor there are metal windows. There is parking in front of it. The building respects the residential character of the road and fits into it satisfactorily.

Nos 5-7
Number 5 undergoing refurbishment, new sash windows upstairs which will enhance its appearance in the streetscene. The door in this property has been replaced.

Number 7 has a well planted front garden including a silver birch tree which make a positive contribution to the streetscene. It has a flat-roofed garage to the side.

Both 5 and 7 have concrete tiles.

A double garage, beneath a wide gable and built of keyed fletton brick, represents infill of the gardens between nos 7 and 13. It dates probably from the 1950s. Its functional appearance is unfortunate, though it does at least have timber doors.

Nos 13-15
A semi-detached pair in need of maintenance, especially to the windows. The garden of no. 13 has been given over to block paving. No. 15 has a black and red tiled path.

No. 17
A post-War infill house, with an integral garage with parking in front of it. The
yellowish brick was an attempt to match the local stocks, but in no other way does it contrive to fit into the architectural pattern of the road. Concrete tiles. Metal and glass balcony to the front. Permission was granted in 2008 for the remodelling of this house to match the street (SOS/08/00108/FUL) and work is currently underway.

Between nos 17 and 21, a curious pair of mid 20th-century garages. Low arches, vermiculated cement render, brick detailing, parapet to flat roof. The intention was presumably to create something that looked Tudor in character. It would benefit from timber, rather than metal, doors.

Nos. 21-31
Three similar semi-detached pairs. Nos 21, 25, and both nos 29-31 have lost their gardens to car parking. No. 21 is white painted and has a replacement front door. Nos 27 and 31 have timber replacement windows at the first floor.

The Stables
Originally the stables of number 31 Victoria Road were sited here. The current building is a complete rebuild to the same shape as the original stables. It is set so far back that little of the house can be seen from the street. Instead, there is a generous parking bay which terminates in a blank brick wall. This area would benefit from some soft landscaping.
Nos 33-37
A row of three later, early 20th-century, houses, now all white painted, built in what was the end of the garden of the adjoining house in Cliff Parade. Canted bays beneath gables, now lacking their decoration except for no. 37, balconies to the first floor, concrete tiles. Nos 33-35 have parking in front. No. 37 has ground floor windows replaced in metal, and a patio window at the first floor.

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

There are double yellow lines down the east side of the road; cars are parked down the west side. Gardens have not been lost to car parking. Only on the west side at the south end is there parking on a forecourt in front of a new double garage which belongs to a house in Cliff Parade. Boundaries are normally brick walls, sometimes rendered and painted, with hedges behind them. Nos 30 and 25 have garden walls of vitrified brick, which were once probably a feature of the road. Street lights are the 1930s cast iron standards with modern lamps inserted into them. They are well painted and in good condition, and thus more successful than usual.

West side

Nos 2-8
The oldest houses in the road. No.4 is rendered and has uPVC windows.
Left: 2-8 Avenue Road. Right: 10 Avenue Road
No. 10
Exceptionally, a detached house, but keyed brickwork at the corner indicates that a second house to create a pair was planned but not built. Red brick façade, stock sides, rectangular bay beneath gable with timber framing. Windows now in uPVC. Machine made tiles.

Nos 12 and 12a
A pair of infill houses, not on the 3rd edition map, and hence presumably late 1920s. Facades in red brick at ground floor, pebbledash above, stock brick to sides and rear. Rectangular bays with tile hanging, casement windows with top lights with small panes with stained glass. No. 12 has uPVC windows.

Nos 14-28
All built to a standard pattern as indicated above. Nos 16, 18, 26 and 28 are rendered and white painted. Nos 20 and 24 have been pebbledashed. The pebbledash contains shell which gives it a lively colour and texture. No. 18 has replacement windows in timber at the first floor; no. 24 has uPVC windows.
No. 30
An unusual and attractive bungalow, dating from the 1920s or 1930s, with a bow window to the ground floor above which there is a balcony within the gable which has decorative bargeboards. Rooflights have been inserted in the south roof pitch. Prefabricated garage on south side.

