the leas conservation area appraisal
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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 2008.
2. LOCATION AND CONTEXT

2.1 Topography and Landscape

The Leas Conservation Area is situated on the edge of the northern shore of the Thames estuary. It is located in an elevated position on low cliffs, about 30m at their highest, at the eastern end of a ridge of London Clay running parallel to the shoreline. The land continues to climb north away from the cliff edge, steeply at times. The Conservation Area overlooks the promenade, the Western Esplanade and the unvegetated foreshore which consists of beach with timber groynes. Expansive views to the south are dominated by the sea and sky, with distant views across to the south shore of the estuary.

The heavy clay soil in the area was suitable for brick making, and the western end of the Conservation Area was used as a brick works at the end of the 19th century by the Thames Brick and Tile Works. These works are clearly marked on the second edition Ordnance Survey map of 1897. There is no sign of the works in the first edition map of 1875, or the third edition map of 1922. The short term existence of these works suggests that these brickworks may have supplied many of the bricks for the original houses built in the Conservation Area and ceased to exist once the majority of development was completed.

The steepness and relative difficulty of the topography in comparison to the flatter shoreline further to the east is a likely reason for the relatively late development of this suburb. Development of the area was encouraged by the opening of the London, Tilbury and Southend Railway’s station at Westcliff in 1895 facilitating access to the area for residents and visitors directly from Fenchurch Street.

2.2 Urban Setting

The Leas Conservation Area is located west of the early developed area of South End, which was located on low-lying land to the east of the ridge of London Clay. It comprises mostly residential properties facing the seafront, many in multiple occupancy. The area has a largely suburban character, particularly to the west, which is almost exclusively residential. To the east the small parade of restaurants on Shorefield Road and Rossi’s Ice Cream stall help retain an element of the holiday atmosphere that was once the character of the area.

The Conservation Area consists mainly of terraced and semi-detached red brick villas built between 1895 and 1910. Those facing the sea are largely built at an angle to the road and shoreline so that they face south by south-west with excellent views towards the sea. This gives the houses an air of exuberance and individuality that would be lacking in developments that face the road or sea squarely. The loss of some distinctive earlier buildings such as Palmeira Towers and the Overcliff Hotel has enabled the construction of later buildings with mixed success. The tower blocks on the site of the Overcliff hotel are damaging to the character of the area in their scale, bleak design and inappropriate construction materials, but the new flats along Palmeira Avenue called Homecove House are more successful in choice of materials, variation of projection to the facades, and

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1 Ryan, P. p 146
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scale of the volumes.

Between the Conservation Area and the coastline is first a strip of grassland and planting beside the broad, and heavily trafficked, esplanade and then a promenade running along the south side of the road beside the seafront. The Area has lost many of the trees that were originally planted along the streets, including on both sides of The Leas to the north of Western Esplanade, which would have given the area a more suburban feel. Instead the streets are lined with parked cars, which obscure views of the sea and disguise the quality of the design of many of the buildings.
3. PLANNING FRAMEWORK

3.1 National Policies and Guidance


3.2 Local Planning Policies and Guidance


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:

- Planning Obligations and Vehicle Parking Standards – Guide for Developers
- Town Centre Area Action Plan
- Seafront Area Action Plan
- Criteria-Based Policies and Site Allocations.

The LDF will also include Supplementary Planning Documents, of which the refresh of the Southend-on-Sea Design and Townscape Guide, adopted November 2009, is of particular relevance.

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). In particular, 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. 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 local list of buildings of local or historic interest. Inclusion in this list is a material consideration in determining planning applications.
3.3 Regeneration

The Seafront Area Action Plan, part of the LDF, will have implications for the future management of the area. It will contain policies and site specific proposals aimed at strengthening the role of Southend’s Seafront area as a successful leisure and tourist attraction, and as a place to live.

The Leas Conservation Area falls within Character Zones 4 and 5 of the Seafront Area Action Plan. It is programmed for adoption in November 2011 and does not have immediate relevance to this appraisal as it currently going through a public consultation stage and is not yet publicly available.

3.4 Designations

The Leas is one of 14 Conservation Areas in the Borough of Southend-on-Sea, and is one of four seafront Conservation Areas. It was first designated in 1981 and later extended.

There are no buildings within the Conservation Area on the statutory List of Buildings of Special Architectural or Historic Interest. However two buildings are included on the Borough’s Local List: Palmeira Mansions (including 1-9 Shorefield Road) and Argyll House.

No trees within the Conservation Area are protected by Tree Preservation Orders. However trees within the Conservation Area enjoy protection inasmuch as anyone carrying out works to a tree in a Conservation Area must give written notification to the local planning department at least six weeks beforehand.

THE LEAS CONSERVATION AREA, SOUTHEND-ON-SEA

Designation Map

- Conservation Area boundary
- Locally Listed building
- Site of Special Scientific Interest

Fig. 1: The Leas Conservation Area. Designation Map
4. SUMMARY OF SPECIAL INTEREST

4.1 Character of townscape

The townscape has a suburban seaside character. The streets are of generous width and the open aspect to the sea gives it a leisurely and spacious feel. The sloping nature of the Area facilitates good views of the sea from most places within it. To the east the aspect is relatively lively, with its views of the pier and nearby seaside attractions, its restaurants and ice-cream stand. Further west the area becomes more quietly suburban, and the green spaces between the Conservation Area and the sea create a feeling of separation from the coast.

4.2 Character and Interrelationship of spaces

There are few green spaces within the Conservation Area but the elongated nature of the Area and proximity to the sea give a feeling of openness. The green space is primarily made up of sloping areas in front of Argyll House, Clifton Drive and a narrow strip of grass and hedge along the full length of The Leas. The green spaces that exist are important and should be protected, including the small front and rear gardens.

There is little formal planting apart from that surrounding the Sun-Shelter. Long views within the Area are very important to its character and should be protected.
4.3 Character of buildings

Most buildings are early 20th century private houses. Predominant features include:

Red brick construction with red machine-made plain-tile roofs or natural slates

Decorative Features

Including terracotta panels, stained glass, decorative tiled front paths, partial rendering, mouldings and hanging tiles.

White painted features

Including decorative small-paned windows, verandas and balconies
Steps leading up to double or wide front doors with decorative glazed panels

Brick waster garden walls with red brick or white rendered pillars

Small pretty front gardens
Lively quirky feel to designs
5. ASSESSMENT OF SPECIAL INTEREST

5.1 Historic Context

5.1.1 First Settlement

Southend was first recorded as ‘Stratende’ in 1309. It became ‘Sowthende’ and by the 18th century was known as South End. Originally it consisted of a small collection of fishermen’s huts close to the shoreline of land belonging to Prittlewell Priory. The settlement was within a scattered rural community with farmland extending to the shoreline. The settlement remained very small until around 1700, when it was discovered that the foreshore provided an excellent breeding ground for oysters. Within a few years the whole foreshore from Hadleigh to Shoeburyness was being used for breeding oysters. With this 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 Row (now demolished).

From the mid 18th century local landowners tried to exploit the new fashion for sea-bathing and attract visitors to South End, with new accommodation in lodging houses, small inns and hotels. Initially, the resort catered mostly for local gentry, but by the 1790s it was attracting people from London via new stagecoach services. Demand for accommodation appears to have exceeded supply and this may have been a factor in encouraging the development of New South End. In the 1790s a concerted effort was made to attract more exclusive and fashionable visitors when Royal Terrace, originally the ‘Grand or Capital Terrace’ was developed to the west, part of a larger scheme, which included the High Street and Grove Terrace. It was intended to be the first stage of the development of ‘New South End’ and the original settlement along the shoreline became known as ‘Old South End’ or ‘The Lower Town’. The new 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 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.

From the mid 19th century three factors changed the situation. The increasing wealth and leisure time of the middle classes (compulsory Bank Holidays were introduced in 1871), and greatly improved access by rail and boat, all helped make Southend an attractive destination, especially for Londoners. The first railway from London was completed in 1856 and the Pier (1830) was intermittently improved, extended to a mile and a quarter in 1846, 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.

By the early 20th century Southend had become London’s largest seaside resort. In the 1930s it was estimated that Southend had 5.5 million visitors per year.

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2 England’s Seaside Resorts p 56. Quoted from Shaw and Williams (Eds), 1997, p 29, The Rise and Fall of British Coastal Resorts: Cultural and Economic Perspectives, London: Mansell
In 2006 Southend-on-Sea was named as the best place to retire to, based on factors such as absence of hills, bus services, the level of council tax, the cost of houses and the availability of NHS services.

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1 England’s Seaside Reports, p. 183, Quoted from The Great Retirement Guide, Yours, 29th March – 5th April 2006, p. 97-100
5.1.2 Cartographic Evidence

The streets around the Leas Conservation Area first appeared when the second railway line to Southend was opened in 1889. This triggered a period of rapid development, and most original buildings within the present Conservation Area were constructed between 1900 and 1922.

Fig. 2: Ordnance Survey map details of the Conservation Area.
From top to bottom: 1875, 1897, 1922, 1939
5.2 Archaeological Interest

There are no known archaeological sites within the Conservation Area according to the information contained in the Essex County Historic Environment Record.

5.3 Development of the Conservation Area

Development in the location that is now The Leas Conservation Area did not really begin until after 1895 when Westcliff-on-Sea station was opened by the London Tilbury and Southend Railway. The Ordnance Survey 2nd edition map of 1897 shows only the railway station, Station Road, Manor Road, Clifton Drive and Seaforth Road. In the western part of the Conservation Area development had not yet begun and the brickworks was still in existence surrounded by a modest network of tramlines and a track leading towards Crowstone Cottages, located north of the Conservation Area, near the railway station.

The orientation of the houses along the seafront is distinctive, as they do not face the road squarely but instead are built at an angle to the sea, facing roughly south by south-west. It appears that the streets follow the hedge lines of the fields shown in the first two Ordnance Survey maps and it is possible that this dictated the line of construction. Certainly some of the old postcards of the area depict some venerable trees that are considerably older than the houses.

The building line was set at the time of the initial development of the Area at 25 feet from the plot boundary, as can be seen by the location plans provided with many of the original planning applications (ERO).

From the opening of the second railway line the area extending from Palmeira Avenue to the west end of The Leas experienced a rapid period of development between 1900 and the 1920s, transforming it from a rural backwater to a smart suburban area featuring substantial homes and elegant hotels including the Overcliff Hotel and the Palmeira Towers Hotel, both now demolished.

5.4 Architecture of the Conservation Area

5.4.1 Age of buildings

The original buildings that made up the Conservation Area were largely built between 1895 and 1910, with the earliest phases concentrated to Clifton Drive, Manor Road and Seaforth Road, the streets closest to Westcliff railway station. The development subsequently spread along as parcels of land were auctioned off to developers and sold into private ownership.

Argyll House was built in 1937. It was designed by Howis and Belcham and is in a completely different architectural style from the original buildings in the Conservation Area. It is built in the curvy modernist Art Deco aesthetic featuring the long horizontal lines in white rendered concrete with the numerous balconies, flat roof and generous fenestration that are typical of the period. It is described in the 2007 edition of Pevsner’s Buildings of England as “A large block of flats with streamlined balconies and curved corner windows”.

Later developments were largely as a result of the reduction, throughout the century, of tourism to the area which resulted in many of the buildings which had
been used as hotels becoming redundant, including Palmeira Towers and the Overcliff Hotel. The sites of these grand hotels are now occupied by blocks of flats, built in the later part of the 20th century, including Homecove House, Crowstone Court, the Overcliff tower block apartment buildings and Stangate Flats.

5.4.2 Materials and Details

Most of the earliest buildings in the Conservation Area were built in red brick with red plain machine made tiled roofs, with most of the joinery and other details painted white, as well as some rendered and partially rendered properties. Hanging tiles are commonly used as a decorative feature, often in small areas. Many houses combine different materials as a decorative feature.

The original designs for the houses tended to feature modest balconies, extensive stained glass fenestration and asymmetric facades, often including a tower on one side and bay windows or a balcony on the other. The designs feature many intricate details, often in terracotta or stucco. This tends to be concentrated on bands between different floors, on pediments and around doors and windows. The asymmetry of the designs owes a debt to the contemporary Arts and Crafts movement, as do the intricate decoration, carving and stained glass, although the fussiness belies an adherence to more established Victorian tastes, as might be expected from the comfortable, established people at which these developments appear to have been aimed. Ken Crowe in *Southend-on-Sea Past and Present* writes:

"The local authority was determined to exclude what they termed the 'lower class of excursionists' from the western part of the borough, and particularly to retain the newly built Western Esplanade for the healthy constitutional and the 'better class' of visitor. Thus it was that the pier marked the division
between the eastern and western parts of the seafront.’

Within the gardens there are several surviving intricately tiled front paths leading to front doors, which are a characterful feature of areas of this period.

In contrast to the pretty intricate details on the houses, boundary walls to gardens are typically rustic, built in a ‘grotto’ style of large pieces of fused misshapen bricks, the rejected waste from the brick-making process. These were arranged unevenly to simulate dry stone walling. Old postcards suggest that this boundary treatment may have been deliberate to emphasise the rural atmosphere of the suburb. Extensive tree planting on both sides of most streets and wide thoroughfares with generous pavements also help to give the area a relaxed ‘countrified’ feel. Many old trees and some hedges from the fields over which the houses were built were incorporated into the new suburb, as can be seen from the old postcard of Palmeira Gardens below.

Over time the primary materials that form the character of the Area have become less prominent as other materials have been introduced. The most obvious of these is yellow stock bricks, which originally seem to have been confined to only one or two buildings. With modern developments, including the ‘Overcliff’ tower blocks and ‘Crowstone Court’ they have become far more commonly seen and are now so widespread that the visual impact of mostly red brick buildings has been diluted to the detriment of the character of the Area.

5.4.3 Street descriptions and character

Shorefield Road (nos 1-9)

Numbers 1 – 9 Shorefield Road are, in effect, the basement part of Palmeira Mansions. They were originally built as coach houses serving Palmeira Mansions and, having been derelict and saved from demolition, they now consist of a row of arched shop fronts facing the sea occupied by restaurants. The rather brash signage for the restaurants is inappropriate for a locally listed building, although the seaside location means that it does not seem unduly out of place.
Between each unit is a brick-built dividing wall, which extends above the ground floor to provide punctuation to the balcony on the first floor. Above the shop fronts is a series of low white painted balustrades, which form the balcony boundary to the sea-facing elevation of Palmeira Mansions above. The white detail, decoration and balcony are all very typical features of this Conservation Area.


**Palmeira Avenue**

Palmeira Avenue and Palmeira Mansions were both built by James Edmondson and Sons, as was the Palmeira Towers Hotel. The houses on Palmeira Avenue (ERO reference D/BC 1/4/12/2055) consist of a row of substantial terraced houses with accommodation on the ground and first floors with additional living space in the roof lit by very substantial dormer windows topped with a grand pediment. Each house was also provided with a basement, accessed by side steps to a door to the side of, and below, the front door. Each house had a small front garden behind a rustic grotto style garden wall. The rough stonework of the garden walls make a welcome contrast to the prettiness of the houses, and the gardens soften a streetscape that, even originally, lacked the benefit of tree-planting.

