

MARINE PARADE AND HINTERLAND CONSERVATION AREA APPRAISAL

Location and Topography

This area is a section of seafront and streets in its immediate hinterland, located on the west side of the town centre. The land is generally level to the esplanade, although Heene Terrace at the western end of this section of seafront is set back from the seafront and very slightly raised. South of the esplanade is a shingle beach with sea defences.

Origins and Development of the Area

Influenced by the growth of Worthing as a seaside resort in the early 19th century, development took place in a second area further west along the coast near where the High Street of ancient Heene, now Heene Road, met the seafront. By 1839, the proto resort of Little Heene, centred on Brunswick Road and the King & Queen Inn (now Brunswick Hotel), was established and by 1850, building had begun in Heene Lane (now Heene Road). Heene Terrace and The Heene (now Burlington Hotel) were erected in 1865. This was a deliberate attempt to create a built seafront for the new town of West Worthing, a distinct and separate resort. Promotion of the resort continued with the setting out of Grand Avenue to the west at which point a second pier was even envisaged. Public swimming baths and an ice rink were constructed north of Heene Terrace, but by the turn of the century West Worthing had been subsumed within the expansion of Worthing itself.

In the vicinity of the boundary between Worthing and the new town of West Worthing close to the seafront, an interesting group of buildings with maritime connections developed. A coastguard house was built on the seafront and survives as No. 110 Marine Parade. Behind it Brunswick Cottages were probably connected with it, and behind them a coastguard station had been formed at the south end of Edinburgh Cottages by the 1850s. The Worthing coastguard station, then at the north end of Western Place, closed in 1931 and was demolished in 1934. A little to the east of the surviving coastguard house on the seafront, a lifeboat house was opened in 1874. Worthing lifeboat service ceased in 1930, although the Worthing boat remained on view until it was removed in 1950.

This is a fine section of seafront exhibiting the evolution of seafront terraced architecture with examples from the early 19th century Regency period through grand Victorian to the art deco treatment of Beach Hotel.

Architectural Townscape and Landscape Qualities

The Seafront and Heene Place

This section of Worthing seafront is particularly important as the original 19th century form of development largely remains intact. There are a number of Regency buildings at the east end of this area but moving west the seafront mainly comprises of three to four storey properties characteristically Victorian in appearance. Moving further west, the original red brick houses of Heene Parade were remodelled in an art deco style by A T W Goldsmith in the mid-1930s and the site now forms the Beach Hotel. At the west end of this section of the seafront is Heene Terrace and the Burlington Hotel, all erected in 1865

to the designs of G A Dean and all now listed buildings. Heene Terrace is a grand Victorian interpretation of Regency features such as balconies, canopies, columnated entrance porticoes, iron railings and stucco decoration. The terrace is set back from the highway of Marine Parade by a carpet garden which very much enhances its setting.

Clearly, along this section of the seafront, individual buildings or terraces display varied architectural details but common elements serve to unify the frontage to create a cohesive and characteristic seafront. The wide promenade, elegant street lamps, a decoratively detailed period seafront shelter, and the adjacent beach and sea establish the seaside character of the area and the setting for this attractive frontage. This character is reinforced by the large number of hotels on the seafront. Otherwise, the properties are mainly in residential use, particularly flats. A succession of streets run north off Marine Parade and these allow interesting views and glimpses of the residential hinterland beyond.

Of particular note in connection with the coastal situation are the old coastguard house and the old lifeboat house (Nos. 110 and 107 Marine Parade respectively). At the rear of Heene Terrace is Heene Place, a terrace of modest cottages converted from the Mews to Heene Terrace. These buildings have considerable local historic and architectural interest. The street itself also is of considerable interest in that underneath the poorly maintained wearing surface, the original cobble surface still survives.

