

southend central area action plan
heritage - part 4
july 2011

evidence base

southend on sea borough council
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SCAAP Evidence Base - Heritage

Frontages of Townscape Merit in the Central Area

Introduction

The street frontages of some buildings not protected by statutory designations but can, nevertheless, contribute significantly to the quality of the local townscape by their architectural character as a group and their prominence in the streetscene. Such frontages are identified by the Council as Frontages of Townscape Merit. They are situated in parts of the Town Centre and Hamlet Court Road. The Council intends that such frontages are retained and that their architectural character is respected by proposals for fascias, shopfronts and other alterations. This includes seeking enhancements in applications for more appropriate replacement shopfronts and other alterations where appropriate.

Building Descriptions

Building descriptions for Frontages of Townscape Merit in the Central Area are given below. Their locations are highlighted on Plan 2.

Map Ref	Name or Building Number	Street	Ward	Conservation Area	Within Boundary?
T1(i)	29-35 (odd)	Alexandra Street	Milton	no	yes



29-31 Alexandra Street. 3 ½ storey red brick building with pitched roof built in 1889. Heavy stone surround to the windows and feature gable rising out of

the front wall at roof level. This building was once used as the offices of the County Borough of Southend-on-Sea and the fascia from this time still remains.

33-35 Alexandra Street. Three storey red brick building with prominent gables features and distinctive large arch headed windows and curved glazing pattern to first floor. The fascia is split into alternating wider and narrow bays of complementary design. Built in 1892

Map Ref	Name or Building Number	Street	Ward	Conservation Area	Within Boundary?
T1(ii)	37-47 (odd) and 51	Alexandra Street	Milton	no	yes



37a Alexandra Street. Narrow fronted 3 storey white brick building with feature Dutch gable and decorative terracotta banding to each floor and to the edge of the parapet. The hierarchy of the window pattern accentuates the gable feature. Built 1891.

39-47 and 51 Alexandra Street. Well proportioned but plainer terrace of

buildings, forming an attractive group. 39 is red brick, 41 has been painted and 43-47 and 51 are of yellow stocks. Large well proportioned sash windows which slightly reduce in height at second floor. All have unbroken slate pitched roof with prominent chimneys and no dormers.

Original shopfront at number 43 makes a significant positive contribution to the terrace but otherwise shopfronts are generally poor and would benefit from upgrading.

Note. The Alex PH adjacent to 51 and also of similar design is within Clifftown Conservation Area and therefore not classed as a FTM.

Map Ref	Name or Building Number	Street	Ward	Conservation Area	Within Boundary?
T2	26-36 (even)	Alexandra Street	Milton	no	yes



Originally a terrace of 6 late Victorian houses which were converted to shops at the ground floor in 1920. This involved extending to the front at ground level to create shopfronts and a flat roof above with decorative colonnaded balustrades which serves as an external terrace. Three storeys with single bays at first floor and pitched roof. All the

buildings have been rendered or pebble dashed so the original facing material is no longer visible although the chimneys remain as stock brick. As a group they

form an attractive terrace but the shopfronts in particular could do with improvement to make them more respectful of their historic context.

Map Ref	Name or Building Number	Street	Ward	Conservation Area	Within Boundary?
T3(i)	44-54 (even)	Alexandra Street	Milton	no	yes



44. late C19 narrow three storey building with distinctive Dutch gable and decorative curved window heads at all levels on the main frontage. The upper floors are red brick but the lower floor is rendered which highlights it as the public frontage of the building which is in currently in office/educational use. The east flank of the building is exposed to the car park and presents a blank facade except at roof level where a number of dormers have been added to the building. Originally a bank.

46. late C19 offices. Two storey red brick with gabled frontage. Decorative stonework mouldings to window and door surrounds

48. c.1893 originally built as 'Victoria Coffee Palace' but later used as a cinema and then a snooker club. (A Coffee Palace was a hotel that did not serve alcohol, built in response to the temperance movement, catering mainly for families. They were most popular in Australia but also appeared in the UK mainly in seaside resorts and inner cities.) The building was designed by E. Wright, a local architect who built many houses and other buildings in the area.

The building itself is a substantial three storey property faced in render with distinctive terracotta banding and panels and 3 red brick pediments at eaves level. The central porch also has a pediment but this one has much more decoration including a gargoyle.

The upper floors are basically intact and have retained their sash windows but at ground level the building has been altered and includes a modern shopfront and some false windows with ventilation louvers. This element is detrimental to the building's character and in need of refurbishment.