![Image of Palmeira Avenue](image1)

The design of each house is asymmetrical with large bay windows to one side and a pair of windows set at an angle to one another to create a triangular plan on the other. The design is repeated all the way along the street and lends the buildings an air of liveliness and exuberance that is appropriate to its seaside location. The houses have a balcony on the first floor and in front of the dormer windows in the roof. A substantial amount of white painted joinery contrasts attractively with the red brick, red hanging tiles and red roof tiles.

Only numbers 1 – 19 Palmeira Avenue survive and in the place of most of the houses on the western side of the street is a substantial series of flats called Homecove House, which will be discussed in detail in relation to the buildings on Holland Road. The Palmeira Avenue elevation is a surprisingly sympathetic modern development, which still manages to be honest in its modernity. The reason for the success of this building is that the design is, at least along the Palmeira Avenue elevation, appropriate in terms of scale and materials; and the variety of articulation provided by the projecting bay windows and balconies lends it a similarly lively character to the original houses on Palmeira Avenue. In addition the gardens, behind the low garden wall, are sympathetic to the original layout of the street. Indeed in the long view up Palmeira Avenue the new flats do not detract from the street scene.

![Image of Palmeira Mansions and 19 Palmeira Avenue](image2)

The design for Palmeira Mansions (ERO/D/BC 1/4/12/3179) was approved in 1902 and seems to have survived largely intact, with little evidence of replacement windows, roofs or guttering. This has helped preserve the appearance of the building as it was originally meant to be seen, and ensures the building continues to be a real asset to the Conservation Area.
This extent of preservation is unusual in this Area, especially in properties occupied by multiple households (see for contrast comments on Argyll House and on 2 & 3 The Leas) and should be encouraged as it is a distinct asset to the quality of the Conservation Area.

The design of Palmeira Mansions is not dissimilar to the houses on the same street, as might be expected as the product of the same developer. However the elements are treated more grandly and less domestically than the houses, as might be expected from a building that was, even from the start, designed as a block of mansion flats. This is emphasised by the grand corner tower, which was originally echoed by a similar one on the Palmeira Towers Hotel and an elaborate canopied front door. However the red brick and red roof tiles above the windows of the second floor, combined with white painted joinery, including balconies on the first and second floors and detailed window design, are similar in character to the rest of the street, giving an air of coherence to the whole of Palmeira Avenue.

There is a metal and glass roof balcony, which is a new addition to the building, but the choice of materials is honest and discreet, meaning that the overall effect does not detract from the original design.

**Holland Road**

Three elevations of Homecove House are visible from the roads around the Conservation Area. The Palmeira Avenue side is by far the most successful, and as noted before the elements contributing towards its success are the scale, choice of materials, lively articulation and the garden frontage to the street.

The flats are also visible from the intersection between Shorefield Road and the Western Esplanade, and from Holland Road. It is at the intersection between Shorefield Road and the Western Esplanade that the development is least successful. Although the choice of materials and articulation remain, the change in scale and the less domestic style of the planting detracts from the overall design.

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For example the flats on the southern elevation of the flats extend in some places over six floors, yet the architectural language remains domestic. The elevation has a smaller overall proportion of balconies, less articulation and rather undersized pediments, and this combines to give a rather muddled overall effect not present in the lively character of the Palmeira Avenue elevation.

Above: Less successful elevations of Homecove House from Western Esplanade

Below: Argyll House and Crowstone Court compared

Crowstone Court attempts to fit into its surroundings in a similar way to Homecove House, taking its inspiration from the neighbouring Argyll House, particularly on the southern elevation where curved corners and horizontal detailing pay homage to the locally listed mansion flats. It is however a poor later imitation of the classic 1930s architecture and suffers visually for it.

The horizontal detailing is achieved by the arrangement of the windows and balconies, and the striped effect to the brickwork. However the choice of materials, yellow and brown brick, is unfortunate as it relates neither to the original buildings in the Conservation Area nor to Argyll House itself. The brick colour combined with dark window frames and an uninteresting overall design to the front elevation give a rather sombre air to the building in marked contrast to the liveliness of most of the buildings, and out of keeping with its seaside location. In addition the tall boundary wall is rather forbidding and does not enhance the street at this point.

**Seaforth Road**

The only two buildings on Seaforth Road within the Conservation Area are Barton Towers and Argyll House. Barton Towers was designed by Wyelson and Long of The Strand, Middlesex for Oswald C Wilson of London, in 1896 (ERO/D/BC 1/4/12/529). It is typical of the character of the Area with its tower, mix of red brick and render and pretty detailing above the front door.
Argyll House presents a complete contrast to the other buildings in the Conservation Area, yet the quality of its design secures its status as a landmark building and a distinctive asset to the street-scene. Its white rendered concrete is relieved by cream painted bands, elegant white painted metal balustrades, numerous curved windows and French windows leading to the balconies.

The original corner windows were made of curved glass which wrapped around the corners of the building without vertical glazing bars to interrupt the horizontal lines. Nearly all of these have been changed and the new ones are, without exception, made of flat glass and most have vertical glazing bars that destroy the lightness of touch of the original design. There is a mix of uPVC and metal windows and this mixture again disrupts the coherence of the original design. These photographs show the contrast between the one remaining original window on the front elevation of the building and uPVC replacements, and the negative effect of piecemeal alterations. The gardens around Argyll House are still well maintained and the building remains in an apparently good overall state of repair. It is a locally listed building.
Clifton Drive

Clifton Drive was, along with Seaforth Road and Manor Road, the first street in the Conservation Area to be built, with many of the designs being approved by the County Surveyor in 1895-6. It is built around a gentle curve overlooking the sea and was originally lined with trees. The sun-shelter below, which seems at first glance to be an integral part of the design, did not in fact appear until the 20th century. The houses are mainly individual in design, having been built for specific clients, unlike the speculative development of Palmeira Avenue.

![Clifton Drive, Westcliff-on-Sea](image)

Fig. 5: Clifton Drive, Westcliff (from Overcliff hotel)
Courtesy of ERO (D/DS 206/288)

Some of the original plans for these houses survive in the Essex Record Office, and these have been described below along with the name of the original owner and the architect where they were available.

9 Clifton Drive (D/BC 1/4/12/2002) was built for John Harrold. The original design featured an ornate corner balcony, elaborate details around the windows and a metal sloping roof to the left of the front elevation, all of which unfortunately have now been lost. This house was built relatively late for this part of the Conservation Area, having been submitted for consent in 1901.

4-5 Clifton Drive (D/BC 1/4/12/466) was built by W Wood, architect for J Harrold, presumably the same owner as 9 Clifton Drive. This development is earlier than 9 Clifton Drive, with the original application submitted in November 1895. Unfortunately the design for the front elevation is missing so it is difficult to gauge how much the building has been damaged by unsympathetic modernisation. However the original numerous smaller panes that made up the original bay windows have been replaced on the first floor, compromising the original intricacies
of the design.

2-3 Clifton Drive (D/BC 1/4/12/537) was designed for M Kirkham by W Y Hobbiss. The design was submitted in March 1896 and plans, elevations and sections all survive. The original front elevation was very different from that which survives. The rectangular double height projecting bay windows were originally topped with a decorated pediment with small finials on each corner. The windows in the bays had ornate mullions, there was ornate decoration above all the windows and there were decorative panels between the windows on the ground and first floors. The front doors had pilasters with foliate capitals. Above the front doors were small independent balconies that have now been replaced by a much larger balcony that stretches between the two bay windows on the first floor.

Many of the houses along Clifton Drive have suffered from the cumulative effect of unsympathetic modernisation with the loss of most original windows, much original fabric and widespread changes to boundaries. The most extreme example of this is 1 Clifton Drive. The original design (D/BC 1/4/12/630) featured many of the typical features of the other buildings in the Conservation Area, but the result of the many changes to the building has been a complete loss of features and a building that appears almost brand new.

The appearance of Clifton Drive has not been helped by the deterioration of the street-scene with the loss of all trees, some rather uninspired street furniture and many parked cars on both sides of the road, which detracts from both the sea view and the original architectural character.

**Sun Shelter**

The sun shelter on Western Esplanade is a splendid inter-war red brick and stone structure which curves gracefully around a pretty green space. Its flat roof provides a platform giving excellent sea-views from just below Clifton Drive.

Its elegant design and strong contribution to the local street scene makes it worthy of consideration for inclusion on the local list and this is strongly recommended.

The sun-shelter below Clifton Drive: A candidate for the local list?
Manor Road

The Overcliff Tower flats were built to fill the gap left by the splendid Overcliff hotel, demolished in the early 1970s.

2a Manor road, named ‘Clifton Lodge’ (D/BC 1/4/12/480), was built in 1896 for Emma Wood by the architect and surveyor Burks and Harris. It is actually built in line with the houses on Clifton Drive and resembles its neighbour 1 Clifton Drive closely in terms of scale and exterior appearance. Despite modern alterations the house is still a positive feature in the street.

2 Manor Road is located to the rear of 2a, facing onto Manor Road itself. To the rear of the plot is an attractive two-storey garage, brick on the ground floor and with timber effect and plaster above. This building was designed originally as a stable in 1895, as can be seen clearly from the surviving stable door to the side and the original plans in the Essex Record Office (D/BC 1/4/12/444). Curiously the design was approved by the County Surveyor two months before the design for the house it was built to serve was submitted.

The old stable at 2 Manor Road

Palmerston Road

Palmerston Road contains a number of blocks of properties built in a similar style. Some of the original plans for houses on Palmerston Road survive in the Essex Record Office, and these have been described below along with the name of the original owner and the architect where they were available. A number of the houses along Palmerston Road have suffered from the cumulative effect of unsympathetic modernisation with widespread changes to boundaries and the loss of original windows.

Palm Court appears to be the Palmerston Road-facing part of the original block that made up 1-4 The Leas. Its former rather grand character has all but disappeared after replacement of windows with uPVC, copious pebbledash rendering to the exterior walls and very unsympathetic alterations to the sea-facing elevation.

Nos 1 and 3 Palmerston Road were both built by J E Finer and were gradually added to in the first few years after their initial construction until they were eventually joined together following a 1907 planning application (D/BC 1/4/12/5369). This join no longer survives although the porches that were added to both do, as does the extra sitting room added to 1 Palmerston Road (D/BC 1/4/12/4778). 3 Palmerston Road was originally called ‘Cliffside’. Both buildings are substantial and elegant and their designs seem to have survived largely intact apart from the rather vibrant pink paintwork on the ground floor of no. 1, which does not detract greatly from the overall building.

Nos 13 – 27 (odd) Palmerston Road were built as a block for a Mr T Sloman (only the floor plans were located). The block contained three semi detached pairs (13 - 15, 17 - 19, and 23 - 25) and two detached properties (number 21, a larger property in the middle of the block, and number 27 at the northern end of the
block). Numbers 19, 23 and 25 contain detailed cornicing in a gable feature above second floor, and while this does not appear to have been replicated at 13, 15 or 17, adjacent properties do contain it suggesting that these were designed by the same architect. The style of the cornicing to these properties on Palmerston Road matches those found on a number of properties on Palmeira Avenue, and together these contribute to the grandiose character of the area.

36 Palmerston Road is a detached property at the northern end of Palmerston Road, built around 1903 by H L Cabuche. Despite some modernisations, including uPVC replacement windows, the property appears to have retained much of its original character including white painted bird beak bay windows to ground and first floors and the attractive third floor window with balustrades and detailed doors.

36 Palmerston Road: front elevation (plans courtesy of Essex Record Office)

Pembury Road

Pembury Road is an interesting street, with a range of architectural styles apparent. It appears that there were originally a number of different land owners and architects involved in the development of the street, which were largely built between 1902 and 1915.

Like others in the Conservation Area, Pembury Road has suffered from the closure of a number of hotels originally located within the street. This has left several sites open for development, including the former Cumberland Hotel (nos 7 – 9) and the former Erlesmere Hotel (nos 24 – 32), which has now been demolished and the site is the subject of a planning application for a modern development of part 2, part 3 and part 4 storeys, containing 20 self contained flats (SOS/09/02025/FULM).

There are a number of well preserved properties in the street however which display many of the architectural features that are characteristic to the conservation area, including white timber joinery, timber sliding sash windows. A number of the original plans survive and were located at the Essex Record Office. Where details were found, these are described below.

2 Pembury Road displays all the features that are typical of the Conservation Area. It is built in red brick with white painted joinery; it has double storey bay windows, turrets and a balcony. It also appears to have been substantially altered from the original design, although original plans were not found so this is harder to establish than with many of the buildings in the Area. The house has an ornate plaque on the chimney to the right of the front door that reads ‘Goodrington 1901’. Probably 25
this was the original name of the house and its construction date.

2 Pembury Road: west and south elevations

Numbers 8 and 10 Pembury Road are an unusual pair in the street, and have undergone some modernisations including replacement windows. The plans show that the style of the pair has generally remained unaltered however, although there have been some alterations to windows.

8 - 10 Pembury Road: front elevation

The plans for 12 and 14 Pembury Road were built as a semi-detached pair for a J.E. Finer. Both appear to have lost some of their original features and charm, with number 14 now having been made part of the adjacent hotel. As this site was boarded up at the time of the site visit it is not clear what modernisations have been undertaken, but number 12 appear to have lost its original windows and has been converted to flats. The original timber front porch and balustrade has been retained however.

Numbers 15 and 17 Pembury Road were built as in a block of four semi-detached properties with number 19 and 21 and were designed by J. J and HG Needham for Mr J Bane in 1904. The turret feature at number 15 is original and has been retained, however the windows have been altered and the detailed balustrade shown on the original plans has been lost. The plans for 19 and 21 were not found but again it appears that generally the original features have been retained although some modernisations have occurred, including replacement windows.

Numbers 35 and 37 Pembury Road were built as a semi detached pair for Mr J Bane by J and H G Needham, and the similarity in style is noticeable. While the plans showing the proposed elevations for nos 35 and 37 were not found it appears that
the pair have undergone a number of unsympathetic modernisations which do
detract from their character. Some attractive original features, in keeping with the
Conservation Area have been retained including the timber porch to number 35.

20 Pembury Road (Ozone Cottage) was designed by Parker and Unwin in 1934 for
Dr H V Knagg and well retains its original character. Built in the arts and crafts
style, it is a small and well formed property that is unique in the street and has a
positive impact on the Conservation Area.

'Ozone Cottage' 20 Pembury Road: west elevation (plans courtesy of Essex Record Office)

The plans for 27 Pembury Road show that it retains its original features. An
attractive, detached property, it features a number of well preserved details that
are characteristic of The Leas Conservation Area, including well preserved front
garden and boundary wall, white painted timber balustrades and decorative glazed
panels to the windows.

**Cobham Road**

1 Cobham Road is an extremely large building that may have originally been two
buildings. Its primary façade faces The Leas and occupies the place that would
have been taken by 17 The Leas. However this number does not seem to exist and
no front door survives on this elevation.

3 and 5 Cobham Road are both detached dwellings, and appear to have been well
preserved. Both display features that are typical of the Conservation Area including
pretty front gardens enclosed behind red brick walls, white painted timber sliding
sash windows and joinery, and detailed cornicing.
Cobham Lodge Hotel is a large building currently in use as a hotel. There appear to have been a number of additions to the property, presumably to create more space for hotel guests, including a conservatory and garage. These are found to the side / rear of the property and don’t significantly detract from its overall appearance or quality. In keeping with the character of the Conservation Area, steps lead from the front garden up to a double front door, which contains decorative glazed panels.