East side
To the rear of Thorp and Son, there is a small tidy car park, and then a lane to parking spaces and some outbuildings to the rear of Broadway. By the standards of this sort of space, it is well kept and free of eyesores, and indeed has visual variety and interest. A single storey stock brick building contributes to the character of the area, but is in a neglected condition.

Nos 1-3
A block of late 20th-century flats, designed to simulate a pair of semi-detached Victorian houses typical of the road. The concept was right, but materials and detailing let it down, as do a prominent dormer window on the front elevation, and a very large flat roofed one on the north elevation.

Nos 5-11
Two uniform semi-detached pairs. Nos 9 and 11 have been pebbledashed and painted.

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

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

**North Side**

**Nos 1-3**

Semi-detached pair with canted bays. No. 1 is painted white. No. 3 now has a flat roof, not a hipped one, over the bay, a front garden paved over, and satellite dish on its flank wall. Both have replacement windows.

**Nos 5-11**

Derwent Cottages, a flat fronted terrace with a continuous glazed lean-to verandah. All have replacement front doors. Only no. 7 has not been painted. Nos 7, 9 and 11 have replacement windows. Particularly inappropriate is the replacement of the double sliding sashes at ground floor with large single panes of glass.

**Nos 13-19**

Greta Bank. Similar to Derwent Cottages, the façades all rendered and painted, also with a continuous verandah, but the fenestration is better preserved and they all have traditional if not original front doors.
Nos 21-23
A semi-detached pair. No. 21 has replacement windows, a glazed front extension and a flat-roofed extension to the side, which combine to erode its original character. No. 23 has windows with marginal glazing, and hides behind high hedges and planting.

Nos 25-27
Plain flat fronted semi-detached pair of houses, gauged brick arches with tuck pointing, no. 27 now has a conservatory added to its front elevation.

No. 31
A bungalow, strangely out of place though well presented, fletton brickwork, stone cladding in gable, uPVC windows.

Nos 33 and 33a
Early 20th-century house now rendered and remodelled and unrecognisable as such, with uPVC windows and tarmac front garden.

Nos 35-41
Two similar semi-detached pairs, each with a single storey bay under a lean-to roof, no. 37 with an attractive verandah. They still have exposed stock brickwork and slate roofs, but no. 35 has an over-large dormer window and no. 41 uPVC at the first floor.
Nos 45-55
A terrace of six houses arranged as three semi-detached pairs, with slightly projecting bays beneath low gables, and lean-to porches. Originally red brick but nos 45-47, and nos 53-55, are rendered. Generally well preserved, but no. 45 has lost its gable, nos 45 and 51 have concrete tiles, and the porch has been removed from nos 53-55.

South Side
Nos 2-12
Three similar semi-detached pairs, originally stock brick with red brick detailing, and flat-roofed rectangular bays with heavy white-painted stone mullions and surrounds. Generally well preserved. Nos 4 and 12 have concrete tiles. Nos 10 and 12 have been painted; the use of pale blue-green rather than white for no. 10 is unfortunate.
Nos 14-16
Semi-detached flat-fronted pair, to which a verandah has been added. No. 16 is painted yellow.

Nos 18-20
Handsome well preserved semi-detached pair with red brick façade, and full height canted bays beneath flat roofs. No. 20 has a new tiled footpath to the front door. Post and chain boundary to front gardens.

A row of 4 flat-roofed garages, occupying an infill site, originally the garden of a house on Cliff Parade. Stock brick, metal doors, fronting a large garage court. Their prominent frontage position, and the concrete surfacing around them, is unfortunate.

Nos 26-28
Later in date, a pair of 1920s semi-detached houses, two-and-a-half storey with a deep plan, which makes them out of scale with the rest of the road. Ground floor red brick, upper floor rough cast render white painted. Polygonal bays with tile hanging under hipped roofs, excessively large dormer windows. Casement windows with stained glass in the top lights.

Nos 30-32
Semi-detached pair, stock brick, rectangular bays under gables with half-timbered decoration.
No 34
Detached house, ground-floor rectangular bay, white rendered.

No. 34a
Not originally a house, possibly a workshop, low gable to the street, white rendered, uPVC windows, and a paved front garden.