Map Ref	Name or Building Number	Street	Ward	Conservation Area	Within Boundary?
T3(ii)	50-54 (even)	Alexandra Street	Milton	no	yes



50-52. pair of matching 3 storey late Victorian buildings with commercial premises at ground level and residential accommodation above. Originally stock

brick with red brick detailing and sash windows above including a hanging bay at first floor. The brickwork has been retained at number 52 but has been rendered at number 50. Both have lost their original window frames. Abutted to numbers 48 and 54 and form an attractive streetscene.

54. The only two storey premises in the block. Stock brick with distinctive curved headed feature window at first floor and tile hanging to front gable. Likely to have been built slightly later than numbers 50-52 which it adjoins. Shopfront at ground level and residential accommodation above.

Map Ref	Name or Building Number	Street	Ward	Conservation Area	Within Boundary?
T4	31-43 (odd)	Clarence Street	Milton	No	yes



Late Victorian terrace of 6 red brick houses (number 43 has a shopfront at ground floor). Two and a half storeys

with pitched slate roof, and part sunken basement. Steps to ground floor and well to front to give light to the basement. Two storey feature bay windows at basement and upper ground level with stepped entrance to door and attractive arched porches. Original? Decorative railings to front are a positive feature in the streetscene. Remarkably intact with only the addition of outer porch doors and a modern shopfront to

number 43, detracting from their original appearance. 31-41 now used as offices.

Also includes 35-37 Clarence Road (side elevation)

Map Ref	Name or Building Number	Street	Ward	Conservation Area	Within Boundary?
T5	23-29 (odd)	Clarence Street	Milton	no	yes



Originally a late 1800's bakery - the yard was used as a loading bay and stabling area for horses. Over the last few years, the building has been restored and renovated (retaining the original stone courtyard) and now operates as The Clarence Yard Bar.

This building is also Locally Listed.

Map Ref	Name or Building Number	Street	Ward	Conservation Area	Within Boundary?
T6	49-57 (odd)	High Street, Southend	Milton	no	yes



47 High Street. Coronation House 1911. Attractive three storey red brick building.

Decorative stone surrounds to window and front gable. Modern shopfront.

57 High Street. Originally constructed in 1907 and designed by W J Wood but rebuilt in 1995. The red brick is a good match to number 49 but the window detailing is rather flat and the lack of decorative detailing in the centre section and the bland side elevation highlight this building as a copy. The turret, complete with weather vane and decorative parapet work better and there is a good quality traditional shopfront to

ground floor. (Consider removing in next review.)

Also includes 2-8 (even) Clarence Street.

Map Ref	Name or Building Number	Street	Ward	Conservation Area	Within Boundary?
T7(i)	30-40 (even)	Clarence Street	Milton	no	yes



30 Clarence Street. More modest but attractive two storey flat roofed red brick building designed by Burles and Harris in 1913. Distinctive brick banding relief to corners and ground floor.

32-34 Clarence Street. Unusual pair of two storey red brick properties with stone detailing to windows and parapets. Number 34 has a Venetian style window to the first floor and quoin details to the shopfront and number 32 has matching peaked stone surrounds to the windows on both levels.

Map Ref	Name or Building Number	Street	Ward	Conservation Area	Within Boundary?
T7(ii)	30-40 (even)	Clarence Street	Milton	no	yes



36 Clarence Street. Grand scale two storey red brick building with decorative stonework banding and window surrounds and mullions. Parapet roof with gable feature.

38-40 Clarence Street. Two storey stock brick building with pitched slate roof designed by Burles and Harris in 1912. Very fine shopfront with stone arch and column detail. Plainer sash windows above which complement the grander ground floor.

All these buildings are well maintained and have retained their original features. Although vastly different, these buildings form an interesting group of properties that, together with 31-43 make a significant contribution to the local historic character.

Map Ref	Name or Building Number	Street	Ward	Conservation Area	Within Boundary?
T8	25-27, County Chambers	Weston Road	Milton	no	yes



County Chambers. Pair of matching semi detached Edwardian properties

built in 1908. Built in red brick with slate roof and decorative stone surrounds to the windows (including full height bays) Attractive Dutch gables above bay windows with distinctive motifs including the Essex coat of arms. Two full storeys with accommodation in the roofspace. Only one sash window remains (the rest replaced with picture windows) but otherwise all original features remain intact including front wall and decorative tile paths.