**The Leas**

The Leas is generally an attractive quiet row of rather elegant houses, many of which sadly have been considerably altered. The street was originally lined with trees, which must have added considerably to its charm. Almost all the houses were built individually for private clients by architects; few of the buildings appear to have been built speculatively. Some of the original plans for these houses survive in the Essex Record Office, and these are described below along with the name of the original owner and the architect where they were available.

Nos 2 and 3 The Leas, and the southern facing elevation of Palm Court, along with the no-longer surviving no. 1, were originally designed as a homogeneous unit by Alfred M Hiscox, Surveyor (D/BC 1/4/12/4435).

The terrace as it survives is almost unrecognisable as an old building, let alone a co-ordinated design. Numerous balconies and extensions have been added and these have altered the original elevation completely. This is exacerbated by the problem of piecemeal addition which means that the changes have each been made to only one of the houses rather than to all, so that the elevation no longer reads as a whole. The only surviving evidence of the original design is the ionic colonnade that survives on the ground floor of the sea-facing elevation.
Comparison of the original elevation plan with recent photographs illustrates this admirably. Sadly the changes are so comprehensive that they are probably irreversible without huge investment and reinstatement of reproductions of the many features that have been lost over the time since the terrace was originally built in 1905.

6 The Leas was built for Ernest Prater by Greenhalgh and Brockbank Architects (D/BC 1/4/12/2163). The building notice was submitted in June 1901 although the elevation drawings do not survive. It is clear from the plans that originally there was a bay window to the right of the first floor which has now been replaced by patio doors. Unusually for this area the original design does not appear to have featured a balcony.

Grosvenor Court is a very fine red-brick building in a style very typical of the Conservation Area, built in 1901-2 (D/BC 1/4/12/2146). It has lost some original features in comparison with the original plans, which survive in the Essex Record Office. For example the tower had a fine pointed roof in the original design, many of the windows featured stained glass and the attic rooms had arched windows to light them. The building is largely unharmed by modernisation as the bricks remain unrendered and the terracotta decorative panels survive in many places. Fine stained glass is still in place in the front door and its fanlights, as well as in two windows on the same elevation: one to the left of the porch and the other directly above it. The retrospective addition of ornate wrought iron balconies is not detrimental to the appearance of the building as they are in the same elaborate style as the house itself.

Mount Liell Court East and West appear to be entirely modern in their design, yet in a postcard of the Leas thought to date from 1912 (fig. 8) their distinctive roof design is clearly visible. Closer inspection reveals the remains of two-storey bay windows, which also imply an earlier build date than might have been suspected.

From this point to the west is probably the best preserved part of the Conservation Area apart from the houses on Palmeira Avenue and Palmeira Mansions. The majority of the houses appear to retain most of their original features and the changes that have been made are, for the most part, discreet and of little negative impact. For example the front elevation of 18 The Leas, now known as “Kingsclere”, is little changed from the original plans submitted to the County Surveyor in 1901 for the client J Cecil Bull (D/BC 1/4/12/2071). Nos 19 and 20 are
typical of the area with red brick, white joinery, a grand staircase, balconies, bay windows and gables and a fine red tiled roof.
5.5 Townscape

THE LEAS CONSERVATION AREA, SOUTHWOLD-ON-SEA
Townscape Analysis

- Landmark Buildings
- Important Houses
- Green Space
- Important Trees
- Positive Views
- Negative Views

Figure 7: Townscape Analysis

5.5.1 Road and path surfaces

The road surfaces in the Conservation Area are a dark tarmac and are structurally in a reasonable state of repair although in some places they are in need of resurfacing works and have been extensively patched. Road markings have been kept to a minimum, as is appropriate in a conservation area.

Many footpaths in the Area are made of tarmac. They are in a poorer state of repair than the roads and extensive patching has a negative impact on the appearance of the streets. In addition in places the paths are uneven and even broken and this could become dangerous with further neglect, especially with the slopes on many paths. However materials used in some places are well chosen, for example the use of coloured aggregate within the tarmac on Palmeira Avenue has a softening effect and improves the appearance of the material.
The wide stone kerbs in the area are both distinctive and original, being clearly visible in early postcards. In some places these have been lost, especially around curves and corners. They are an important part of the character of the Area and priority should be given to their retention and to reinstatement where they have disappeared.

5.5.2 Trees

Very few trees survive in the Conservation Area, although most of the roads leading off the Area appear to have retained at least some. Early postcards show that many trees were planted in the early years of the development, and it is unfortunate that these have been lost as they would have been beneficial to the character of the Area, enhancing the rather pretty rustic characteristics of the gardens and boundaries, as can be seen from examination of these postcards.
It can be seen that both sides of The Leas was planted with trees and the planting of replacements should be considered as an enhancement to the Area.

It should be noted that there is no evidence that Palmeira Avenue ever had street trees, and any planting scheme in that location should be very carefully considered in view of this and the attractive views of the sea that can be obtained while walking along the street.

The older trees depicted in some early postcards, (*eg* Fig. 4), clearly pre-date the houses. It is likely that these were in old hedgerows and the loss of these might be due to old age or disease in the case of elms.

### 5.5.3 Street Furniture

**Signposts**

The street furniture in the Conservation Area is very varied and rather mixed in its success. Some of the older signs and streetlights are very attractive. This includes the signposts bearing street names, which are a very distinctive feature of Southend. Some of these are in a poor state of repair and should be repaired, maintained and retained as a positive feature.

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Far left and left: Surviving historic signs. These should be repaired and retained
Right: A modern version in the same style, retaining the characteristic central spike
Far Right: An attractive surviving street light that should be repaired and retained
Streetlights
Some elegant curving green painted streetlights survive in the Conservation Area, for example along The Leas. These are very attractive and enhance the area, unlike some of the anonymous municipal-style streetlights in other places, for example Palmeira Avenue. The older streetlights are a positive feature and they should repainted and retained.

If an opportunity arises to replace the more modern lights with more interesting and sympathetic ones then this would constitute an improvement.

Railings
Although not in the Conservation Area the railings on the southern side of the Western Esplanade are attractive examples of historic railings that have survived. The only other interesting railings are those above the sun-shelter on the southern side of Clifton Avenue, which are rusting and in need of maintenance.

Other examples of railings in the Conservation Area vary widely in style. There are various metal examples, which are rather plain and ugly, and some timber handrails. This mix has a patchy effect and replacement with a single design would help the cohesion of the appearance of the Area.

There are the remains of railings in front of the sun-shelter and their reinstatement would be in keeping with the style of the facility, if any evidence can be found of their original appearance.

Benches
Few benches are provided in the Conservation Area, despite its elevated position, with some fine views. There are two benches at the bottom of Holland Road, with attractive views of the sea, and the pier in the distance. The views would, however, be improved with some de-cluttering in the middle distance. There are also a few benches along Western Avenue, which are well used in fine weather.

Overhead Cables
There is a profusion of unsightly overhead cables along many of the side-streets, which are unacceptable in planning terms.
5.5.4 Seaside Character

Little seaside character remains in the Area apart from the jaunty architecture of many of the buildings, and Rossi’s ice-cream stand. The width of Western Esplanade means that despite the sea-views the Conservation Area seems somewhat detached from the sea.

The sun-shelter is the most prominent amenity space that is of a typically seaside nature and the surrounding gardens are attractive but this could be reinforced by improvement of some of the other green spaces in the Area.

5.5.5 Parking

Most parking is on the street, apart from the houses described that have lost their front gardens and boundaries to make way for parking spaces, and the private car-parks serving Homecove House and Overcliff flats. The gates to the Overcliff flats are high, ugly and forbidding, and their appearance detracts from the street scene at this point.

The proliferation of cars parked in the area impacts on the appearance of the Conservation Area, particularly in the way the sea views are often partially obscured from within the area by the cars parked on the side of the road. In addition the number of cars parked along the sides of the roads, and on front drives detracts from the architectural quality of some of the buildings.

5.5.6 Green spaces

The public garden areas, with sloping paths and some pretty municipal planting, are typical of Victorian and Edwardian seaside towns. Excellent examples in Essex include Dovercourt and Southend’s own Cliff Gardens. Some of the gardens in The Leas Conservation Area are rather less formal and perhaps more scrubby than these other examples and could be enhanced by better maintenance and planting, although the areas around the sun-shelter are attractive and well maintained.
Left: attractive planting by the sun shelter. Right: view east from The Leas across green space

View west of green spaces and planting. Overcliff Flats, Clifton Drive and Barton Towers in the distance. Note the unsightly cement capping in the place of capping bricks. This should be replaced
View of scrubby area near Argyll House which would benefit from improved maintenance. A plan is in place to convert this to a rockery area.
6. BUILDING DESCRIPTIONS

6.1 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 in Fig. 8. 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. No buildings in The Leas Conservation Area have this designation.</td>
</tr>
<tr>
<td>2</td>
<td>Negative, buildings of indifferent design or detailing, or 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>Potentially positive contribution, requires some reinstatement</td>
</tr>
<tr>
<td>5</td>
<td>Positive contribution through design, age, materials or detailing</td>
</tr>
<tr>
<td>6</td>
<td>Positive, listed buildings or landmark buildings.</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.

![Fig. 9: Contribution to Character](image)
Analysis of Building Uses

Most of the buildings in the Conservation Area are in domestic use, either in multiple occupancy, mainly houses converted into flats and a few specifically built as flats, or houses still in single occupancy. A map of uses is below.

Fig. 10: Uses of Buildings
## 6.2 Building Descriptions

<table>
<thead>
<tr>
<th>Address</th>
<th>Comments</th>
<th>Image</th>
</tr>
</thead>
</table>
| 1 Palmeira Avenue | Part of a speculative scheme. Loss of any of these houses would be disastrous for the appearance of the street. Further erosion of smaller details would also have a negative impact and should be discouraged.  
Very little change to the building as a whole with retention of windows, front door, roof, hanging tiles, balcony, garden, garden wall and front path. The brickwork has been painted red, which is inappropriate for the building. Removal of this paint would improve the appearance of the brickwork. | ![Image](image1.jpg) |
| 2 Palmeira Avenue | Part of an overall development. Loss of any of these houses would be disastrous for the appearance of the street as a whole. Further erosion of smaller details would also have a negative impact and should be discouraged.  
A modern replica of the other houses on the street, and very successful apart from some minor missing detail, for example an absence of decoration on the pediment above the dormers. Two satellite dishes on the front detract from its appearance. | ![Image](image2.jpg) |
| 3 Palmeira Avenue | Part of a speculative development. Loss of any of these houses would be disastrous for the appearance of the street. Further erosion of smaller details would have a negative impact and should be discouraged.  
Very little change to the building with retention of windows, front door, hanging tiles, balcony, garden and garden wall.  
The roof has been replaced with concrete tiles, which are not in keeping with the area. The brickwork has been painted red, which is inappropriate for the building and removal of this paint would improve the appearance of the brickwork. | ![Image](image3.jpg) |
| 4 Palmeira Avenue | Part of a united development. Loss of any of these houses would be disastrous for the appearance of the street. Further erosion of smaller details would have a negative impact and should be discouraged  
Few changes to the building as a whole although brickwork and hanging tiles have both been painted red, which is unsightly and inappropriate. Several satellite dishes on the front elevation detract from the overall appearance of the building. | ![Image](image4.jpg) |
| 5 Palmeira Avenue | Part of a speculative scheme. Loss of any of these houses would be disastrous for the appearance of the street as a whole. Further erosion of smaller details would have a negative impact and should be discouraged.  
The brickwork has, again, been painted red and the roof tiles replaced with concrete. | ![Image](image5.jpg) |
<p>| 6 Palmeira Avenue | Part of a united overall development. Loss of any of these houses would be disastrous for the appearance of the street as a whole. Further erosion of smaller details would have a negative impact and should be discouraged. Although many original features survive this building is in a state of some disrepair with joinery in need of painting and windows requiring some repair, works appeared to be in progress on the day of the survey. The brickwork has been painted red and is stained in places. To prevent ingress of moisture and resulting deterioration of the bricks underneath, the paintwork should be renewed, or preferably removed to expose the brickwork beneath and allow it to breathe. |
| 7 Palmeira Avenue | Part of a united overall development. Loss of any of these houses would be disastrous for the appearance of the street as a whole. Further erosion of smaller details would have a negative impact and should be discouraged. Inappropriate red painted brickwork and hanging tiles. Concrete roof tiles are also not in keeping with the Area. Some requirement for maintenance, for example repainting of joinery and mouldings above windows. |
| 9 Palmeira Avenue | Part of a development. Loss of any of these houses would be disastrous for the appearance of the street as a whole. Further erosion of smaller details would have a negative impact and should be discouraged. Roof tiles have been replaced with concrete, and hanging tiles also seem to be renewed as the pattern does not match the majority of others in the street. Some of the paintwork around windows is in need of renewal to prevent deterioration. |
| 11 Palmeira Avenue | Part of a united overall development. Loss of any of these houses would be disastrous for the appearance of the street as a whole. Further erosion of smaller details would have a negative impact and should be discouraged. Inappropriate concrete roof tiles and painted brickwork. The replacement metal balcony is not in keeping with the others in the Avenue, which are timber, although it is partially redeemed by being painted white. The replacement door does not match the others and is obviously of modern design and this contributes to the erosion of character in the area. |
| 14 Palmeira Avenue, ‘Langdon House’ | Part of a united overall development. Loss of any of these houses would be disastrous for the appearance of the street as a whole. Further erosion of smaller details would have a negative impact and should be discouraged. Superstition seems to have eradicated number 13 and replaced it with 14! Original roof tiles have survived, as have the windows and hanging tiles. The addition of a balcony in front of the dormers is probably not original as most other houses in the street do not have them, but the choice of white painted timber is a good one and in keeping with the character of the area as a whole. The dormer windows appear to have been |</p>
<table>
<thead>
<tr>
<th>Property</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>15 Palmeira Avenue</td>
<td>The door to the balcony on the first floor has lost its overhead window, and thus no longer matches the others in the street. The front garden and boundary has been lost to make way for parking, which is not in keeping with the rest of the street. The effect is softened by the retention of some planting but extension of this to other properties would have a seriously detrimental impact on the street.</td>
</tr>
</tbody>
</table>

Part of a united overall development. Loss of any of these houses would be disastrous for the appearance of the street as a whole. Further erosion of smaller details would have a negative impact and should be discouraged.

The addition of a balcony in front of the dormers is probably not original as most other houses in the street do not have them, but the choice of white painted timber is a good one and in keeping with the character of the area as a whole. The dormer windows appear to have been replaced with uPVC, which is unfortunate and should be strongly discouraged.

The front garden and boundary has been lost to make way for parking, which is not in keeping with the rest of the street. The effect is softened by the retention of some planting but extension of this to other properties would have a seriously detrimental impact on the appearance of the Avenue.

The roof-top terrace is set well back and discreet, although the choice of materials for the balustrade, even if in keeping with the rest of the area, in this case might have been less noticeable if the example of Palmeira Mansions had been followed and a metal one with glass infill instead of balusters had been chosen.

17 Palmeira Avenue | Part of a united development. Loss of any of these houses would be disastrous for the appearance of the street as a whole. Further erosion of smaller details would have a negative impact and should be discouraged.

The addition of a balcony in front of the dormers is probably not original as most other houses in the street do not have them, but the choice of white painted timber is a good one and in keeping with the character of the area as a whole.