Nos 36-38
Stock brick, single storey rectangular bays under a lean-to roof with concrete tiles which continues to form a porch for the front doors. Gables to first-floor windows. Crested ridge tiles.

Nos 40-42
Semi-detached pair, painted rough-cast render, rectangular bays beneath gables. Crested roof tiles. The garden of 40 has been block paved. 42 has a boundary wall of vitrified brick.

Nos 44-46
Semi-detached pair dating from the 1920s/1930s, each with a curved two-storey bay with tile hanging. Different from the rest of the street in style, and also in being set further back from the frontage, the gardens now being used for parking.
Queen's Court
Flats with two three-storey bays, fletton brick and white weatherboard to the projecting bays which have glazing in the top of the gables. Does not match the rest of the street in scale, materials or design.

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

Double yellow lines down both sides of the road have put pressure on the gardens many of which are now used for parking, as the houses were built without garages. The front gardens are mostly large, and the almost total paving over of them which has occurred in some places is to be regretted. Pavements are asphalted, with coarse aggregate rolled into them, and stone kerbs. Where recently renewed on the south side, they are plain black top with concrete kerbs. A higher standard of specification is warranted in this situation, even though just outside the Conservation Area. At their western end where the cliff is steep, Cliff Gardens are little more than scrub, mostly elm. To the east where the slope is gentler, there is greensward with formal paths and shrubs. The gardens are outside the Conservation Area, but make a significant contribution to its setting.
Nos 5-12
Terrace of houses built to the same pattern, with full height canted bays under hipped roofs, and round arched doors with keystones. The bays are now often altered. Nos 8-10 have had balconies with cast iron balustrades constructed across the bays at first floor level. The sashes are mostly intact, but nos 5 and 7 have replacement windows. Nos 7-11 have had the front lobbies enclosed by outer doors.

No. 13
The Bungalow, a double-fronted bungalow with two gables facing the road, built in the 1920s. The roof has crested ridge tiles and finials, but the brickwork has been painted white the window frames altered. The front garden is used for parking.
No 14
Large double-fronted house with full height canted bays beneath gables, roof with crested ridge tiles, but original character eroded by white render, new front door and some replacement windows, and garages inserted into the basement either side of the steps to the front door. This flight of steps is an original feature and shown on the 2nd edition OS map.

No. 15
Nicely restored house in an Arts and Crafts style, with a cross-wing gable, and casement windows with opening top lights. Pretty timber balcony above front door. A modern terrace with good cast iron railings has been built up round the steps to the front door, leaving the rest of the garden area used for parking. This has been carefully designed, with paving in sandstone and tegula or similar, and engineering brick copings to the enclosing walls, although the retention of more of the front boundary wall would have been desirable.

No. 16
A late Victorian house, betrayed by slate roof and stock brick chimney, but remodelled in modern times, with picture windows and white shiplap boarding at the first floor. Very well presented, attractive hedged front garden.

Nos 16a and 16b
Infill development of the 1920s and 1930s, on the site of a former church and the Victoria Hall. Probably built as a large pair of semi-detached houses, but only 16a retains its original appearance, with a bow-fronted bay, now with uPVC windows, though the entrance and balcony above are glazed in. No. 16b has been altered out of recognition with the construction of a huge bay with picture windows and an over-large dormer window.

No. 17-18
A pair of late Victorian houses, with small gables facing the street and balconies, now much altered. No. 17 is white rendered and has concrete tiles. The windows are casements with top lights. No. 18 has been recently clad in cream-painted weatherboard with carefully designed joinery, an interesting and successful approach to remodelling a building of this sort, let down by the less well thought out landscaping to the parking bay in the front garden.

Nos 19 and 19a
No. 19 is an infill house of the 1920s or 1930s set in the gap between 18 and 19a. Its front elevation is occupied by a large rectangular bay beneath a hipped roof, with picture windows at the first floor. No. 19a & 19b comprise a late Victorian house, white rendered with reinstated sash windows and an inset balcony to the roof, although not characteristic of the street, this replaces a previously over-scaled box dormer and is therefore an improvement. The garden wall of no. 19a is neglected and partially demolished.