Map Ref	Name or Building Number	Street	Ward	Conservation Area	Within Boundary?
T9(i)	5	Weston Road	Milton	no	yes



Three storey red brick town house with decorative stone parapet. Ground floor currently a cafe. This unit is dominated by the over scaled fascia and Dutch blind which are detrimental to the character of the building. Sash windows to upper floors have also been lost.

Map Ref	Name or Building Number	Street	Ward	Conservation Area	Within Boundary?
T9 (ii)	7-9, Weston Chambers	Weston Road	Milton	no	yes



Weston Chambers. Pair of matching semi detached Edwardian buildings.

Built in red brick with slate roof and decorative stone surrounds to the windows including full height bays with gabled tops. Two full storeys with accommodation in the roofspace. Doors to centre of ground floor bays may have been a later addition but they do not detract from the historic character of the building. Many original features remain including most sash windows and main front doors.

Map Ref	Name or Building Number	Street	Ward	Conservation Area	Within Boundary?
T9(iii)	11	Weston Road	Milton	no	yes



Attractive two storey Victorian building with feature doorway, decorative eaves brackets and bay windows to ground floor. Original windows and front door intact but the forecourt has been paved. Likely to have been a detached house when built, now used as offices. The ground floor bays would have been added at a later date

Map Ref	Name or Building Number	Street	Ward	Conservation Area	Within Boundary?
T10	69-71c (odd)	High Street, Southend	Milton	no	yes



69 High Street. Distinctive cream coloured brick with red terracotta detailing and window arches. Stone

surround to larger window. Three storeys with pitched roof. Attractive traditional shopfront which complements the upper floors.

71 High Street. 3 ½ storey stock brick building with double height bay to first and second floor and lead dormers to roof. Distinctive masticated quoining detailed to splayed corners and front and decorative blue glazed tile banding. Turns corner into Weston Road although this elevation is plainer. Poor shopfront which is detrimental to the historic quality of the overall building.

Map Ref	Name or Building Number	Street	Ward	Conservation Area	Within Boundary?
T11(i)	70-80 (even)	High Street, Southend	Milton	no	yes



70 High Street. A L Edwards and Sons Ltd. Narrow flat roofed building or three storeys with decorative parapet. Glazed brick (faience?) frontage with feature Crittall window.

72-74 High Street 3 storey flat roof glazed brick (faience?) fronted building in similar vein to others in this block but with less elaborate decoration

Map Ref	Name or Building Number	Street	Ward	Conservation Area	Within Boundary?
T11(ii)	70-80 (even)	High Street, Southend	Milton	no	yes



76-78 High Street. Original premises of R A Jones and Sons Ltd a jewellers which specialised in clock and watch making. The building dates from 1890 and is a grand 3 storey stone faced block with imposing column detailing and grand pediment at upper floors and

a projecting clock - s symbol of its original use. R A Jones was made a Freeman of the Borough in 1919 and was also awarded an MBE. The building was damaged by a WWII bomb in 1942 but was subsequently repaired.

80 High Street Peakval House – Three storey glazed brick (faience?) fronted building with parapet roof. Feature arched window spanning two floors and decorative pediment. Art Deco style detailing on stonework between first and second floors.

These buildings are built tight against each other and are of a similar height and style. They form an attractive group. Generally the shopfronts are poor and do little to integrate with the historic quality at upper level

Map Ref	Name or Building Number	Street	Ward	Conservation Area	Within Boundary?
T12	77-83 (odd)	High Street, Southend	Milton	no	yes



building orientated towards the corner of High Street and Weston Road. Attractive red brick with decorative stone surround to windows and stone quoin detailing to ground floor identifying bank public trading area. Distinctive corner feature entrance and tower feature with copper pinnacle.

Built in 1896 as a bank and offices and designed by James Thompson, a Kent based architect. Imposing three storey

Map Ref	Name or Building Number	Street	Ward	Conservation Area	Within Boundary?
T13	Post Office	Weston Road	Milton	no	yes



Late Victorian Head Post Office now used as a public house. It is known to have employed at least 17 members of staff c.1900.

Tall two storey red brick building with stone dressings around the windows and two decorative Dutch gables at roof level.