The front garden and boundary has been lost to make way for parking, which is not in keeping with the rest of the street. The effect is softened by the retention of some planting but extension of this to other properties would have a seriously detrimental impact on the other buildings.

This property also has a roof-top terrace but the choice of materials for the balustrade is not very discreet and a metal one with glass infill instead of balusters might have been less noticeable in this case. |
| **19 Palmeira Avenue** | Part of a overall development. Loss of any of these houses would be disastrous for the appearance of the street as a whole. Further erosion of smaller details would have a negative impact and should be discouraged.  

The majority of details have been retained including windows, roof, hanging tiles and balcony. The original garden and front wall have been sacrificed for parking although the effect is softened by the retention of some planting. The space in the roof has been extended and the extension clad in hanging tiles to match those below. This is quite discreet as is the additional window above and the roof balcony. However the top extension is visible from the street and as such the choice of modern windows was a poor one. Their replacement with more sympathetic windows would enhance the appearance of the house. |
| **Palmeira Mansions’ Palmeira Avenue** | On the local list and an absolutely crucial part of the Conservation Area. It is very well preserved with few alterations and a key building contributing to the character of the Area, particularly when considered alongside the other houses along Palmeira Avenue. The quirky architectural details, for example the windows set at angles, are characteristic of the area and of the time of construction, and every effort should be made to preserve them. |
| **1-9 Shorefield Road** | Originally the coach-houses for Palmeira Mansions, which were fortunately saved from demolition and converted to cafes and restaurants. They are locally listed and are an important part of the history of Palmeira Mansions. They also give an air of vitality to this end of the Conservation Area in keeping with its seaside character.  

Some of the shop fronts are rather unsympathetic, with a variety of rather ugly replacement windows, some in uPVC, which detract from the appearance of the parade.  

The units occupied by the Piccolo restaurant have lost the arches that are characteristic of this parade. This is unfortunate as it is the only part of the Palmeira Mansions development that has been substantially altered, and this detracts from the overall appearance of the parade. Further loss of this feature should be resisted, and reinstatement of the arches would be a positive contribution to the appearance of Shorefield Road. |
| **’Homecove House’ Holland Road** | Most successful on the Palmeira Avenue elevation where the scale, variety of materials and articulation mean its appearance fits neatly into the street. It is honest and yet by taking inspiration from the existing buildings it fits into the street-scene very well despite its modernity. The choice of high quality timber windows instead of uPVC would have been more appropriate for use within the Conservation Area.  

On the other elevations the scale of the building does not really fit its size, with the lack of detail appearing rather bland and its increased height seeming inappropriate in some places, particularly from the intersection between Shorefield Road and Western Avenue. |
| **‘Crowstone Court’ Holland Road** | Although the horizontal lines and curved details pay some homage to the neighbouring Argyll House its success is rather limited due to the choice of brown and beige bricks, dark window frames, a very tall and forbidding boundary wall and overall rather sombre appearance. As such it is not in keeping with the overall seaside character of the Conservation Area and does not contribute greatly to the street-scene. In long views it is redeemed by its appropriate scale and tidy appearance. |
| **‘Argyll House’ Seaforth Road** | A locally listed landmark building in the Conservation Area. Argyll House is not at all typical of the area, with its uncompromisingly modernist design and sweeping horizontal curves, but its architectural quality earns it a well deserved place as an icon of the area, perched on the cliffs above the sea. Its white rendered concrete is relieved by cream painted bands, elegant white painted metal balustrades, numerous curved windows and French windows leading to the balconies. Unfortunately nearly all the original windows have been replaced in a piecemeal fashion and the overall effect of this detracts badly from the building when examined in any detail. The piecemeal replacement of windows has destroyed the co-ordinated overall effect of the window design and disrupted the almost floating effect the original glazing would have given the building. The original corner windows were made of curved glass which wrapped around the corners of the building without vertical glazing bars to interrupt the horizontal lines. The building’s appearance has been eroded by inappropriate changes to the windows, as illustrated above, and much of the quality of the original design has been lost as a consequence, although reinstatement of appropriate fenestration would be feasible and have a very positive effect. |
| **‘Barton Towers’, Seaforth Road** | Barton Towers is an elegant asymmetrical corner house, mainly white rendered with hanging tiles on the corner tower, part of the east elevation and the part of the gabled corner section that faces North-East onto Seaforth Road. The roof is mainly made of plain red tiles with an ogee Tudor style lead roof on the tower. The roof over the front part of the building, in front of the chimney of the Seaforth Road elevation, is of mansard profile. There is a glazed triple arched veranda on the sea-facing elevation with a red plain tiled roof. The building has suffered replacement of its fenestration with uPVC and the resulting coarser detailing of the frames detracts from the overall building, especially in the case of the clerestory window at the top floor of the corner tower. The building is in need of some maintenance work to the roof and the hanging tiles, some of which are missing. The inevitable resultant moisture ingress in those places will inevitably damage the structure and this will accelerate over time. Repair of these areas is therefore to be recommended. |
| 9 Clifton Drive | A tall house, mostly rendered apart from around the front door. The red roof tiles survive, as do the hanging tiles that decorate the gable. Stained glass panels remain on the ground floor bay window but there is no evidence of them elsewhere. However a fine example of a tiled front path survives leading up to an elegant white painted double front door. The garden has been sacrificed for car-parking although some of the front boundary has survived, an important feature in the Area that should be protected. |
| 8 Clifton Drive | Cream rendered with white joinery and a slate roof. The mullions on all windows and timber joinery on the first floor have survived although the stained glass panels on the ground floor have been lost. The double front doors are an attractive feature. The front boundary has been lost and the front garden has been turned into hard standing with all soft landscaping eliminated. This is detrimental to the character of the Conservation Area, and to the appearance of the building. However it would be straightforward to reverse and would considerably enhance the appearance of the building. |
| 7 Clifton Drive | Red painted brickwork with white joinery, white painted wrought iron roofed balcony and slate roof. The fine double front doors are a positive feature. The red paint is uncharacteristic of the area and the windows on the first floor have lost their mullions which is inappropriate. On the ground floor the original stained glass panels at the top of the windows remain but this positive feature is compromised by uPVC windows below, albeit and easily reversed change. The garden has survived along with the front wall, which contributes towards preservation of character in a greatly altered part of the Conservation Area. |
| 6 Clifton Drive | White painted brickwork, wrought iron roofed balcony, slate roof and front boundary with its tiled front path all survive but little else. uPVC replacement windows throughout and the bay window on the first floor has lost its mullions. The level of the balcony has been discreetly raised, which is not intrusive. There is a satellite dish on the front of the building, which is unsightly and should be relocated. |
| 5 Clifton Drive | White painted terraced house with its original slate roof. The garden and front boundary survive and should be protected for the sake of the character of the Area. The upper windows on the double height bay have lost their mullions and been replaced by modern windows, which is unfortunate, and on the ground floor directly below the original windows have been replaced by uPVC French windows, which is inappropriate. |
| 4 Clifton Drive | White rendered with surviving slate roof and very pleasant ground floor bay window and elegant double door hung entrance doors. This house has an attractive two-storey extension, glazed on the ground floor to match the other windows and a roofed balcony above. The extension is well handled and does not detract from the building as a whole, unlike the windows on the first floor which have been replaced with large picture windows not in keeping with the style of the building. The glazed front doors match no 5, are well detailed and attractive. The front wall and gate are still surviving and this is important to the appearance of the building and the Conservation Area. |
| 3 Clifton Drive | This building has only the remains of its original character surviving, including decorative features around the windows and doors. It also retains its slate roof and front gate. The mullioned first floor windows have been replaced by large picture windows, which ruin the appearance of the building and unlike no 2 the decorative panels between the first and ground floors have not survived. The pediment at the top of the rectangular double height bay has been replaced by large French doors, further eroding the original design. Part of the character of the whole Conservation Area, including Clifton Drive, is the small pretty gardens behind low level rough brick front boundary walls. The loss of the boundary wall on this property is therefore detrimental to the street as a whole. |
| 2 Clifton Drive | This building has only the remains of its original character surviving, including decorative features around the windows and doors and a panel below the first floor bay window. It also retains its slate roof and front gate. The mullioned first floor windows have been replaced by large picture windows, which ruin the appearance of the building and in addition the cill has been lowered, destroying the decorative panels between the first and ground floors. The pediment at the top of the rectangular double height bay has been replaced by an attic conversion lit by a large sliding patio door, eroding the remains of the original design still further. Part of the character of the whole Conservation Area, including Clifton Drive, is the small pretty gardens behind low level rough brick front boundary walls. The loss of the boundary wall on this property is therefore detrimental to the street as a whole. |
1 Clifton Drive

1 Clifton Drive is unrecognisable as an old building, as the extent of the change is so complete as to make it appear modern. Only the surviving cresting on the roof gives any clue that the original design dates from the last decade of the 19th century. The modernisation of the plan has included complete replacement of all windows with uPVC, several velux style roof-lights and additional roundel windows to the one original roundel which was located in the gable of the left range.

The brick walls have been covered in cream render. Most of the houses on Clifton Drive are rendered, but this treatment is combined with the loss of almost all the decorative detail, which has resulted in a much more modern appearance than the other houses on the street.

The modern style of the glazed balcony wrapped around the whole of the front of the first floor, with very plain supports and fixings, is a further erosion of the original design. Like 2-3 Clifton Drive this property has lost its front boundary, and this has been compounded by the single hard surface that has been applied to the drive, eliminating any softening effect that planting might bring.

2a Manor Road

2a Manor road is part rendered, part exposed brickwork with decorative applied 'half timbering' to the gables. The house has been much modernised with the addition of a large balcony across the whole of the first floor, which has resulted in the loss of the original crenellation to the left ground floor bay window. The balcony is accessed by sliding patio doors to the right and another door to the left of the front elevation, which has resulted in the loss of original details and features.

Although the changes have removed much original material the house is still relatively attractive and the changes have not completely obscured its positive features.

2 Manor Road

This building is situated directly behind 2a and is built directly onto it. It is a relatively modern extension which is not out of keeping with the street scene in general.

‘Overcliff’ Tower Blocks

This pair of modern tower blocks does not reflect the character of the Conservation Area in any way. The choice of materials and the scale of the buildings are particularly inappropriate. The main cladding material is yellow coloured brick, which does not fit with the red brick with white stone and joinery detail, the predominant style of the area. In addition the height, particularly of the larger tower is out of keeping with the style of the area. The dark fittings and the colour of brickwork give an overall rather sombre feel to the buildings that is in conflict with their seaside location.

However the tower blocks are redeemed by an attractive shared garden space and by their excellent state of repair.

‘Stangate Flats’

1 The Leas

No. 1 The Leas does not survive and has been replaced by Stangate Flats, a modern block in light brown brick with glass balconies, a flat roof and large picture windows.

Although the scale of the flats is not out of keeping with the area the construction style and choice of materials do not contribute anything to the terrace or the Conservation Area.
<table>
<thead>
<tr>
<th>‘Sea Mist’ 2 The Leas</th>
<th>This building and its neighbours occupied by the Thames Estuary Yacht club and Palm Court as well as the demolished no. 1 were designed as a single cohesive elevation. There is almost no evidence of this apart from the ionic pilasters on the ground floor. The windows have been completely replaced, mostly by large inappropriate modern sliding patio doors. All original ornamentation has been lost and the façade retains hardly any attractive features apart from the relatively fine balconies and some pretty decorative glass on either side of the front door.</th>
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<tbody>
<tr>
<td>Thames Estuary Yacht Club 3 The Leas</td>
<td>This building and its neighbours occupied by the Thames Estuary Yacht club and Palm Court as well as the defunct no. 1 were designed as a single cohesive elevation. There is almost no evidence of this apart from the ionic pilasters on the ground floor. The first floor front elevation has been clad with uPVC horizontal boards with a strip of ribbon windows, completely obscuring the façade and the original building line. The white plastic rainwater goods are inappropriate for use in a Conservation Area.</td>
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<tr>
<td>Palm Court, Palmerston Road</td>
<td>This house retains some very attractive features including an imposing flight of stairs leading to the front double doors with an ornate door case decorated with ionic pilasters and a carved pediment. Beside the front door a stained glass window survives with a beautifully ornate window case, although its decorative effect is somewhat reduced by the soil-pipe and down-pipe located directly beside it. Unfortunately most of the side of the building has been pebble-dashed which conflicts with the predominant red brick and white detailing that is typical of the area. Replacement uPVC windows detract further from the appearance of the building, which is unfortunate. In addition the sea-facing façade appears to be completely modern although undoubtedly there is an old building concealed beneath the large patio doors and wide modern windows.</td>
</tr>
<tr>
<td>1 Palmerston Road</td>
<td>1 Palmerston Road is substantial and elegant and its design has survived largely intact apart from the rather vibrant pink paintwork on the ground floor which, though incongruous, does not detract greatly from the overall building. Unlike many of the buildings in the Conservation Area it is built in yellow stock bricks to the side although the front elevation is in red brick. The building features a very distinctive gable, whose end is decorated with applied half-timbering, which is continued to the first floor. The mansard roof is an unusual feature in the area but has the advantage of creating extra usable living accommodation at the top of the house. The roof has retained its original slate covering. Unfortunately the windows on the ground floor have been replaced with uPVC, but at least the style chosen matches the original timber windows above. The side of the house has a proliferation of satellite dishes, which detracts from the appearance of the side but the location is far better than on the front, where they would badly interrupt the composition of the façade.</td>
</tr>
<tr>
<td>3 Palmerston Road</td>
<td>This house is more modest than its neighbour and seems to have survived largely intact. Unlike many of the buildings in the Conservation Area it is built in yellow stock bricks, with red-brick detailing, with a large amount of white joinery and stonework. The amount of detail and care in the brickwork and the detailing means that this building makes a strongly positive contribution to the character of the Conservation Area. The ground floor features an attractive colonnade and has retained small multiple windows. On the left of the front elevation is a tower with a pointed roof and to the right a double height rectangular bay with a half timbered gable and white painted carved fascia boards. The side entrance extension was added not long after the main part of the house. The general appearance of this and the belvedere in the roof are a positive feature that should be protected carefully, as should the rest of this fine survival.</td>
</tr>
<tr>
<td>5 Palmerston Road.</td>
<td>This building has been well maintained and makes a significant contribution to the overall appearance of the street and should be preserved. The front garden is well landscaped and extensively planted. An attractive porch defines the building and is in good condition. The canted bay is punctuated by a gable clad with decorative applied half timber, topped by a simple finial. The original windows have unfortunately been replaced and it would be preferable to see these reinstated. However, the new frames do not detract significantly from the overall quality of the building.</td>
</tr>
<tr>
<td>7 Palmerston Road.</td>
<td>This property is defined by a Dutch gable roof, unique to this property within Palmerston Road, but not out of character with the area as a whole. Several interesting architectural features have been retained, including a small gabled porch above the front door, which contains two glazed panels. The boundary wall has been lost and the front garden covered over with red brick, used for parking. While this use of materials is somewhat sympathetic to the character of the area, it would benefit from some landscaping and the reinstatement of the front boundary wall.</td>
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<tr>
<td>8 Palmerston Road.</td>
<td>The building is characterised by an aubergine coloured paint to the brickwork on the ground floor, this is in keeping with several other buildings in the area. What appear to be original wooden piers remain intact, adding detail to the porch at ground floor. Two dormers are present in the front of the roof, the main dormer with a gable roof and a balcony, punctuated with iron railings. The smaller dormer has a flat roof and unfortunately detracts from the character of the building. A satellite dish is present to the side of the building. Overall, it appears to have lost some of its original charm, with the loss of the first floor balcony and the addition of uPVC windows. The front garden has been paved over like others in the street, and would benefit from a more sympathetic use of materials and landscaping to enhance its impact on the streetscape.</td>
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| 9 Palmerston Road. | The property is in good condition and retains a number of interesting features including the front door and surrounding glazing, and the window surrounds, which have been well preserved and are in keeping with the neighbouring property.