Nos 20 and 23
Originally two semi-detached pairs, now adapted as single houses. Full height canted bays under hipped roofs, mullions with foliate capitals, dog’s tooth ornament over windows, similar to the houses on the east side of Victoria Road. The conversion has involved substitution of a single for the pair of front doors, the solution for no. 23 rather more in keeping than that for no. 20. Both have been carefully restored and well maintained. No. 23 is enhanced by its front garden, whereas no. 20 only has a parking forecourt.
Nos 24-25
A large semi-detached pair on an infill site, probably first decade of the 20th century, with Arts and Crafts influence, such as red brick at ground floor, pebbledash at first floor, and timber framing in the gables. No. 24 is very well presented; first floor balcony extends across the full frontage over a wooden conservatory, and there is a belvedere. No. 25 is undergoing renovation (near completion) which hopefully will see removal of the large first-floor picture window and reinstatement of one to the original pattern. Unfortunately the chimney stack has been lost.

No. 26
A late Victorian house, very badly treated, raised in height to the rear under a flat roof, large flat-roofed dormer, fully glazed balcony, picture windows, conservatory at ground floor front, and use of uPVC.

Nos 28-31
Two pairs of similar late Victorian semi-detached houses, canted bays beneath hipped roofs, rendered and painted, but generally well preserved apart from replacement windows in nos 28-29, and French windows in the ground-floor bays of nos 30-31. The garden of no. 28 appears to now be largely used for parking.

Nos 32-33
A semi-detached pair, early 20th century, their later date evident from the steeply pitched roof, now in concrete tiles in the case of no. 32. No. 32 has had its windows replaced and the balcony glazed in, the resulting large sheets of glass being out of character with the property. The dormer window is also excessively large. No. 33 also has replacement windows at the ground floor, but the old balcony survives. The glazed gable is not an entirely successful solution to the problem of making use of the attic space.
Nos 34-35
A pair of large double fronted houses, early 20th century. Again steep pitched roofs, but covered in slate. Their main features are full width balconies, different in style, in the case of no. 35 extending to the ground floor as a verandah. No. 35 has replacement windows which unfortunately extend to the cupola at the roof, a distinctive feature in the street scene. The extensive parking at both houses is regrettable.

Nos 36-39
Two similar semi-detached pairs, steep roofs covered with slate with crested tile ridges, canted bays beneath gables linked above the entrance doors by attractive old white painted wooden balconies. Generally well preserved but no. 36 has had picture windows inserted in the bays and in the gable.
9. MANAGEMENT PLAN

9.1 Problems and Pressures

Leigh Cliff is a potentially attractive Conservation Area in fair condition. Over recent years there has been some improvement in the condition of the built fabric including a number of reinstatements of unsympathetic windows. This has been assisted by the Council’s Conservation Window Grant Scheme and this is welcomed.

But there has been a certain amount of erosion of character and it faces a variety of problems and pressures, some of which are fairly universal and some which are specific to it.

They include:

- Commercial pressure and competition in Broadway has led to inappropriate and insensitive shop fronts, often with over-sized and brightly coloured fascias. The decline of traditional window-dressing, and the filling of windows with large garish posters, have also had a detrimental effect on the appearance of shops in general.

- Inappropriate modernisation. uPVC windows are only present in small numbers, but wholesale replacement of slate roofs with concrete tiles has occurred in some areas. Original front doors which were of a high quality have sometimes been replaced, and the entrance lobbies filled in appropriately.

- Painted and rendered brickwork completely changes the street scene when more than one or two houses are affected. White elevations may be in character with sea-front locations like Cliff Parade, but are not so
sympathetic in the residential roads where the warmth of the old stock bricks are important for their character.

- Parking space is limited in the residential roads, and has led to front gardens being paved over. The most dramatic and damaging instances are where ground-floor bays have been converted to garages.

- Some properties have come under pressure from attempts to maximise the benefit of a sea view. In Cliff Parade the balconies are sympathetic, but glazing of them is not, and nor are the picture windows which have been inserted in some properties. To the rear of the houses on the south side of Queens Road, there are a number of terraces built over flat-roofed extensions with little regard to good design or the problems of overlooking.

