Beverley Road Conservation Area
Character Appraisal

November 2013
BEVERLEY ROAD

CONSERVATION AREA CHARACTER APPRAISAL

1. Summary

1.1 Beverley Road has been an important road since medieval times. In the early 19th century the southern end began to attract suburban development of houses with long front gardens. The gardens and trees still help to offset the urban character. Later the area attracted business and shopping uses. It also attracted some fine public buildings, especially from the late Victorian era.

1.2 The Conservation Area can be divided into 4 character areas which are, south to north:

- The ‘City Centre Approach’ area, characterised by early houses with classical details and front gardens, later shops and business uses associated with the location near the city centre and on a main road, and some attractive mature trees.

- The ‘Stepney Village’ area, characterised by built frontages close to the back of pavement which narrow the vista, and small simple shop buildings.

- The ‘Park and Queens Road’ area, characterised by large houses, some good public buildings and an avenue of mature trees.

- The ‘St John’s Wood’ suburban area, characterised by shopping parades of late Victorian and Edwardian 3-storey buildings often with decorative gables.

1.3 Positive characteristics of the area include:

- Many individual buildings and terraces of buildings of architectural, historic and local interest, and which contribute to the streetscape.

- Architectural features, especially in timber and decorative brickwork. Features at roof level which indicate corners are especially significant.

- Greenery associated with gardens, landscaping and trees.

- An evening economy of late opening shops, pubs, clubs, restaurants and takeaways, although this is subject to the vagaries of fashion. A local student population and some recent migrants have helped to support this economy.
1.4 **Negative characteristics** include:

- Vacant, boarded up and derelict buildings. These have noticeably increased with the downturn in the economy since 2007.
- Unsightly roller shutters and shop fronts.
- Missing or damaged front boundary railings and walls.
- Inappropriate alterations, especially replacement windows.
- Missing architectural features.
- Parking on forecourts and poor surfacing.
- Some overabundant or unsightly traffic signs and street furniture.
- Traffic noise and pollution.

1.5 There have been some encouraging signs that recent developments have paid more regard to the character of their surroundings, such as no.298 and nos.361-363 Beverley Road.

2. **Background to the Appraisal**

2.1 A Conservation Area is an area of special architectural and historic interest which should be preserved and enhanced. It is classed as a ‘heritage asset’ under the National Planning Policy Framework. The purpose of an appraisal is to define what is special about the area. It analyses what is positive and negative, and identifies opportunities for beneficial change or the need for additional protection or restraint. This can inform members of the public, potential developers, the local council, and the Secretary of State. It can also help the local authority to develop a management plan for the area.

2.2 Beverley Road Conservation Area was first designated in 1994. Various amendments took place in 1995, 1999, 2004 and 2006, resulting in the present boundary. An appraisal was produced in 2002 but the various changes that have taken place make it now out-of-date. Of particular significance was the designation in 2006 of a Newland Conservation Area, focussed on the junction of Beverley Road and Cottingham Road.

2.3 The present appraisal is based on survey work carried out during February and March 2013. A photographic record has been taken. Sources of information are listed at Appendix 2 and maps of the area are at Appendix 3.

2.4 Throughout, all statutory Listed Buildings mentioned are Grade II ie they are buildings of special architectural or historic interest which warrant every effort being made to preserve them. Buildings on the Local List are recognised as of local
architectural or historic interest and this will be taken into consideration in planning decisions.

3. Beverley Road Conservation Area

3.1 The Beverley Road Conservation Area includes the road itself and the properties on each side of it, and a few short lengths of side roads. It is therefore a long linear area stretching from Norfolk Street, just north of the major junction with Spring Bank/Freetown Way/Ferensway which marks the north west corner of the City Centre, to Beech Grove, just south of Cottingham Road, a distance of 2.07Km [1.29 miles]. The area is approximately 30ha [74.1 acres].

4. Topography and Geology

4.1 The road heads roughly NNW to the junction with Stepney Lane where it takes a slight kink and then a gradual bend towards NW. Side roads mostly join the main road at a slight angle, reflecting the direction of former field boundaries.

4.2 The land is almost flat, between 1.8 and 2.2m above sea level. Views are therefore along the road or glimpses down side roads.

4.3 Geologically, the ground is alluvial silt overlaying chalk. Geographically, it is in the flood plain of the River Hull. Until systems of drainage were introduced over a long period from the middle ages to the C19, the area would have been subject to frequent flooding. Probably the drainage system which had the most effect on making the land within the Conservation Area developable was the Cottingham Drain [early 1770s].

The line of the Cottingham Drain on Queens Road

Cream /white bricks are a traditional material for the front of buildings [York Parade c1820].
4.4 It is a planning requirement to submit a flood risk assessment for many types of new development. Most new buildings above single storey need piled foundations.

5. **Building Materials**

5.1 There are no local building stones. Regency and Early Victorian buildings were often faced with stucco, lined out to resemble stone.

5.2 There was plenty of clay locally and the predominant building material is brick. ‘White’ or cream bricks were often used for the street frontages of higher quality buildings. Clay pantiles were the traditional local roofing material and continued to be used on small buildings and rear annexes, but slate was imported for better quality buildings. Late Victorian and Edwardian buildings often have decorative ridge tiles and finials, decorated bricks or terracotta details.