The original windows have been replaced with uPVC and the front garden covered over however, as with the neighbouring property 11 Palmerston Road, good quality surface materials have been used. Nonetheless, it would be preferable to see the boundary wall being reinstated and the windows reinstated. |

| 10 Palmerston Road. | This building retains its original timber sliding sash windows, which add to its character. The frames have been painted black and would benefit from repainting. Decorative terracotta ridge tiles remain intact, contributing to the character of the area and should be preserved.

Again, like many of the properties in Palmerston Road, there is a concrete hardstanding to the frontage. It would benefit from the front garden being landscaped and a more sympathetic and permeable surface material used. Reinstating the boundary wall would also enhance its quality. |

| 11 Palmerston Road. | A well presented building that retains a number of original features, including a white painted front porch and joinery. The woodwork would benefit from some repainting but is generally in a good state of repair.

An attractive iron balcony has been included at first floor, in keeping with the neighbouring property at number 9 Palmerston Road, although it does not appear to be an original feature. The first floor window is accentuated by a gable, however this is not replicated next door. The overall quality of the building would benefit from the original windows being reinstated.

While the front garden area has been covered over, good quality materials have been used. |

| 12 Palmerston Road. | While this building has been modernised, it sits well within the street. The original decorated glazed ceramic wall tiles have been retained within the porch. These tiles contain an intricate geometric pattern and should be retained. Windows on the front elevation have been replaced with uPVC and a modern front door added.

The property has lost its front boundary and the garden covered with tarmac. There is obvious potential to enhance this property through the reinstatement of original features such as windows, front garden and front boundary wall. |

| 13 - 15 Palmerston Road. | In keeping with other properties on Palmerston Road, the building retains a number of interesting architectural features such as the bird beak bay window at ground floor.

This double fronted property, converted into flats, has undergone some degree of modernisation however. The original windows appear to have been lost in part and in places have been replaced with modern, slatted glazed panels.

Again, the front garden area has been covered over with an unsympathetic surface material and the property would benefit |
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<th>Address</th>
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<tr>
<td>14 Palmerston Road</td>
<td>The original front door appears to have been retained and is an attractive feature with its stained, patterned glazing. Original decorated glazed ceramic wall tiles have also been retained within the porch, as at 12 Palmerston Road, although several are missing and would benefit from restoration. The gabled dormer at the second floor is framed by a white painted metal balustrade, in need of some repainting. The boundary wall has been lost and the front garden covered with concrete, in a poor state of repair and white uPVC replacement windows detract somewhat from its overall potential. Despite modernisations however, this property sits well within the street.</td>
</tr>
<tr>
<td>16 Palmerston Road, ‘Kenworth’</td>
<td>This is an attractive building, converted into flats, with a landscaped front garden, which makes it an attractive addition to the street. The brickwork and render is painted in a light blue colour with white painted joinery in good condition. The front porch has been retained and features attractive black and white patterned tiling to the floor. The original front door contains reeded glass to the lower panels and coloured Flemish glass to the top and side panels. These are significant features which characterise the property and should be retained. The windows have regrettably been replaced with uPVC and the building would benefit from the original windows being reinstated.</td>
</tr>
<tr>
<td>17 Palmerston Road</td>
<td>Like many of the properties on Palmerston Road, this building has been converted into flats. Some of the original windows appear to have been retained, although are in need of some upkeep. In keeping with neighbouring properties, no. 17 features a Birds Beak bay window at ground floor, which adds definition to the building. The dormer to the second floor features two canted bay windows, however lacks the moulding detail found at no’s 19, 21, 23, 25 and 27 Palmerston Road, which were designed by the same architect in a block with no’s 13 and 15). Once again, the boundary wall has been lost and the front garden area concreted over and used for parking.</td>
</tr>
<tr>
<td>18 Palmerston Road</td>
<td>Like other properties in the street, 18 Palmerston Road has been converted into flats. The front porch, in keeping with other properties in the street, has been retained and is in a good state of repair. In keeping with the neighbouring property, 20 Palmerston Road, a cantilevered bay window with glazing bars is found to the side of the property at ground floor. This is an attractive feature and should be retained. This building has undergone some degree of modernisation with the addition of uPVC windows, and the paving of the front garden with black brick, darkening the front of the property. This area would benefit from the use of softer colours, materials and planting.</td>
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<tr>
<td>19 Palmerston Road</td>
<td>This property has been converted into flats, but retains several of its original features including windows, front door, joinery, mouldings and ridge tiles. The glazing bars to the ground and first floor front windows provide a strong decorative element (this design has been replicated in some of the modern replacement windows found on neighbouring properties). The moulding detail above the dormer is in keeping with that found within the block of neighbouring properties (numbers 19, 21, 25 and 27) and should be preserved. Decorative terracotta ridge tiles, together with the moulding, are significant features of the property and several of its neighbours. These should be retained and preserved. The front garden has again been paved with red bricks and the boundary wall lost. The property would benefit from these being reinstated.</td>
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<tr>
<td>20 Palmerston Road, 'Hillcrest'</td>
<td>An attractive semi-detached property, retained as a house. Timber sliding sash windows have been retained at ground floor and the joinery is in a good state of repair. The red tile decoration around the windows is well kept and adds character to the building. The design of the moulding is in keeping with that found on other buildings in the street and should be retained. As with the adjacent property, 18 Palmerston Road, number 20 features a cantilever bay window with glazing bars to the side at ground floor. The boundary wall is missing and the front garden has been hard surfaced. It would benefit from landscaping to improve its appearance and the reinstatement of the boundary wall.</td>
</tr>
<tr>
<td>21 Palmerston Road</td>
<td>A large, detached building that has maintained several of its original features, including timber sliding sash windows and joinery at ground floor. The first and second floor windows appear to have been replaced however. A prominent architectural feature of the building, in keeping with 19, 23, 25 and 27 Palmerston Road (designed by the same architect), is the detailed cornicing contained above the dormer at second floor. This would benefit from some minor redecoration but is generally in a good state of repair and enhances the character of the area. Furthermore, decorative terracotta ridge tiles on the roof have been well preserved and should be retained.</td>
</tr>
<tr>
<td>22 Palmerston Road</td>
<td>Well presented and, in contrast with other properties in the street, is bordered by a large hedge that encloses the front garden, which has been surfaced with tiles and has a positive impact. In keeping with other buildings in the street, 22 Palmerston Road features a distinctive gable, with decorative applied half timber. A small balcony is present at first floor, in keeping with neighbouring buildings, however the balustrades do not appear to be an original feature. The ground floor has been rendered with red brick - fitting for the street. The original windows have regrettably been lost however.</td>
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<tr>
<td>23 - 25 Palmerston Road. ‘Palmerston House’.</td>
<td>Designed in a block with 13, 15, 17, 19, 21, 25 and 27 Palmerston Road, this large, double fronted building in use as a care home for the elderly. Detailed moulding contained within a hipped feature above the second floor adds an attractive architectural feature to the building, which should be preserved. Original windows generally remain at both ground and first floors, with attractive white painted joinery. However, on the ground, first and second floors, some of the windows have been replaced with uPVC, detracting from the overall appearance of the building. The paintwork is in need of some maintenance. The area to the front of the property has been hard surfaced and is in use for off street parking. This has impacted on the appearance of the property, which, like others on Palmerston Road, would benefit from landscaping and the use of more permeable materials.</td>
</tr>
<tr>
<td>24 Palmerston Road.</td>
<td>This semi-detached property is in a reasonable state of repair and appears to have maintained a number of its original features, including the timber sliding sash windows. Some minor maintenance work to the joinery would enhance the appearance of the building. The first floor balcony is edged by a timber balustrade. This modern addition detracts from the quality of the property. There is also no front boundary wall, and the area to the front of the property is used for parking.</td>
</tr>
<tr>
<td>26 Palmerston Road.</td>
<td>This property has been converted into flats, the front wall has been lost, and the front garden area covered with concrete, which is in a poor state of repair and detracts from its overall appearance. Original windows remain. The first floor balcony is unfortunately not original, being constructed of timber slats in need of maintenance. The ground floor brickwork has been painted in a striking red colour, with the first floor painted white, and the second floor in ornamental tiles, painted red to match the ground floor. The tiling is a key feature of many properties on Palmerston Road and the paint somewhat detracts from its quality.</td>
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<tr>
<td>27 Palmerston Road. ‘The Welbeck Hotel’.</td>
<td>This detached property, used as a hotel, is in keeping with the character of the area, and is defined by attractive moulding in the hipped feature above the second floor windows. As with a number of neighbouring properties, the second floor frontage is rendered with red tiles. However, these are stained in parts and would benefit from some maintenance. A birds beak bay window is an appealing feature of the ground floor frontage, as with neighbouring properties. The original windows appear to remain, with white joinery and moulding, although are in need of some repainting. The front garden, like many on Palmerston Road, has been covered with concrete and is used for parking. This detracts from the appearance of the building, which would benefit from</td>
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</table>
| 28 Palmerston Road. 'Alinor Court'. | sympathetic landscaping and the use of more permeable materials.

The original features of this property seem to have survived largely intact, despite it being converted into flats. Like many of the buildings on Palmerston Road, it is constructed of red brick and features a distinctive curved bay with gable at the second floor. Timber sliding sash windows with white painted joinery remain, however an uPVC window has been introduced at third floor level. Where the original windows have been retained, these are maintained to a high standard and enhance the character of the area. Its character within the streetscene is positive, due in part to the front garden and boundary wall. The wall defines the space well and planting in the front garden complements the building, although is in need of upkeep. The original ceramic tiling with an asymmetric pattern lines the path to the front door. This is generally well preserved, aside from some weed growth, but would benefit from maintenance.

| 30 Palmerston Road. 'Beaver Lodge'. | This is an attractive building in a reasonably good state of repair. The ground floor is well presented and has been rendered with red brick, while red tiles define the second floor in line with neighbouring properties.

The original windows, front door and moulding remain intact and contribute positively to the overall appearance of the building. The building features a curved bay with gable at the second floor with decorative timber. This is an attractive feature of this and several properties on the street, but is in need of some repainting.

A small, modern dormer, with uPVC window has been added to the roof. This is an unfortunate addition.

The front garden has been paved over with red bricks, which while in keeping with the materials used on the building would benefit from some landscaping and the reinstatement of the front wall.

| 32 Palmerston Road | This semi-detached property, adjoined to 34 Palmerston Road, has been converted into flats. In keeping with neighbouring properties, the property features an attractive curved bay with gable at the second floor.

Unfortunately, like a number of buildings in the area, the original windows have been replaced with uPVC. While these do detract from its appearance, they are in keeping with windows introduced at number 34, and appear to reflect the design of the original windows of neighbouring properties.

The front boundary wall has been lost and the garden paved with red brick.
This semi-detached property has been converted into flats. The property is painted a dark yellow, with red brick and attractive tile detailing, both in need of maintenance. In keeping with a number of properties on Palmerston Road, number 34 features a curved bay with gable roof to the second floor.

The windows have been replaced with uPVC, removing some of its character. Despite this, the replacement windows are in keeping with the design of the original windows found on neighbouring properties. A small dormer has been added above the balcony and is an unappealing addition.

There is minimal planting in the front garden within low rise planters, however the majority of this area has been covered with concrete in some disrepair and the front wall removed.

This detached property has been converted into flats. The bird beak bay and curved bay windows on the front elevation are an appealing feature, in keeping with the design of other buildings in the street. Unfortunately, the windows appear to have all been replaced with uPVC. The dormer window appears to be an original feature, and is well detailed.

A modern garden wall has been erected to the front of the property, with part of the brick work painted to match the colour of the front elevation. The front gate is missing, and the front garden area has been covered with a hard surface. This area would, like other properties in the street, benefit from a more sympathetic use of materials and landscaping.

At first glance, apart from the pebble-dash render and unsympathetic uPVC conservatory to the side the house seems little changed, although both those changes detract considerably from the building as a whole. Sadly its original windows have also been replaced and its roof tiles have been changed to concrete.

The house does retain its wrought iron white painted balconies and a flight of steps at the front leading to Corinthian columns on either side of the double hung front doors, which feature some good surviving glazing. The house appears well maintained and has an attractive garden which improves its appearance within the street.

5 The Leas is a very tall narrow building with red facing bricks and much terracotta ornamentation surviving. The front door is at the top of a long flight of stairs which has enabled the adaptation of the basement for use as a garage. This has been managed quite sensitively in comparison to some other buildings in the Conservation Area. The garage doors are solid, timber and painted white and the garden has retained considerable planting and its front boundary, which is neatly combined with a drive.

Although it has lost its original windows and roof, in general this building is a good example of sensitive modernisation and adaptation to contemporary needs while retaining many of the features that contribute to the character of the Area.
| 6 The Leas | This house is a tall narrow white painted building whose many alterations are mainly redeemed by blandness, enabling it to fit fairly discreetly into the street as a whole. Changes include the addition of balconies to all three upper floors and wholesale replacement of windows.

The choice of relatively unobtrusive materials means the changes do not substantially detract from the streetscape and building remains a positive feature in the Conservation Area. The white paint and red roof are appropriate, and there are many balconies already in the Area. The balconies fitted in this case are rather hard and modern in their appearance, not at all like the rather ornate pretty balconies that were originally a prominent feature of the area. The large sliding patio doors which have been installed to access the balconies on all floors are not in keeping with the smaller detailed, often highly decorative windows that are a prominent feature of the Area.

The house has lost its front boundary and garden to a concrete hard-standing, which is inappropriate and contributes towards the erosion of the character of the Conservation Area. |

| 'Runnemede' The Leas | 'Runnemede' is typical of the Conservation Area with red brick, white decorative features, beautiful shady balconies, a sweeping staircase to elegant double front doors and double height bay windows. Several windows have retained their stained glass at the top, which is both appropriate to the location and an asset to the building itself.

It has suffered a few limited changes, for example an unsympathetic dormer window in the roof extension and the addition of hanging tiles to the front of that extension. The character of the house within the streetscene is positive, having retained most of its rustic front wall apart from a gap to enable parking. The parking area is covered with gravel, which is a relatively sympathetic choice, but would benefit from more extensive planting. |

| 'Ravenscroft' The Leas | 'Ravenscroft' is a red brick building typical of the Conservation Area with many white decorative features, beautiful shady balconies, a grand staircase to elegant double front doors and fine bay windows over two storeys.

It appears to have had limited change, for example a rather unsympathetic dormer window, but this has not disturbed the building overall. The character of the house within the streetscene is also positive. It has retained its rustic front boundary punctuated by brick and stone gateposts. Its conversion to multiple occupancy has been well handled and is discreet. |

| 2 Pembury Road | 2 Pembury Road displays all the features that are typical of the Conservation Area. It is built in red brick with white painted joinery; it has double storey bay windows, towers and a fine timber balcony. The red plain tiled roof covers the main roof and the towers, which is distinctive and relatively uncommon in the Area, where most towers have lead roofs.