This building is also Locally Listed

Map Ref	Name or Building Number	Street	Ward	Conservation Area	Within Boundary?
T14	7-17 (odd)	Clarence Road	Milton	no	yes



Late Victorian terrace of 6 cream coloured brick houses. Two and half

storeys with pitched slate roof, and part sunken basement. Steps to ground floor and well to front to give light to the basement. Three storey feature bay windows with stepped entrance to door and attractive curved porches. Decorative terracotta frieze above separating ground and first floors. Attractive and possibly original decorative railings to front are a positive feature in the streetscene. Remarkably intact.

Map Ref	Name or Building Number	Street	Ward	Conservation Area	Within Boundary?
T15	26-31 (consec)	Clifftown Road	Milton	No	yes



26-28 Clifftown Road. Terrace of 3 three storey buildings with simple sash windows to upper floors and pitched

roof. 27 and 27 retain their original stock brick with decorative terracotta banding but 26 has been painted light blue. All three have very poor shopfronts which detract from the overall subtle quality of the parent buildings.

29-31 Clifftown Road. Simple but well proportioned two storey stock brick building with flat roof. Some decorative brickwork at parapet level. Attractive timber shopfront with striking overscaled pilasters make a significant contribution to the historic character of this building.

Map Ref	Name or Building Number	Street	Ward	Conservation Area	Within Boundary?
T16(i)	16-18 (consec)	Clifftown Road	Milton	no	yes



16-18 Clifftown Road. Terrace of 3 three storey red brick buildings with parapet roofs and decorative stone detailing built

around 1890. The plot widths are wider than other buildings in the street which add to their prominence. Each frontage has different window detailing but the banding and parapet detailing is consistent. 16 is most elaborate with elaborate stonework including a row of heads above the second floor windows.

Map Ref	Name or Building Number	Street	Ward	Conservation Area	Within Boundary?
T16(ii)	19-20 (consec)	Clifftown Road	Milton	no	yes



19-20 Clifftown Road. Standard House. Designed by L T Weaser in 1919 and originally built as The Standard Printing Works. Situated in the centre of the terrace but taller and built after the rest of the adjacent buildings and faced in stone and not brick, Standard House is a local landmark and helps to highlight the location of Southend Central Station. The windows and shopfront have been replaced but not unsympathetically and the classical column detailing to the front gives it an air of grandeur.

Map Ref	Name or Building Number	Street	Ward	Conservation Area	Within Boundary?
T16(iii)	21-25 (consec)	Clifftown Road	Milton	no	yes



21-25 Clifftown Road. Terrace of 5 three storey red brick buildings with decorative

stone window surrounds and impressive Dutch gables. Number 21 on the corner has an integral turret feature which acts as a gateway to this part of Clifftown Road.

Overall this section of Clifftown Road has an high quality and interesting mix of historic buildings but a number of the shopfronts are poor and this detracts from their value at street level.

Map Ref	Name or Building Number	Street	Ward	Conservation Area	Within Boundary?
T17(i)	108-116 (even)	High Street, Southend	Milton	no	yes



108-116 High Street. Terrace of 5, 3 storey red brick buildings with decorative stone window surrounds. All three storey gabled properties with the exception of 108 which has an integral turret on the corner

Map Ref	Name or Building Number	Street	Ward	Conservation Area	Within Boundary?
T17(ii)	118-120 (even)	High Street, Southend	Milton	no	yes



118-120 High Street (Whitegate Buildings) Superb 3 storey brick building with pitched roof. Decorative brick masonry frieze and spectacular pediment with entablature and columns.

Map Ref	Name or Building Number	Street	Ward	Conservation Area	Within Boundary?
T17(iii)	124	High Street, Southend	Milton	no	yes



124 High Street. 3 storey 1920s building with flat roof and parapet. Decorative stone facade and Crittall windows at first and second floor formed as a single unit with metal plate with winged motif covering break in floors.

Although built at different times these buildings are built tight against each other and form an eclectic but attractive group. Generally the shopfronts are poor and do little to integrate with the historic quality at upper level

Map Ref	Name or Building Number	Street	Ward	Conservation Area	Within Boundary?
T18	130	High Street, Southend	Milton	no	yes



Fine corner building by Bromley and Watkins, originally built for Boots the Chemist in 1915. Faced in stone with two main storeys above the shopfront, a domed corner turret and large Flemish gable.