5.3 Hull is a timber importing port and has a tradition of high quality joinery. Mid and Late Victorian and Edwardian buildings were often richly decorated with carved timber bargeboards, eaves, bay windows, doorcases, porticos and shop fronts. The skills still exist among local firms to reproduce these details.

5.4 Old photographs show that Regency and early Victorian buildings in the Beverley Road Conservation area often had fine ironwork decorations, many of which have been lost.

6. **Archaeology**

6.1 There have been no known archaeological investigations within the Conservation Area, but there are historical sites and existing buildings recorded on the Humber Sites and Monuments Record [Historic Environment Record].

6.2 The remains of the grade II listed National Picture Theatre at 144-46 Beverley Road is a nationally important site of equivalent significance to a designated Scheduled Monument.

*The frontage of the former National Picture Theatre and the Swan Inn.*

*Surviving remains of the cinema behind the frontage.*
7. History of Beverley Road

7.1 The agreement between King Edward I and the monks of Meaux which led to the designation Kingstown upon Hull gave the King the right to take land to build radial roads from the town to link the port to other settlements. One of these was the road to Beverley which was in existence by 1305 and was 60ft [18.3m] wide. It followed a route from the town at the Beverley Gate and along what is now Prospect Street to turn north at the junction with Spring Bank and follow approximately the present route of Beverley Road.

7.2 The road would have been a raised causeway through marshy ground ['ings']. The slightly higher level of the road above the adjacent land is still discernible around Inglemire Lane [in Beverley High Road Conservation Area].

7.3 From 1555 local parishes were responsible for the repair of roads which went through their area. Land north of the junction of Sculcoates Lane with Beverley Road was in Cottingham Parish. South of here was in Sculcoates Parish.

7.4 In 1744 Beverley Road became the first road in East Yorkshire to be ‘turnpiked’, an indication of how important the road was considered by local landowners and merchants. By private Act of Parliament, a turnpike trust was set up which charged tolls to generate income for the maintenance of the road. Toll bars were set up at the Beverley Gate and the junction with Cottingham Road.

7.5 Roads began to be McAdamised [given a tar and stone surface] in the 1830s. With the arrival of the railways from the 1840s onwards, turnpike trusts suffered from competition. In 1889 maintenance became the responsibility of the Municipal Borough Council. Some early gas lighting columns have survived in side streets.

7.6 Beverley Road has been a major route for successive forms of public transport: coaches from as early as 1678, horse trams from 1875, electric trams from 1900, trolley buses from 1938 to 1964, and motor buses.

7.7 Since the mid C20 cars, heavy goods vehicles and buses have tended to dominate with consequent noise and pollution.

8. History of the development of land on each side of Beverley Road within the Conservation Area boundary.

8.1 A hamlet existed in the late C18 at the junction of Beverley Road, Stepney Lane and what is now called Park Lane. Stepney Lane was a track to the ancient village of Sculcoates on the bank of the River Hull, and Park Lane led to dairy farms. There was a Bull Inn on the site of the present pub, and it is possible that the slight kink and widening of Beverley Road at this point might be the remnants of a small village green. There is no evidence that buildings have survived from this early date.

8.2 From the relatively affluent 1820s onwards, better-off people sought to escape the crowded town centre by moving to the suburbs. The west side of town was the
most desirable, being upwind of the rapidly expanding industries along the River Hull. The most affluent people built large detached villas set in their own grounds. There seem to have been few of these on Beverley Road but Brunswick House was one, built north of what is now Strand Close. It was the home of Henry Blundell, who could keep a close eye on his paint factory on the corner with Spring Bank ['Blundell’s corner']. Only a gatepost of the house survives, but the name lives on in Brunswick Avenue and Brunswick House school building.

8.3 Most development was in the form of short terraces of houses facing on to the main road, built speculatively and given fashionable classical features to attract a good standard of tenant. Front gardens were also fashionable and these villas were given gardens of up to 50ft [15m] depth which would have helped to protect the residents from the noise and smells of the main road. As land behind the road frontage on each side of the road began to be developed, there was a demand for shops, and some of the gardens were built over, but many have survived. They are now an important characteristic feature of the Conservation Area.

8.4 As might be expected, the general trend of development on Beverley Road was from south to north but it was not a continuous built frontage; there were gaps for long periods. By the mid 1850s there were houses up as far as Margaret Street on the west side of Beverley Road, but fewer on the east side. The area did not remain ‘exclusive’ for long. Working class terraces in the tightly built up ‘courts’ style typical of Hull were appearing around Norfolk Street, just east of what is now the conservation area, and streets of larger houses were beginning to appear to the west.
8.5 The new suburban railway station at Stepney [1853] probably stimulated development in the vicinity. By 1869 most of the road frontage in the Stepney area was built up.

8.6 The opening of Pearson Park [1860] made the nearby land on the Beverley Road frontage a highly desirable area for building large houses.