Architectural historic and townscape elements which should be preserved:

- Three to four storey terraced properties built on very narrow plots at the back of the pavement.
- Light painted stucco elevations.
- Slate pitched roofs.
- Cant bays or bows with double hung timber sliding sash windows.
- Architectural detailing including cornices, string courses, banding and parapets.
- Decorative lamp posts.
- Traditional seafront shelter.
- Carpet garden fronting Heene Terrace.
- Brick pavements.
- Original architectural features in Heene Terrace and the Burlington Hotel including:-
 - ground floor rustication in stucco;
 - ordered patterns of fenestration featuring sliding timber sash windows;
 - cornices and parapets;

- gabled dormers;
 - slate roofs;
 - first floor balconies with decorative railings;
 - horizontal and especially vertical rhythms to elevations;
- historic relationship of Heene Place to Heene Terrace;

Enhancement Opportunities:

- Heene Terrace: Continue to implement the agreed scheme of treatment.
 - Remove all features which do not respect the original architectural qualities, for example, uPVC windows, porch enclosures etc.
 - Reinststate characteristic architectural features where these have been lost e.g. balconies, valances, timber sliding sash windows with horns to sashes, steps and ornate columns.
- Seek improvements to buildings and surfacing at the rear of Heene Terrace, especially to the east of Heene Place fronting Brunswick Road, including removal of the garage blocks, should opportunity arise.
- Ensure that the owners of the Burlington Hotel remedy all unauthorised works, which have been subject to Council enforcement action, and properly maintain this prominent building. Encourage them to carry out all appropriate repair, maintenance and reinstatement works to complement and enhance this listed building, with the aim of restoring it to its former glory.
- Refurbish or replace the modern promenade shelter opposite Heene Terrace to create a shelter of a more appropriate design.
- Encourage owners and occupiers of properties along the seafront to implement schemes of repair, maintenance and external decoration appropriate to the individual buildings and which will enhance the character and appearance of the Conservation Area and achieve a harmonious and attractive seafront.
- Improve the road surface in Heene Place, possibly reinstating the original cobble surface.

Augusta Place, New Street and Prospect Place

Remnants remain of the 19th century residential streets which formerly existed in this area, including a number of listed buildings located between the seafront and the pedestrianised section of Montague Street. The area is now dominated by Augusta Place, a one-way service road constructed in the early 1970s. There are a range of uses within the area located within buildings of varied ages and styles. The area contains numerous dead frontages as well as areas for car parking both on and off the street.

Several of the buildings are in a poor state of repair or not in full use. The terraced properties in the northern part of the area are of particular historic and architectural interest.

Architectural historic and townscape elements which should be preserved:

- Two and three storey cottages built at the back of the pavement faced with flint or stucco.
- Slate roofs some of which feature wedge dormers.
- Timber sliding sash windows.
- Flint and brick twitten walls and workshop buildings.

Enhancement Opportunities:

- Augusta Place
 - Introduce a scheme of high quality hard and soft landscaping within a cohesive design theme for the road and its margins, including around the rear elevation of Sussex Stationers and its frontage to Augusta Place.
 - Rationalise the dominant and intrusive advertisements on the commercial garage premises.
 - Permit appropriate redevelopment of the garage and warehouse sites, should opportunity arise, whilst retaining any buildings of historic interest, so as to enhance the character and appearance of Augusta Place and New Street.
- 1 & 1A Prospect Place: Repair and maintain the fragile historic fabric of this listed building supported by appropriate use of the premises.
- Liaise with West Sussex County Council to consider the design and implementation of pedestrian enhancement schemes for Prospect Place and New Street north of Augusta Place in both cases.

West Buildings and Caledonian Place

West Buildings and the southern section of Crescent Road are both one-way streets directing traffic into Augusta Place from where it is routed through to the seafront. The area is on the fringe of the shopping centre and approximately half the ground floor frontages are in retail use; largely specialist retailers as well as cafes and restaurants. The other main use of properties in this area is residential, mostly in the form of flats. The area was gradually developed during the 19th century and much of the original built fabric remains on the west side of West Buildings. Numbers 9 to 15A and 29 are listed buildings of special architectural interest. Generally built to three storeys, properties form a contiguous largely stucco frontage at the back of the pavement which creates a particularly attractive street scene. Bays and sliding timber sash windows allied to the tall properties on narrow plots create a vertical rhythm to the street scene. Many of the

original architectural features remain but some of the properties have been damaged by unsympathetic alterations such as concrete tile roofs or modern window replacements while others are in a poor state of repair. Caledonian Place, a listed terrace, previously formed the southern range of a formal square. Its important front elevation is unfortunately now obscured by properties on Montague Street.

Architectural historic and townscape elements which should be preserved:

- Terraced properties built on a common building line at the back of the pavement.
- Elevations finished in stucco.
- Original architectural detailing such as bows or bays with timber sliding sash windows, some featuring slender glazing bars, string courses, cornices, decorated eaves, parapets, and mouldings to door and window openings.
- Slate roofs.