- Most of the houses in the residential part of the Conservation Area have been extended to the rear, in various ways and often in several stages. Although usually not visible from the roads, such extensions ought to take more regard of the principles of good design than has often been the case.

- Poor maintenance is sometimes a problem in the Conservation Area, and can create an impression that extends beyond the properties involved. This includes not just buildings, but gardens too which have a crucial role in the appearance of the residential streets.
The high volume of traffic, including heavy vehicles, has caused cracks to form in the road along Cliff Parade, possibly a sign that the road is not strong enough to support the weight of the traffic using it.

9.2 Policy

Most of the existing conservation policies and guidance in the Borough Local Plan and the emerging Local Development Framework, together with the Article 4 Direction (section 3.3 above), should be adequate to provide the basis for development control, when planning permission is necessary. They are supported by government guidance in PPG15: Planning and the Historic Environment. The Article 4 Direction does not, however, specifically refer to the painting (as opposed to the rendering) of brickwork.

9.3 Information and advice

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 the completion of each Conservation Area character appraisal and will subsequently be distributed to each property. We suggest that these should be sent out periodically to all residents to accommodate changes in ownership. Advice on the design of proposed development in the Conservation Area continues to be available on request.

9.4 Additional controls, implementation and monitoring

Except for Broadway where commercial premises do not enjoy permitted development rights, the Conservation Area is covered by an Article 4(2) Direction, which withdraws permitted development rights as outlined in section 3.3 Designations. This direction, as currently worded, does not prevent the painting (as opposed to the rendering) of brickwork, the replacement of front doors, nor does it prevent the demolition of boundary walls to front gardens or the demolition of chimneys. It should be revised to cover these matters and also the installation of photovoltaic cells, solar water heating and turbines. There is little scope for additional planning controls, and the success of planning policies is thus down to implementation and monitoring. Proposals for alterations and additions to buildings in the Conservation Area will take account of the Council’s policies for conservation areas and also of this appraisal. The reinstatement of the original features of each building and the enhancement of the Area should be encouraged. The Borough operates a limited discretionary grant scheme for repairs to, or reinstatement of, windows. Monitoring the Conservation Area is necessary to check on its general condition and maintenance, and to ensure unauthorised development has not take place. It is proposed that a programme of regular monitoring should be developed, combined with photographic surveys, to provide an early warning of management issues.

Active use of existing council policies will be important to ensure that the appropriate controls for conservation areas are applied and enforced. However enforcement of planning controls, should unauthorised development take place, is necessary to secure appropriate restoration or change. This should continue to be carried out as necessary.

It is also recommended that the temporary weight restriction along Cliff Parade be made permanent to protect it from further damage from heavy vehicles.
9.5 Local listing

Southend Borough maintains a list of buildings of local or historic interest worthy of preservation. To be meaningful, this should be backed up by an explicit policy statement in the Local Development Framework that ensures that local listing is a material consideration in determining planning applications. At present there are only two buildings in this Conservation Area which are on the local list, the Grand Hotel and the original shopfront at 87 Broadway. In Broadway there are a number of other buildings which could be considered for local listing, whether because of their imposing character or architectural quality: no. 24 (Halifax), the original shopfront at no. 44, no. 58 (NatWest Bank), no. 73 (Nationwide), nos 93-111, and nos 113-115.

9.6 Boundary Proposals

The Conservation Area boundaries have been carefully drawn to include the better preserved late Victorian streets and better frontages in Broadway. One recommendation is made: the boundary should be extended to include nos 90-104 on the south side of Broadway opposite the Grand. This parade of shops is in a key position opposite the Grand and crucial to its setting. It is also prominent in long views to the east down Broadway. The shopfronts are of variable quality, but the first-floor elevations are generally good and of some interest. Nos 104-110 are Art Deco; 100-102 are of good red brick with stone dressings; and 96-98 are of faience or glazed terracotta.
9.7 Enhancements

A number of proposals for enhancements in the Leigh Cliff Conservation Area are outlined below.