It appears to have been substantially altered from the original design, although original plans were not found so this is harder to establish than with many of the buildings in the Area. The house has a flat roofed extension to the rear which fits in tolerably well due to its shape and choice of materials although the flat roof is at odds with the style of the rest of the house. |
<table>
<thead>
<tr>
<th>3 Pembury Road</th>
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<tbody>
<tr>
<td>The front garden of 3 Pembury Road is enclosed by a new red brick wall and features a well kept lawn and benefits from some planting and landscaping. Decorative terracotta ridge tiles line the roof and appear to be an original feature of the property, in keeping with the detailing of surrounding properties. This property has been converted into flats, and many of its original features lost. The front door and windows are uPVC and modern, concrete steps lead to the front porch.</td>
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<thead>
<tr>
<th>4 Pembury Road</th>
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<tbody>
<tr>
<td>4 Pembury Road is a well presented property that has retained many of its original features. A red brick boundary wall encloses an attractive, landscaped front garden. The garden is edged to one side by a black and white tiled path of a geometric design that leads from the timber front gate to the original front door. These features are in a good state of repair and should be retained. The front of the property is defined by curved bay windows, which contain attractive, patterned glazing with white painted joinery. The ground and first floors are rendered with red brick, again in a good state of repair and an attractive feature. There is a satellite dish to the eastern side of the property, at second floor.</td>
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<tr>
<th>5 Pembury Road. ‘Someriea’.</th>
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<tr>
<td>This is an attractive property bounded by a red brick wall, in need of some repair, and well planted front garden. A black and white tiled path leads to the front door and is in good condition. The front door has been retained and features attractive coloured glazing. The original timber sliding sash windows with joinery detail to the upper panes are set within a bay and have been retained on the ground and first floors. A large dormer has been added at the second floor, containing uPVC windows and door. This is an unattractive and excessively large addition. A balcony with white painted timber balustrade has been created in front of the dormer, on top of the canted bay. This detracts from the aesthetic quality of the property’s façade and is not in keeping with the ornate white iron balcony at the first floor. A satellite dish is located at ground floor above the bay window.</td>
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<table>
<thead>
<tr>
<th>6 Pembury Road</th>
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<tbody>
<tr>
<td>Part of an interesting pair of properties, adjoined to 8 Pembury Road. The frontage is defined by a protruding, half hipped feature (part of the original design) with glazed balcony. Regrettably, the original windows have been lost and replaced with metal frames in need of maintenance. The property could be enhanced by the use of good quality surface materials and additional landscaping.</td>
</tr>
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</table>
7 – 9 Pembury Road

The building that occupies the site (the former Cumberland Hotel) is currently vacant and the site has been acquired for development. Planning permission was granted at appeal for the erection of two four-storey blocks comprising 21 flats, basement parking, amenity space, refuse storage and landscaping (SOS/07/00095/REF). The existing building has a number of attractive features, including timber sliding sash windows and decorative terracotta ridge tiles, which it will be regrettable to lose.

8 Pembury Road. 'Linden House'.

An imposing, semi-detached property, adjoined to 6 Pembury Road. The frontage is defined by a protruding, half hipped feature (part of the original design) with glazed balcony. An interesting pair, unique in the street.

At ground floor white uPVC windows have replaced the originals, however the design of the glazing bar in the upper panes is sympathetic to original design, seen at first floor.

The front garden is bordered by a hedge, and is covered with paving slabs, in need of some maintenance.

10 Pembury Road

Like many properties on Pembury Road, number 10 has been converted into flats. Original glazing panels appear to remain intact above the front door, which is set back within a well-defined porch, punctuated by an arch. It appears that the original windows with colourful, patterned glazing and glazing bars have been maintained at first floor.

White uPVC replacements have been added in the bays at ground floor, however and an unattractive modern timber balustrade added to the first floor balcony. The property would benefit from some improvements, including the reinstatement of original windows and front boundary wall, landscaping and the use of good quality permeable surface materials.

12 Pembury Road

The brickwork on the front elevation has been painted red, in line with the adjoining property at 14 Pembury Road. The windows do not appear to be original, however the coloured, patterned glazing contained with the upper panes is in keeping with the character of other properties on Pembury Road. A timber porch with balustrades defines the entrance to the property, and is in good condition.

12 Pembury Road has been converted into flats, and the front garden covered with tarmac to create associated parking spaces. The property is in need of some maintenance, particularly to the woodwork and paintwork to the gable, which is in a poor state of repair.

14 -18 Pembury Road. 'The New Redstone Hotel'

At the time of our visit the site was boarded up and undergoing some internal works. Previously, two planning applications have been refused to develop the site for housing, and it appears that the building is being preserved for its use as a hotel.

The main part of the hotel (no. 16-18) is an attractive addition to the street and should be retained as it contains a number of interesting architectural features. No. 14, a semi detached property, forms part of the hotel and is in keeping with the character of street.

The timber sliding sash windows have been retained at first floor, and despite one noticeably damaged glazing panel at, are
### 15 Pembury Road

Generally in a good state of repair. It was not possible to gain access to the site to view the ground floor however, and therefore we have been unable to appraise its quality.

The prominent feature of this property is the corner turret to the western side, with moulding above the windows. A number of original features have been lost from this property, including the windows and balcony doors, which have been replaced with uPVC.

The joinery detail to the porch, found on neighbouring properties, has been lost and the balustrade to the balcony, while pleasant and in good condition, does not appear to be original. Two satellite dishes are attached to the side of the building.

### 17 Pembury Road

This property has generally been well maintained, the joinery detail to the porch is a particularly attractive feature, framing the entrance to the property. It has undergone some modernisation however and has lost its original windows and front door, with white uPVC replacements having been introduced. The concrete hardstanding to the front garden is used for parking.

### 19 Pembury Road

Although not apparently an original feature, a patterned path lined with red tiles leads to the front door. This is in need of repair, presenting an opportunity to replace the path with more traditional design and materials, such as that seen at 4 Palmerston Road.

The windows, front and balcony doors have been replaced with white uPVC and a satellite dish has been attached to the front elevation, above the balcony. The original detail to the front porch remains intact, although it is discoloured and in need of maintenance to restore it back to its original quality. In keeping with neighbouring properties, decorative terracotta ridge tiles have been well preserved and are a valuable feature of the property.

### 20 Pembury Road. ‘Ozone Cottage’

A detached property reflective of the arts and crafts movement and unique within the streetscene. Designed by Parker and Unwin in 1903, English architects and urban planners associated with the arts and crafts movement and garden cities phenomenon. Original features have been well retained and the property is a unique and attractive addition to the street with its well planted front garden, front boundary wall, original windows and detailing. Worthy of local listing.
| 21 Pembury Road | In keeping with the adjoining property, 19 Pembury Road, a patterned path lined with red tiles leads to the front door and continues onto the front porch. This is in need of repair and presents an opportunity to replace the paving with a more traditional tiled path. Timber sliding sash windows have been retained at ground and first floor, however some metal glazing bar detail has been added to the lower panes of the first floor windows. The window frames and surrounds are in a poor state of repair and require maintenance in order to ensure they are retained. Decorative terracotta ridge tiles provide definition to the roof, mirroring the adjoining and neighbouring properties, and should be preserved. |
| 22 Pembury Road | This detached building is currently use by the Ashley Care Centre as their head office and training centre. The non-residential use is highlighted by the gravel hardstanding to the front of the property, which is used for parking and bin storage. The original windows have been lost and the property lacks merit. |
| 23 Pembury Road | This property is characterised by an striking Dutch gable, examples of which can be found in other streets within the Conservation Area. It has generally been well maintained and makes a positive contribution to the streetscene, although would benefit from the reinstatement of original features. Within the canted bay for example the windows have been replaced with white uPVC, it would be preferable to see the original windows reinstated. Additional modernisation works have been undertaken to this property. Satellite dishes and a CCTV camera adorn the front elevation, with modern black painted wooden balustrades edging the first floor balcony. Black metal access ramps and hand rails are located outside the front door and to the west hand side of the property. |
| 24 – 32 Pembury Road | Vacant site, formerly occupied by currently subject of a planning application (SOS/09/02025/FULM) for the erection of a part 2 / part 3 / part 4 storey building comprising of 20 self-contained flats, basement parking for 26 cars and 16 cycles, form refuse stores amenity areas and vehicular access onto Pembury Road (amended proposal). At the time of writing this application was pending consideration. |
| 25 Pembury Road | The Dutch gable mirrors the design of the adjoining property, 23 Pembury Road, and the pair makes an interesting addition to the street. Decorative terracotta ridge tiles line the roof and should be retained. In a similar vein to neighbouring properties, 25 Pembury Road features a canted bay at ground and first floors.

At ground floor however it appears that the bay window was at one time extended to create doors with long, thin panels, painted black. These now seem to have been sealed. At first floor the original windows have been lost and replaced with uPVC. The hardstanding to the front is in a poor state of repair, with weeds growing up through cracks. |
| --- | --- |
| 27 Pembury Road | 27 Pembury road is an attractive three storey detached property set back from the street, within a well planted front garden. The front door is framed by a door hood supported on two brackets projecting from the wall.

The original windows on the front elevation have been retained, and are generally in good condition. The original windows contain coloured glass leaded lights and patterned glass leaded lights.

The ground floor is rendered with red brick, in a good state of repair on the front elevation, although the brick is in need of cleaning on the east elevation. It makes a positive contribution to the street and would enhance the conservation area. |
| 29 Pembury Road | Together with neighbouring properties 31 and 33 Pembury Road, number 29 has been configured to appear as a large house with two matching castellated inset wings and a Mansard roof.

Number 29 Pembury Road, the west wing of the building, is castellated and constructed of red brick. The first floor windows are white uPVC with patterned glazing in the upper panels. Red brick developer arches with masonry keystones frame the windows of the castellated inset wing. There is a bird beak bay window at ground floor, which while in good condition, contains white uPVCndows w. This feature is not mirrored on the east wing of the building (33 Pembury Road).

The front door appears to be original and is framed by a door hood supported on two brackets projecting from the wall. At first floor a balcony is bounded with white painted wooden balustrades and what appears to be an original door, with clear glass leaded lights. |
| 31 Pembury Road | 31 Pembury Road is the central section of the building that has been divided into 29, 31 and 33 Pembury Road.

An attractive red and white tiled path leads to the front door and is in good condition. The path is lined with planters containing low rise shrubs. These are positive additions to the property, which is in good condition.

Decorative terracotta ridge tiles line the roof in this central part of the building, and a dormer has been built into the roof. The first floor white painted timber balcony at first floor is an attractive addition and the door leading onto the balcony matches that found on the balcony of number 29, and again appears to be an original feature, in good condition. |
| 33 Pembury Road | This property is the third section of the building that contains 29, 31 and 33 Pembury Road. Like number 29, it is a castellated part of the building constructed of red brick. The small dormer at second floor mirrors the dormer found at number 29. However, unlike its neighbours, 29 and 31, the front garden area is in need of maintenance. 

There are two front doors to the property, which has been converted into flats. One of these doors is an original feature, matching the style of front door found at both 29 and 31 Pembury Road. It appears that the first floor balcony, found on the neighbouring properties, has been removed. The original balcony door has been lost and replaced with white uPVC, bounded by a white painted wooden balustrade.

While an attractive addition to the street, some modern additions such as uPVC windows, different boundary treatments, roof tiles, and a disjointed line created by the removal of the balcony at 33 Pembury Road, have resulted in a confused frontage. |
|---|---|
| 34 Pembury Road | As with the adjoining property, 36 Pembury Road, this property lacks definition within the streetscene. However, at the time of the site visit, the property was undergoing some building work. 

The front garden has been covered with concrete, in better condition than that at number 36. However, in order to enhance its aesthetic quality, the property would benefit from this area being planted and a more traditional, permeable surface material used. 

The windows are white uPVC replacements and the property is accessed from the side. |
| 35 Pembury Road | The flat roofed turret feature that according to the plans for this property was part of the original design remains intact, and adds interest to the property. The front door and wooden detail to the front porch make a positive contribution to the aesthetic quality of the property and appear to be original. Unfortunately, this property has lost many of its original features and an unsympathetic flat roofed dormer has been added which dominates the roof. 

White uPVC windows have replaced the originals, and the balcony door at first floor has been replaced with white uPVC. Metal balustrades enclose the first floor balcony. |
<p>| 36 Pembury Road | The front garden has been covered with concrete, which is now in a poor state of repair and further detracts from it appearance. It would benefit from landscaping and a more sympathetic use of materials. All windows on the frontage are white uPVC replacements. |</p>
<table>
<thead>
<tr>
<th>Address</th>
<th>Description</th>
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<tbody>
<tr>
<td>37 Pembury Road,</td>
<td>The detailing to this semi-detached property is very much in keeping with the character of the conservation area, such as the hanging tile detailing to the front bay. The red tiled path that leads to the front entranceway is also an attractive addition, in keeping with those seen at other properties in the area. The property has lost its original windows however, which have been replaced with white upVC. A modern, metal balustrade has been added to the first floor balcony, which is accessed via white upVC doors. The windows to the gable at third floor are unattractive, and generally the property would be enhanced by original features being restored.</td>
</tr>
<tr>
<td>‘Janetta’.</td>
<td></td>
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<tr>
<td>38 Pembury Road</td>
<td>A detached, modern addition to the street. No. 38 doesn’t relate particularly well to neighbouring properties or the character of the conservation area. However, it does have a well maintained front boundary wall and gate with some planting to the front garden.</td>
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<tr>
<td>39 Pembury Road</td>
<td>This detached property has been converted into flats. While maintaining some of its original features, including timber sliding sash windows, it would benefit from some maintenance to enhance its appearance. It is pleasing to see a front garden and front boundary wall at this property, which could be enhanced by some good quality landscaping. Two satellite dishes adorn the front of the property, which has been painted cream. A poorly constructed timber fence lines the first floor balcony, which is accessed via a timber framed door painted red.</td>
</tr>
<tr>
<td>40 Pembury Road</td>
<td>This detached property has been converted into flats. The front garden has been covered with concrete, which is in a poor state of repair. White upVC windows have replaced originals and the front door is a modern replacement, flanked by white upVC panes. The square bay windows at ground and first floors are topped by a gable, accentuated by black, diamond shaped tiles. Other potentially distinguishing features of the property have been lost and it has minimal impact on the quality of the street.</td>
</tr>
<tr>
<td>‘Grosvenor Court’ The Leas</td>
<td>Many details of this fine corner building have survived and it is a very attractive building in the street. The pointed roof on the tower has unfortunately been lost. This was an important puncuating feature in the street and a prominent part of the character of the Conservation Area, so its loss is regrettable, although its appearance within the street is strong and positive enough that it does not detract significantly. The original windows have been replaced with upVC and this has removed much of the character inherent in the design of the building. The retrospective addition of ornate wrought iron balconies is not detrimental to the appearance of the building.</td>
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<tr>
<td>'Mount Liell Court East' 11–12 The Leas</td>
<td>Mount Liell Court East and West are a surprise, as they appear to be entirely modern in their design, yet in a postcard of the Leas thought to date from 1912 (fig 8) they are illustrated with their distinctive roof design clearly visible. Closer inspection of the houses reveals the remains of two-storey bay windows, which also imply an earlier build date than might initially be suspected. Many changes have erased the evidence of their age. For example all the windows have been replaced with dark metal frames, modern dark metal and glass balconies have been added to all three floors, and the original balconies that were directly under the gables have been lost. The roof is covered in pantiles, which is very unusual in the Conservation Area, where most roofs have a plain tile or slate finish. The loss of the front boundary is a further erosion of character, and the lawn is not in keeping with the style of planting in the Area.</td>
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<tr>
<td>'Mount Liell Court West' 13–14 The Leas</td>
<td>Mount Liell Court West is almost the same as its neighbour to the East. The many changes to the buildings, including the replacement of the windows with dark metal frames, modern dark metal and glass balconies and loss of the original balconies that were directly under the gables mean that they are almost unrecognisable as older buildings, yet in the long views up the street because of their angle and scale they do not offend the eye, despite the incongruity of their appearance within the Conservation Area. The loss of the front boundary for parking is unfortunate, and the tarmac surface does not add anything to the street-scene. A softer material, such as gravel, reinstatement of part of the front boundary, and some planting would soften the appearance of the parking, and improve the appearance of the building within the street as a whole.</td>
</tr>
<tr>
<td>15 The Leas</td>
<td>The front elevation of 15 The Leas has almost been lost under numerous extensions and balconies. These include a glazed first floor veranda with a corner balcony leading off it, and a balcony above made of white timber boards fixed in a zigzag arrangement completely at odds with the prevalent joinery style in the Conservation Area, which is decorative and ornate. A huge loft conversion has disrupted the roofline and the cumulative effect is an almost complete loss of character. The boundary wall and garden have disappeared. The garden has been replaced by a brick driveway, which is not in keeping with the character of the Conservation Area and adds to the erosion of the overall character of the building. Reversal of these changes would not be impossible, although it might be expensive. However it would help to restore the character of what appears originally to have been an attractive building, judging by the pretty shape of the ground floor Venetian front window and entrance. Removing these unsympathetic changes would almost enable the house to revert to making a positive contribution to the character of the Area, rather than contribution that is neutral at best.</td>
</tr>
<tr>
<td>16 The Leas</td>
<td>This house has survived far better than most of its neighbours, making it a very attractive and positive feature in the street, especially in long views where its charms are not obscured by the high and rather dense hedge. It is white rendered with red brick stringcourse details between</td>
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each floor and a red plain-tile roof. It is fortunate to have retained small characterful windows, which are probably original; and pretty decorative panels, which are painted white but may originally have been terracotta.