Enhancement Opportunities:

- Encourage owners and occupiers to implement schemes of repair, maintenance and external decoration appropriate to their individual buildings and complementary to the quality and character of the street scene.
- Reinstate original details where these have been lost to the detriment of the historic or architectural character of buildings.
- Remove inappropriate features where these have been added to the detriment of the architectural or historic interest of buildings.
- Encourage the replacement of unsympathetic shopfronts and signs with shopfronts and signs that respect the individual buildings and the character and appearance of the street scene.

Surrey Street, West Street, Western Place, Western Row, Edinburgh Cottages and Brunswick Cottages

This residential area lies between the seafront and Montague Street, a main shopping street of the town centre. Views south and north to these busy thoroughfares beyond emphasise the different character of this area. As a result of this location, the streets are heavily parked, although they retain the character of a relatively quiet residential area. This is particularly true of the cottages at Western Row, Edinburgh Cottages and Brunswick Cottages which form an enclave of distinctive vernacular architecture with a strong seafront association. The area as a whole was largely developed by 1875. The remainder followed shortly after and many characteristic two and three storey mid-late Victorian terraces remain. In addition, there are several groups of cottages and a number of large modern flat redevelopments which largely respect the townscape qualities of this part of the Conservation Area. Properties are built at the back of the pavement and the streets generally convey a strong sense of enclosure.

Note: An area which includes Western Row, Edinburgh Cottages, Brunswick Cottages and the old coastguard house on Marine Parade is subject to an Article 4 Direction. This designation removes permitted development rights so that the Local Planning Authority can control relatively minor works in the interest of the character and appearance of the buildings and the area. These works include alterations and extensions, ancillary residential structures and changes to means of enclosure.

Architectural historic and townscape elements which should be preserved:

- Buildings built at the back of the pavement.
- Elevations finished in stucco or brick with slate or plain clay tile roofs.
- A vertical emphasis in the street scene which derives in part from window opening proportions, fenestration patterns and narrow plot widths.
- Cant bays with timber sliding sash windows.
- Casement windows in some of the early 19th century cottages.
- Small scale 19th century cottages joined to form terraces.
- Flint walled twittens.

Enhancement Opportunities:

- Encourage owners to implement schemes of repair, maintenance and external decoration which complement the street scene and terraces as well as being appropriate to the individual building.
- Encourage redevelopment of the Jupp's garage site, should opportunity arise, so as to enhance the character and appearance of the Conservation Area, whilst retaining any features of historic interest.
- Encourage the design and implementation of a landscaping scheme for the car park at the rear of the Berkeley Hotel so as to enhance the character and appearance of Surrey Street.

Thorn Road, Milton Street, Milton Road and Brunswick Road (east of Wordsworth Road)

This quiet largely residential area comprising terrace properties is located between the busy thoroughfares of Rowlands Road and Marine Parade. Within the area, there are a variety of building styles, materials and detailing dating from the early 19th century, which provides much of architectural and historic interest. Several of the terraces are visually and architecturally distinctive. Some properties, however, have insensitive alterations which have eroded the original character of the area. A few properties on Thorn Road are in commercial use and on Brunswick Road there is a restaurant and the Brunswick Hotel, originally a beer shop, which became the King & Queen and was central to the early promotion of Little Heene as a distinct resort. In the centre of this area is Milton