9.7.1 Public Realm

The patched roads and pavements of the residential streets would all benefit from resurfacing. Consideration could be given to a better material for the pavements such as a good concrete slab or bound gravel. The standard wide double yellow lines, so conspicuous in the residential roads, should be replaced with the narrow 50mm ones permitted in conservation areas.

Street furniture in general needs repainting. This is true, for instance, of the railings at the protected crossing in Broadway, but better still would be to replace them with ones of superior design. The Keep Left bollards in Broadway could also be replaced with ones of more sympathetic design. A survey could be carried out in Broadway to identify detailed improvements, and redundant street furniture and clutter that could be eliminated. This would include the poles that no longer have signs attached to them, and the old bus shelter which is now detached from the bus stop.

Consideration should be given to whether additional controls on traffic flow along Cliff Parade would prevent further cracking of the road. Any additional signage should be carefully considered to prevent a similar eventuality to that on Broadway.
Street lighting in the residential streets should be of consistent and good design, rather than the mixture of standards that exist today. At the edge of Cliff Gardens, there is a street lamp with a cast iron standard on which a Victorian style lantern has been mounted. This is much more successful than using the utilitarian lanterns that have been used elsewhere in the Conservation Area, and should be more widely imitated.

Overhead wires are a ubiquitous in the Conservation Area, so much so that they are part of its character. However any opportunity to run them underground should be taken.

9.7.2 Shop-fronts

Many shop-fronts in the retail area have scope for improvement. When applications are made for changes, it is important that good design principles are followed. The key points to consider are as follows:

- Shop-fronts should relate to the architecture and age of the buildings they inhabit so that the ground floor does not become disjointed from the floors above.
- Large plate glass windows are rarely appropriate and should usually be sub-divided with mullions, and raised in height with a stall-riser of adequate height.
- Deep fascia boards are rarely appropriate: their depth should be minimised, and they should remain in line with neighbouring signs, if those are good.
- Lettering should be roman and designed for signage, not simply enlarged typographical fonts.
- Plastic signage is not appropriate in the Conservation Area. Signs should be timber, with a frame around them and lettering should preferably be hand-painted. Paints used should usually be low-sheen to avoid an unnecessary plastic appearance.
- Internally illuminated signs are not appropriate. If lighting is deemed necessary it should be discreet, well designed and external.

9.7.3 Green Spaces, Trees and Planting

The Conservation Area lacks trees except in private gardens. The appearance of Broadway and Cliff Parade would be enhanced by some tree planting. In Cliff Parade in particular, trees would mitigate the impact of the traffic on the road, and complement Cliff Gardens on its south side.

9.7.4 Infill Sites

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

9.8 Key Characteristics to Inform New Development

The villas of the residential streets have a very strong and well defined architectural character. New build, however undemonstrative, which does not respect this character will look out of place. Such new development as there has been illustrates this point well: despite good intentions, materials and detailing have failed to be of the quality required to sit happily with the neighbouring properties. In addition, big attic rooms with big dormer windows have been out of scale with
the surrounding houses which are all two storey. In Broadway, in contrast, taller buildings, if carefully handled, could add to sense of enclosure in what is a wide street and enhance its architectural quality.

The palette of materials and details typical of the Conservation Area have been described in section 5.3 above, and reference should be made to these in any new work contemplated. Walls should generally be of brick. The old yellow-brown stock bricks are difficult to match today, but with careful specification it can be done. Joinery should be of timber, and windows, if not sashes, should replicate the proportions of the old sashes. The existing building lines should be respected, and in the residential areas provision made for the small front gardens which contribute so much to the street scene. Boundary treatments are typically low walls, but these look much better when there is planting growing over them.

9.9 Consultation and adoption

Before it can be adopted by the Borough Council, this draft appraisal and its management proposals will be referred to the Council’s Conservation Working Party and will be subject to public consultation, including a public meeting as required under section 71 of the Planning (Listed Buildings and Conservation Areas) Act, 1990. Resources will be an obstacle to the full implementation of the management proposals and funding will need to be identified to take them forward.
10. BIBLIOGRAPHY


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