The lively design with its distinctive corner gable is a typically idiosyncratic feature within the Conservation Area.

This building seems to have three distinctive parts. The sea facing elevation is in the place of what would have been 17 The Leas. It is three and a half storeys high with the top one and a half storeys taking the form of roof dormers with a copper-roofed balcony, green with verdigris, and with an ornate wrought iron balustrade that extends across the whole of the front of the first floor.

The Cobham Road elevation is less cohesive in appearance and shows evidence of a number of alterations and extensions including a ground floor glazed veranda style entrance area, a modern four storey block that appears to have been built in the 1980s and a linking staircase block between the modern block and the older one.

The building has inappropriate replacement windows and the ground floor extension has obscured much of the original appearance of the side of the building. However the south, sea-facing elevation retains considerable charm and character, and the building as a whole remains an asset to the area.

The veranda to the ground floor frontage has been well preserved and is an attractive and defining feature of the property. The original timber sliding sash windows with decorative bars to the upper panels have also been retained at ground and first floors, and although in need of some painting, enhance the character of the property.

Detailed ridge tiles appear to be in good condition on the roof, although a number of satellite dishes have been added to the property, at ground floor and to the chimney.

The front garden is bounded by a red brick / rendered front wall, while this doesn’t appear to be original, it doesn’t detract from the quality of the building.

This three storey detached property has retained a good number of its original features, including decorative terracotta ridge tiles, timber sliding sash windows at ground and first floors, and inset moulding flower detail above the bay windows at first and second floor.

An attractive front boundary wall and iron gate have been well preserved, and together with a tiled path, make a positive contribution to the front of the property, which sits well within the street scene and should be preserved.
‘Cobham Lodge Hotel’

An imposing, detached building in use as a hotel. It retains a number of original features including timber windows and attractive stained glazing to the upper panels. Detailed and well maintained terracotta ridge tiles adorn the roof and add to the charm of this property. The front door is accessed to the front of the property and retains its original glazing detail.

The front boundary wall appears to be original, however a modern brick planter has been added to the top. The front garden has been retained and landscaped.

There are one or two unfortunate modern additions that act to detract from its quality, including unsympathetically large signage in the front garden, a banner sign to the first floor balcony and a notice board style sign to the front boundary. The use of more sensitively designed signage, of an appropriate size and design for a conservation area is encouraged.

‘Kingsclere’

18 The Leas

Kingsclere is a very fine building within the street-scene and a good interesting example of a very distinctive individual building within the Conservation Area.

The house has retained its small paned windows including the rectangular bay window and the unusual wide arched window on the ground floor. The distinctive balcony with its curved roof is made of timber and the neat arches and elegantly carved details mean that despite its simplicity the feature fits well with the overall character of the area. In common with many other houses in the Conservation Area the house is built of red brick and mostly rendered on the first floor with only its brick string course left exposed. The red plaintile roof has retained most of its crest detail on the ridge, even on the small roofed projection detail that extends towards the chimney.

The house has unfortunately lost its front boundary and garden, which detracts slightly from its overall charm within the street-scene but would be relatively straightforward to rectify. Using the example of others within the same road, for example 5 The Leas, a garden feel could be reinstated without the loss of the very useful car parking facility. The satellite dishes on the chimney and side wall are rather conspicuous and are an unwelcome intrusion. The uPVC windows on the second floor are equally inappropriate.

‘Essex Lodge’

19 The Leas

No. 19, “Essex Lodge” is semi detached and generally unspoiled by change. The red brickwork and roof tiles with white joinery, white rendered gables and original stained glass front door and top-lights above the windows fit very well into the Conservation Area and are a positive feature overall. The black wrought iron balconies on the ground, first and second floors are attractive and do not detract from the overall appearance of the building.

It appears that they are not original due to the way, on the ground and first floors the feature projects from the face of the building without being integrated into the design, the requirement for support from columns that extend to the ground and the bay windows that project into the balcony’s footprint. It is likely that the addition was relatively early due to its decorative appearance and the elegant French windows that provide access to the balconies. It is likely that the balcony on the second floor is a still later addition as it is different from the one on no. 20, although the choice of material is a good one.

The loss of the gardens and boundaries for car parking could have been achieved more successfully with the choice of a softer surfacing material such as gravel, the retention of a portion of the front wall, with a narrower access for vehicles.
| **20 The Leas** | However the beautiful original tiled front path has survived, which helps give some idea of the original appearance of the gardens, as does the generous planting directly in front of the house. Returning the parking area to a more garden-like feel would contribute positively to the overall street-scene. |
| **Henleaze** | Number 20, is the pair to number 19 and is also relatively unspoiled by change. The red brickwork and roof tiles with white joinery, white rendered gables and original stained glass front door and top-lights above the windows fit very well into the Conservation Area and are a positive feature overall. The black wrought iron balconies on the ground and first floors are attractive and do not detract from the overall appearance of the building. That they are not original but it seems they were added relatively early from their decorative appearance and the elegant French windows that provide access to the balconies. It is likely that the balcony on the second floor is a still later addition as it is different from the one on number 19. It could possibly be original or an early addition as it follows the line of the bay window below and it seems that the original window in the gable may have been retained. The loss of the gardens and boundaries for car parking could have been achieved more successfully with the choice of a softer surfacing material such as gravel, the retention of a portion of the front wall, with a narrower access for vehicles. However the beautiful original tiled front path has survived, which helps give some idea of the original appearance of the gardens. More generous planting to the area would have been more sympathetic to the character of the area and returning the parking area to a more garden-like feel would contribute positively to the overall street-scene. |
| **Sun Shelter** | 21 The Leas, or “Henleaze”, is relatively modern in its appearance although it can not have been built substantially later than the other houses in the street, since it appears in early postcards of the area. It is a distinctive feature of the street-scene and a very positive feature that it is important to protect. It is typical of the area with red brickwork and roof tiles, white joinery and rendered first floor, although the choice of yellow paint on the render is unusual and not entirely in keeping with the area. The double front doors appear to be original and the stained glazed panels above the windows have also survived. The curved shape of the gable is very distinctive and another example of the eccentric design features that are so typical of this Conservation Area. |
| **Sun Shelter** | The sun shelter is a landmark building in the Conservation Area. It is built in materials that fit in well with the local building style: red brick with white stonework and small paned metal windows frames. The shelter is suffering from a degree of disrepair, which should be addressed to prevent accelerating deterioration. For example the paintwork on the window frames is peeling in many places, allowing the metalwork to begin rusting. The longer the time taken to repair this defect the more expensive the repair will be, and for this reason it should be attended to as soon as is practical. The large road sign directly in front of the shelter obscures views of the shelter from the road, and of the sea from the shelter, and this should be relocated to enhance its appearance. This building should be considered for inclusion on the local list. |
7. MANAGEMENT PROPOSALS

7.1 Problems and Pressures

7.1.1 Multiple-occupancy

Multiple occupancy is prevalent in this Conservation Area. In some cases this has led to piecemeal changes to buildings, such as Argyll House and detracts from the cohesion of their original design. It has an impact on parking requirements and exacerbates some of the other problems and pressures described below.

7.1.2 Parking

Car parking is a continual problem in most residential areas, especially those, such as The Leas, that were built before car ownership was almost universal. In The Leas all the streets are lined with parked cars and the prevalence of houses with several households, puts additional pressure on the available space, assuming each household is likely to own at least one car. This has already resulted in the loss of many front boundaries and gardens in the area, which is unfortunate as they are a very significant part of its character. The erosion of this feature should be avoided to prevent still further loss of the quiet suburban feel this district enjoyed in its early years.

Loss of front boundaries and gardens for hard standings detract from the character of the Area

The Southend on Sea Design and Townscape Guide acknowledges that

‘older properties are under increasing pressure to convert traditional front gardens to forecourt parking. Unfortunately unless done sympathetically this can harm the character of a residential area ... in some cases ... forecourt parking may not be considered acceptable in principle because it would be detrimental to local character.’

Retention of character while providing parking space

Some acceptable examples of parking spaces in front gardens can be found, for example no. 5 The Leas. In this case only a small part of the front boundary was removed to make room for an access gate; gravel, a soft surfacing material was chosen, and extensive planting softens the effect still further. If further off-street parking is unavoidable, examples such as this could be used as inspiration.
The *Southend on Sea Design and Townscape Guide* outlines the issues for off-street parking as follows:

- Surface car parking should be part of the overall design and not dominate the street frontage or main entrance.
- Generous landscaping, including tree planting, should be used to soften and break up the paved area.
- High quality permeable surfacing and detailing is essential.

These principles are designed for new building developments but they can be applied to the provision of new parking spaces within existing areas.

### 7.1.3 Green spaces

The green spaces within the Conservation area are limited and not readily accessible for amenity use due to the sloping nature of much of the undeveloped land. However despite their inaccessibility they are a very important part of the Conservation Area and need to be carefully maintained and protected. Old postcards show that these areas were originally very green, and many roads had trees planted along them. Reinstatement of these would be a positive benefit to the Conservation Area and would enhance the existing green spaces.

Private green spaces, such as back and front gardens are generally very modest in size and so the pressure to convert these to additional building land is not likely to be intense.

Fortunately the public green spaces in the Conservation Area are almost certainly unsuitable for building land as they are directly between the houses and the Western Esplanade but lack of maintenance and a failure to replace planting could jeopardise their quality and appearance.

Green spaces beyond the boundary of the Conservation Area are important in long views and any changes to these should be considered with this in mind before a decision is made.

### 7.1.4 Loss of original features

The seaside location of this Conservation Area means that there is particularly strong pressure for alteration, especially to windows and doors. The sea air is notoriously abrasive to paintwork and does mean buildings require extra maintenance. As a result people are keen to replace timber with uPVC, which has the reputation of being low-maintenance, although this is often disputed and the fact that paints are available to redecorate uPVC windows and doors is evidence that this material is not as durable as has been previously thought. Nevertheless this is a pressure on the Conservation Area. In addition there is demand for the installation of double-glazing to prevent draughts around the edges of the windows although this could be equally well addressed with the installation of secondary glazing.

The glorious sea-views mean that there is also pressure for the installation of balconies and larger windows, or doors. Some houses already have unsympathetic balconies and doors: 6 The Leas is an excellent example of this. This is contributing to loss of the character that made the area worthy of protection and changes of this type should be carefully considered and designed in such a way as to be as sympathetic as possible.
7.1.5 New development
There are no obvious vacant plots in the area so new development does not currently appear to be a problem. Beyond the boundary of the Conservation Area the risks are higher. A new development is in progress on the other side of Grosvenor Road and this will have an impact on long views along the Leas. The proposed development is a nine storey block of flats with parking beneath and as such the scale of the development is likely to be unsympathetic to the appearance of the Conservation Area and is likely to have a detrimental effect on long views out of the Area.

7.2 Alteration
Considerable unsuitable alteration has already taken place in the Area. This includes a proliferation of satellite dishes, many replacement windows and doors and the loss of garden boundaries. In addition there has been extensive loss of planting and green spaces, particularly front gardens and street trees.

7.3 Condition and maintenance

7.3.1 Roads and Paving
The condition of the roads is poor; they have been patched and repaired and they are in need of resurfacing work in many places. To avoid deterioration of the structure of the road surface resurfacing should be scheduled into the planned maintenance programme in the near future.

Pavements are in even poorer repair and have been extensively patched and repaired. The surfaces are widely varied and this creates an untidy appearance within the street scene. Comprehensive resurfacing of all pavements would considerably improve the appearance of the area as a whole.

7.3.2 Street furniture
Most street furniture is not in a bad state of repair, particularly streetlights and benches. The feature most obviously in poor repair is the many railings and handrails. There are several different types of metal railings, most of which are unpainted, rusty, worn and in themselves not very attractive. There are also some wooden rails which are in a rickety condition.

There is a mix of lamp standards in the Area. The fine ornate green ones should be retained but the appearance of the Area would benefit from the replacement of the others with a uniform style throughout.

7.3.3 Green spaces
Most green spaces seem well maintained and attractive. There is one area, near the path leading uphill to the right of the Sun-Shelter, where the planting is distinctly scrubby and warrants more careful maintenance. A plan in place to convert this area to rockery would enhance its appearance while maintaining its function as a drainage wash out area.
7.4 Impact of New Development

7.4.1 Potential Impact of New Development

New development within the Conservation Area should be very carefully considered. The newer buildings in the area demonstrate how much a successful or unsuccessful addition can impact on the area as a whole. The Palmeira Avenue elevation of Homecove House is very successful because it is of an appropriate scale and style, even though it is honest about being a modern addition instead of being a pastiche copy of the buildings in the street. The choice of materials is a good one and the white rendered projecting areas echo the articulation of the houses on Palmeira Avenue. The balconies, gardens and boundaries support this to create a lively in interesting elevation that is in keeping with the spirit and feel of the Conservation Area.