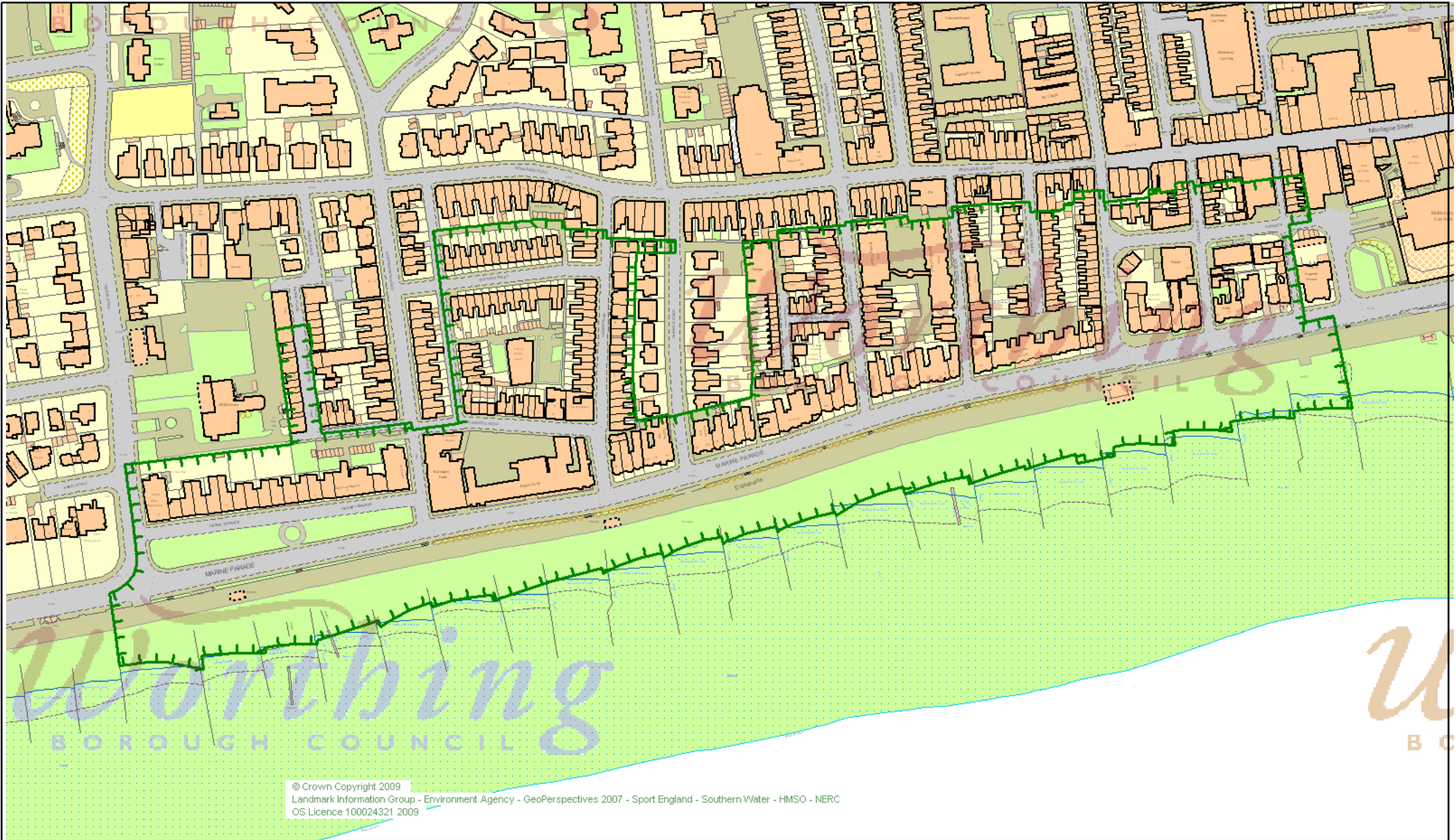
Court, an incongruous four storey block of flats which is totally out of character with the surrounding small scale, two storey terraced properties.

Architectural historic and townscape elements which should be preserved:

- Elevations finished in brick, stucco, field flint or clay hanging tiles with slate, or more rarely, red clay tile roofs.
- Properties built at or close to the back of the pavement.
- Original brick flint or stucco boundary walls and gate piers.
- Elevational detailing such as string courses, plaster mouldings, dressings to window and door openings and, especially notable on Thorn Road, decorative hanging tiles.
- Pavements of grey block paviers with granite kerbs.
- Timber sliding sash windows.

Enhancement Opportunities:

- Encourage owners and occupiers to implement schemes of repair maintenance and external decoration which complement the street scene and terraces as well as being appropriate to the individual property.
- Encourage the retention/reinstatement of appropriate features such as timber sliding sash windows and simple four panel front doors.
- Permit the redevelopment of Milton Court, should opportunity arise, with a scheme which enhances the character and appearance of the Conservation Area.
- Encourage the design and implementation of a landscaping scheme for the car parking area at the rear of the Beach Hotel so as to enhance the setting and street scene of Brunswick Road. Such a scheme should include replacing the existing precast concrete boundary wall with a more attractive boundary treatment in appropriate materials and/or planting.



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