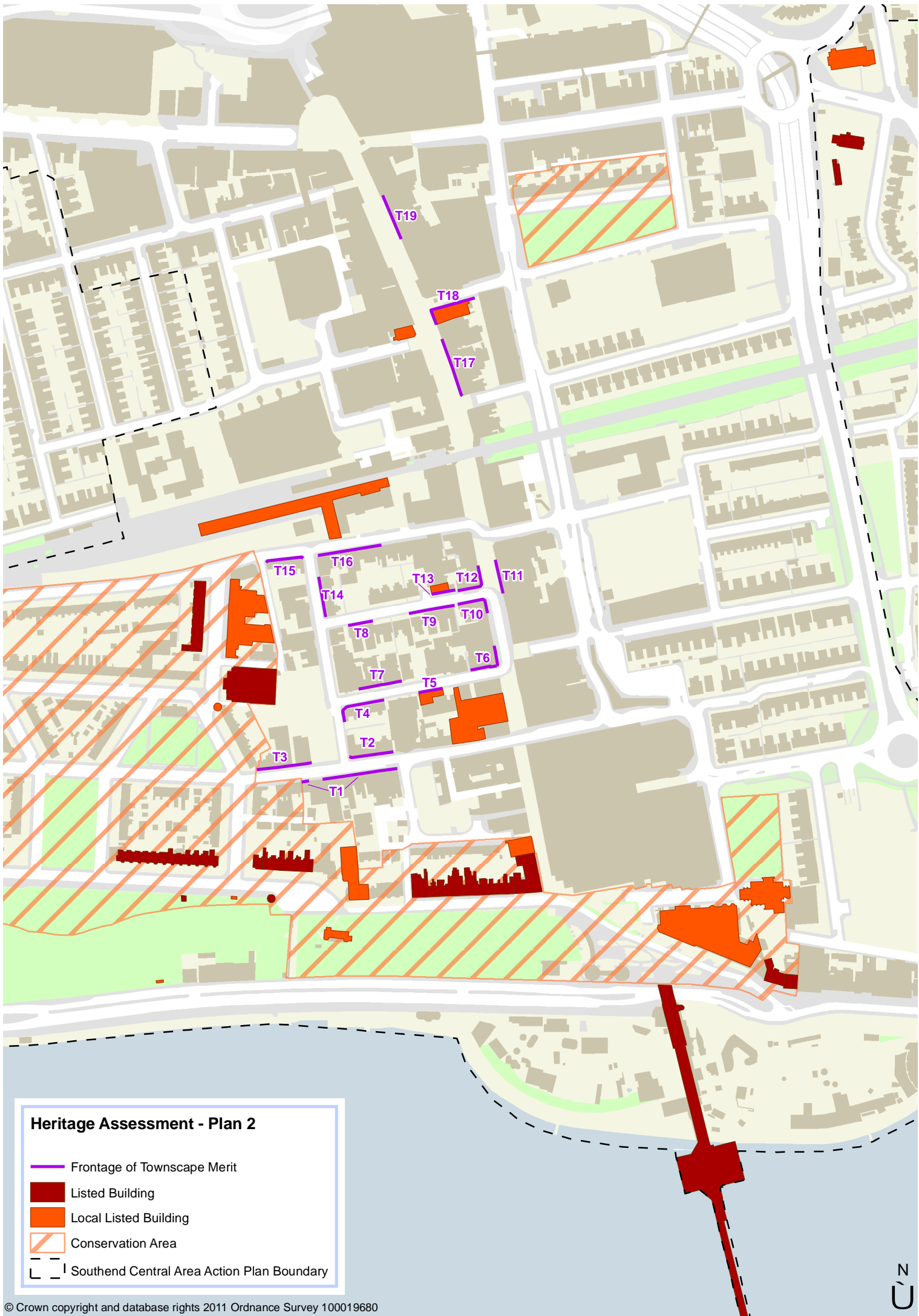
This building is also locally listed.

Map Ref	Name or Building Number	Street	Ward	Conservation Area	Within Boundary?
T19	148-162 (even)	High street	Milton	No	yes



first floor and hanging gable topped bay to second floor. Red brick with ornate timber brackets and barge boards and stone detailing to colonnade. All shopfronts are modern and do not make a positive contribution to their historic character but despite this they form an impressive group of historic buildings especially at upper levels. Most historic details at upper levels survive.

Terrace of 8 properties at northern end of the High Street. Three storey buildings with decorative colonnade to



Heritage Assessment - Plan 2

- Frontage of Townscape Merit
- Listed Building
- Local Listed Building
- Conservation Area
- Southend Central Area Action Plan Boundary