Conversely the Overcliff flats are far less successful because they are completely out of scale with the area, the choice of materials does not relate to the majority of buildings and the composition of the elevations is relatively bland, with none of the quirkiness and interesting articulation that is a characteristic of the area. Although Argyll House could be described similarly it is a classic example of original 1930s modernist architecture and the quality of its architecture, its more human scale, and its individuality mean that this building succeeds where the Overcliff flats do not.

The impact of development beyond the boundary of the Conservation Area is very important to the area itself. Buildings beyond the boundary of conservation areas have a direct impact on the area, both for neighbouring buildings and in long views, and their design should be carefully considered.

The potential impact of new development is a very immediate threat to the Conservation Area as development is in progress in Pembury Road and just beyond its boundary on the other side of Grosvenor Road. The impact of the works at 7-9 Pembury Road is a cause for concern. Planning permission has been granted to demolish the existing building and a large scale building in its place is likely to have a detrimental effect on the Conservation Area. Indeed, the site at 24-32 Pembury Road has already been cleared and a planning application was under consideration for the development of the site at the time of writing.

7.4.2 Key Characteristics to Inform New Development

Form

The buildings tend to be grouped in terraces. On the sea-facing part of the Conservation Area they are built at an angle to one another so that the building line looks like a staggered zig zag but on the side streets the buildings face the road squarely. Nearly all houses have at least one gable facing the street and the façade of most buildings is lively with several different style elements on each. Front gardens behind garden walls are a distinctive feature.

Scale

Most buildings are two or three storeys in height, many with extra accommodation within the roof, lit by large, often decorative dormers. There are a few taller buildings in the area but generally their scale remains in keeping with the other
buildings. The scale of features such as doors, windows, balconies, storey heights and roof slopes on new developments should be dictated by nearby buildings.

**Details**

Roof profiles tend to be lively and interesting with decorated gables, dormers towers and chimneys. There are many crested ridges, bargeboards and hanging tiles used to decorate roofs. Towers have a variety of roof shapes and are covered with either tiles or lead. The mix of features and materials, including red brick and render, balconies and bay windows, gables and eaves, decorative carving and the use of hanging tiles and other features is a common theme and this liveliness is an importance aspect of the Area’s character. Successful developments will echo this.

Although some fine doors and windows remain, often featuring some lovely stained glass, the area has been blighted by a proliferation of upvc doors and windows. Many of these have changed the original shape of the opening, completely altering the appearance of buildings and destroying their proportions. New development should ensure that high quality materials are used and that the proportions of openings are appropriate.

**Materials**

Roof coverings tend to be machine made clay plain-tile or natural Welsh slate, with some lead on the roofs of towers.

Walls are usually red brick or rendered with very occasional incidence of yellow stocks. Brickwork on the older buildings is invariably Flemish bond.

Doors and windows are timber, almost invariably painted white, apart from on Palmeira Avenue, where many original doors are a very dark green-black.

Many doors and windows have coloured glass panels or stained windows. Balconies are usually timber, with some wrought iron, both usually painted white.

Decorative work can be glass, terracotta, carved timber or clay hanging tiles, and regularly all are found on a single building.

Gardens tend to feature lots of soft landscaping and lush planting, often with large shrubs or small trees. There are several examples of coloured tiled front paths. Front garden walls are often irregular and rather rustic, usually made of brick wasters with pillars of good brickwork, often topped with stone.

In most cases the materials chosen for new developments should be inspired by those already dominant in the Area.

**Surfaces**

A simple tarmac finish with light coloured aggregate to break up the colour of the surface is often used in the public spaces within the Area. Grass, gravel and ceramic tiles are commonly used within plot boundaries.

**Spaces**

Small front gardens are an important feature which serves to soften the street-scene and the effect of the buildings. Long views along the seafront are very important and are enhanced by the long stretch of grass and planting that runs
along most of the southern boundary of the Conservation Area.

![Important long view east from Clifton drive towards sun-shelter and beach](image)

7.5 Policy

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.

7.6 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 completion of each new character appraisal and will subsequently be distributed to each property.

The standard of advice and information provided by the council is good in comparison to many other local authorities and will hopefully help to protect conservation areas from unsuitable development due to ignorance. This might be reinforced by routine distribution of advice to homes, particularly in the Leas, where the high rate of multiple occupancy is likely to imply a high proportion of rented homes and high turnover of occupants. An regular, preferably annual, mailshot would go a long way towards ensuring information is received by as many residents as possible.

7.7 Additional Controls

7.7.1 Additional planning controls

It is possible to introduce additional planning controls in a conservation area as a
means of protecting the area from unsympathetic alterations carried out as permitted development. This can be done through the use of an Article 4(2) direction under the Planning Act, which would require planning permission for certain categories of works normally regarded as permitted development.

The Leas Conservation Area has many features and details which are worthy of protection, and the historic built environment is highly sensitive to inappropriate alteration and loss of traditional features. It is therefore recommended that the following works should require planning permission under an Article 4(2) direction:

- Alterations to a dwelling house affecting windows, doors or other openings, including the insertion of dormer or other windows in the roof and the change of roof materials
- The application of render or cladding to the external walls of a dwelling house or the painting of brickwork
- The erection or construction of a porch outside the front or side door of a dwelling house
- The construction alteration or removal of any fences, gates or other forms of enclosure to any side of a dwelling house
- The painting of the exterior of any wall of a dwelling house with a different colour
- The installation of solar panels and wind turbines
- The construction of hard-standings in front gardens.

Owners can contribute towards protecting the character of the Area by considering the impact of any proposed alterations on the special character of the Conservation Area.

### 7.7.2 Local Listing

Only two buildings are currently on the local list: Palmeira Mansion, including nos 1-9 Shorefield Road, and Argyll House. There are other exceptional and well-preserved buildings that should be considered for inclusion on the list. These include:

- The Sun Shelter below Clifton Drive
- Nos 1-19 Palmeira Avenue, unless they are accepted for statutory listing
- K6 Red Telephone Kiosk on Western Esplanade near The Leas
- No. 21 The Leas
- Ozone Cottage (20 Pembury Road)

### 7.8 Individual Buildings

Most properties within the Conservation Area are converted to flats and so serving individual Article 4.2 directives on separate properties would be largely redundant since flats do not enjoy permitted development rights. A blanket direction over the whole Conservation Area would protect those buildings that are not converted to flats and which consequently still enjoy permitted development rights. Existing powers need to be used more effectively to impose stricter control on alteration of original features. The council also needs to exercise more vigilant reinforcement of unlawful alterations to prevent uncontrolled erosion of character.

Existing powers could be used, for example in the case of Argyll House, to encourage replacement of inappropriate windows with facsimiles of the originals, which might help the flats to slowly begin to regain their original coherence of design. Unease over the reduced thermal performance of returning to the original
style of windows is likely; however there are now double-glazed reproductions of metal windows available on the market and secondary glazing is another possibility.
7.9 **Boundary Proposals**

These areas are considered for inclusion within the Conservation Area:

- The top of Palmeira Avenue to include no. 1a Palmeira Avenue, and nos 106-100 and nos 86-82 Station Road, all on the south side of the road
- Palmerston Road (excluding Princes Lodge and Palmerston Court to the southern end of the street and Jersey House and The Colonnade to the northern end of the street)
- Nos 4-20, Nos 3-5, Nos 15-39 Pembury Road
- Nos 2 (Cobham Lodge Hotel), 3 and 5 Cobham Road

It is proposed to remove Overcliff Flats from the Conservation Area as this is a modern development, not in keeping with the fabric of the Conservation Area.

![Map of the Leas Conservation Area with proposed boundary changes](image)

**Fig. 11: Proposed boundary changes**

There is evidence to suggest that the buildings put forward for inclusion on Palmeira Avenue were originally built as a symmetrical pair of terraces, one on either side of Palmeira Avenue. While the houses are altered and in need of renovation some architectural details survive to back up this premise, for example distinctive column treatments to the balconies on the first floor.
The pointed roofs at the top of the towers have both disappeared, although the towers remain on both sides of the road. The reinstatement of the roofs, removal of the cream paint on the brickwork and some repair of the buildings would enable these houses to be restored to their former glory, as illustrated in Fig. 4, and become a genuine asset to the Conservation Area.

The main reason for including these properties in the Conservation Area would be to attempt to secure some reinstatement of their original character and appearance as an elegant northern gateway to Palmeira Avenue and to encourage improved maintenance of these buildings. The relative lack of modernisation of these buildings means that they have the potential of becoming strongly positive features within the Area and enhance it overall. The most effective way this could be achieved would be with a blanket Article 4(2) directive covering the whole of the Conservation Area including these buildings. The potential impact of this is discussed below in section 7.11.2

Palmerston Road is an interesting street very much in the spirit of the Conservation Area. While there has been a degree of modernisation in the street (including the loss of pretty front gardens seen elsewhere in the Area for parking), the inclusion of the majority of properties on Palmerston Road within the Conservation Area should ensure their future protection, help to prevent against the loss, and encourage the reinstatement, of original features, including windows and boundary walls. There are a number of good quality properties in the street (such as nos 5 and 7) and additional damage by unsympathetic development would be a loss to the street-scene in general and might well have an adverse impact on the Conservation Area.
Pembury Road includes a number of excellent examples of buildings typical of this Conservation Area (including nos 4 – 8 and 3 – 5 Pembury Road) as well as a number of more unique examples (such as Ozone Cottage which is an asset to the Area and recommended for local listing). A number of these buildings are extremely well preserved and display features that should be protected. There have regrettably been a number of modifications undertaken in the street, the loss of front gardens and boundary walls is prolific, and there are instances of uPVC replacement windows. The inclusion of a number of properties on Pembury Road would help reinforce the character of the Area and prevent future losses of front gardens, boundary walls and other original architectural features.

Nos 2, 3 and 5 Cobham Road again present outstanding examples of buildings that are typical of the Conservation Area and are worthy of inclusion within the boundaries to ensure their continued protection.
7.10 Enhancements

Recommended enhancements to the Conservation Area are outlined below:

7.10.1 Public realm

Street boundaries: road and cliff edges.
It would be an improvement if design of railings were co-ordinated. The council might consider replacement of handrails and railings with a uniform type throughout the Area in places where historic railings are not present. Hedges are an attractive and environmentally sound alternative that could be considered. Those already in place should be preserved and maintained, and suitable locations for more should be identified.

Reinstating the railings around the Sun-Shelter would reinforce its sense of place and enhance its appearance.

Resurfacing all footways
A comprehensive resurfacing programme is recommended to improve their appearance and state of repair. Early postcards suggest large stone paving slabs may have been originally used in the area and reinstatement of this would be an ideal and long-lasting solution.

It is acknowledged that this treatment is expensive and the English Heritage publication Streets for All suggests the use of recycled flags as a more cost-effective alternative and this should be considered, taking into account the whole-life cost of the various alternatives. In more rural areas a bound gravel surface would normally be recommended and the softness in appearance of this treatment is certainly preferable to plain tarmac.

Wide stone kerbs
The wide stone kerbs in the area are both distinctive and original, being clearly visible in early postcards. In some places these have been lost, especially around curves and corners. They are an important part of the character of the area and priority should be given to their retention, and reinstatement where they have disappeared.

Historic streetlights
These require some maintenance but they are distinctive and attractive features of the area that should be valued for their aesthetic value and retained.

Contemporary street furniture
Avoid mundane municipal street furniture and work towards improving design and location. For example if an opportunity arose to replace the more modern lights with more interesting and sympathetic ones then this would enhance the area as a whole. It is not always considered advantageous to simply choose pastiche copies of historic streetlights. English Heritage’s Streets for All states that ‘simpler designs are often more successful than attempts to make new fittings seem historic’ and
that ‘well-designed modern streetlights are often a better choice for historic areas than catalogue heritage lamps’.

When considering new street-lighting it is important to bear in mind the environmental impact of lighting both in terms of light pollution for local residents and protection of local birdlife, which is often confused by the excessive brightness within towns.

The colour of lighting should also be considered when designing a new scheme, as this influences the ambience and mood of the street scene. The Bury St Edmunds Town Centre Streetscape Manual asserts that white light sources create a far better quality lit environment than traditional sodium lighting, which produces an unflattering orange appearance.

**Positive street-name signs**

Retaining and maintaining existing positive street signage, for example street name signs to enforce local character

**Reduce street clutter**

Early postcards of the Area show generous thoroughfares that are uncluttered and attractive. The Conservation Area would benefit greatly from an attempt to reduce municipal clutter to enhance the unhurried holiday atmosphere of the original resort.

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Narrower double yellow lines: in Conservation Areas councils are permitted to use a narrower double yellow line to demarcate parking restrictions, and this could be
considered for adoption.

Relocation of overhead cables to underground to reduce their negative impact on views, particularly up and downhill.

7.10.2 Planting and trees

It is important to retain the few trees still existing within the area as they are a rare and important feature of the green spaces between buildings.

The area would be greatly enhanced by planting more street trees in line with the evidence presented by historic postcards of the area. For example street trees were planted on both sides of The Leas and reinstatement of these would enhance the area considerably.

The existing public gardens should also continue to be maintained and if possible improved to increase the amenity value of the green spaces available. Some early photographs show crowds of people sitting on the grass verges and enjoying the green spaces available. This should be encouraged as far as possible by maintenance and enhancement of the public spaces in the area, including consideration of improving the scrubby area of grassland between Argyll House, and the Sun-Shelter.

Trees in long views outside the Conservation Area are very significant and this should be taken into account when their maintenance and preservation is under consideration.
7.10.3 Private Dwellings

If possible further loss of front gardens and boundaries for car parking should be avoided. If it is proved that provision of additional parking is necessary the impact of this should be minimised by retaining as much of the boundary as possible, the choice of softer surfacing materials such as gravel, and the retention of copious planting within the scheme. Some good examples are already present in the Conservation Area, particularly no. 5 The Leas and Runnemed, The Leas. Inspiration should be taken from this and other good examples in Southend.

Promoting co-ordination of changes to elevations would also enhance the area, particularly in blocks occupied by several households. If this had been adopted earlier the damaging changes to nos 2-3 The Leas and Palm Court might have been avoided, preventing the loss of a fine elevation within the Conservation Area.

Southend-on-Sea Borough Council operates a scheme of window grants for the reinstatement and repair of traditional windows in Conservation Areas and there are many houses in the Area that would benefit greatly from this. Grant applications can be obtained from the Department of Enterprise, tourism and the Environment.

7.10.4 Change of Use

Change of use from a single dwelling to flats or to a business use can have a dramatic impact on houses, particularly if the demand for parking space increases and there are requirements for signage. Applications for change of use should be considered with those impacts in mind and, if appropriate, conditions attached limiting permitted development rights for those developments other than flats, (where these rights are automatically revoked).

7.11 Implementation

7.11.1 Monitoring and Review

Regular monitoring and review of the Conservation Area is important to ensure that the council maintains an up-to-date record of the condition of the Area and the buildings, and to reduce the risk of deterioration. Regular, preferably annual, walkabouts, combined with photographic surveys would provide an early warning of management issues before excessive deterioration can take place. There are obviously implications to providing resources for this task for all fourteen Conservation Areas within the Borough, an issue that would need to be addressed.

7.11.2 Enforcement

Active use of existing Council Policy will be important to ensure that the appropriate controls for Conservation Areas are applied and enforced. There could be resource implications for additional enforcement actions and this will need to be addressed.
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