8.7 The arrival of the tramway [1875] made commuting into town a possibility, and this period until about 1910 was the period of most rapid growth. There was a demand for shops to serve the rapidly developing streets off both sides of the road. There was some redevelopment of existing properties, Brunswick Arcade [1890] and the National Picture Theatre [1914] were examples, but less than might be expected and most existing properties survived. Some were converted to shops on the ground floor, and the gardens became forecourts [eg.105-117 Wellington Place].

8.8 Hull has a strong Non-Conformist Christian tradition; there were at various times four Methodist, a Baptist and a Congregational [later United Reform] chapel within the conservation area boundary; currently there are three independent chapels. Nevertheless, Beverley Road always seems to have been a popular street for pubs. Some of these were redeveloped in the fashionable highly decorated styles, faced with durable terracotta and faience; the Bull [redeveloped 1903] and the Swan [1898] are examples. The late C19 was also a period for building fine public buildings: Brunswick Higher Grade School [1891]; Northern Branch Library [1895]; Beverley Road School [1886 now Stepney Primary] and Beverley Road Baths [1903].

8.9 The period from about 1910 to the Second World War seems to have seen little change apart from the growth in popularity of suburban cinemas; there were four within the conservation area at various times.

8.10 The Blitz of World War II brought huge devastation to Hull, with over 80% of properties damaged. The end of the war saw Beverley Road pock marked with bomb sites and ruins. Shored and rendered gable walls still show where some of these sites were. A remarkable survivor, unique nationally and Listed, is the remains of the cinema the National Picture Theatre [1914]. Bomb damaged in 1941, it has remained substantially as it was left after the bombing, hidden behind an advert hording.

8.11 Post-war redevelopment plans were ambitious but there were not the resources to carry them out. The Abercrombie Plan [1945] proposed a by-pass to the east of Beverley Road, from the City Centre to join the existing road at a roundabout just north of Cottingham Road. This proposal seems to have been abandoned at an early stage. There were also plans for an Intermediate Ring Road along the line of the low level railway, which blighted land north of Terry Street until it was abandoned in the 1980s. The outcome was that most surviving properties were eventually repaired, but a shortage of building materials and change of architectural fashion towards a more 'streamlined' appearance meant that many buildings lost decorative features.
Cleared sites, often hidden behind advertisement hoardings, were slow to be redeveloped. New buildings up to about the mid-1980s were often set back from the existing building line to allow for possible future road widening, and their design had little regard for adjacent properties.

8.12 The Civic Amenities Act of 1967 introduced the concept of Conservation Areas. Beverley Road was not among the first areas in Hull to be recognised as ‘special’ but was among a group of prominent roads to be declared Conservation Areas in 1990. Since then there has been a concerted effort by planning controls to achieve more appropriate developments, but there have also been trends working in the opposite direction. The consequences are set out in more detail below.

9. Positive Features

The following features contribute positively to the character and appearance of the area.

9.1 Surviving front gardens

9.1.1 There was a particularly English fashion for front gardens from the early 19th century and these would have been part of the attraction of moving to the suburbs. With the changes in the use of houses from residential to commercial, some were built on. However, it is remarkable how many front gardens on Beverley Road have survived and they are now an important and characteristic feature of the Conservation Area. They certainly should be preserved and extensions of buildings frontwards should generally be resisted.

Surviving gardens in front of early and mid Victorian houses near south end of Beverley Road.

Avenue of Common Lime trees planted early 1880s in the Park and Queens Road area of Beverley Road.
9.2 Trees

9.2.1 Up until the late 1970s there were considerably more trees along the roadside. Since that time significant numbers of the highway trees have been lost due to their poor condition, because of pressures brought about by alterations to the carriageway alignment, or because of the construction of car parking lay-bys. The area with the most complete and traditional avenue type character is between Stepney Lane and Queens Road. This section of the street still has a good number of mature Common Lime trees lining the road. Other parts of Beverley Road have groups of highway trees on only one side of the road or in the grounds of some adjoining privately owned properties.

9.2.2 Even though the treescape of Beverley Road does not have a unified appearance along its full length, the trees which are there certainly add considerable amenity value to the local landscape character. Common Lime, London Plane and Norway Maple are the predominant species. Some trees have Tree Preservation Orders on them and all require consent to be lopped or felled because they are in a Conservation Area. It is very important that the existing tree population is safeguarded and opportunities should be taken to plant additional trees where there is adequate space for their growth and where not constrained by underground services.

9.3 Towers, turrets, domes and finials which ‘turn the corner’ into side streets.

9.3.1 Some terraces from the mid to late Victorian and Edwardian period have features at roof level at each end which emphasise street corners. Often these continue down to a chamfered or rounded corner to the building. These are particularly pleasing visually, add interest to the skyline and in a flat landscape help people to orientate themselves. Good examples are 190, former Hull Savings Bank on corner with Pendrill St and 414-430, Suffolk Street to Washington Street. Where details are missing it would be very beneficial to the character of the Conservation Area to reinstate these details. It is a design feature which can beneficially be replicated in new developments; care is needed to get the scale and detail right to make the required impact.
414-430 Turrets and chamfered corners to Suffolk Street and Washington Street.

Former bank, corner of Pendrill Street with clock turret.

9.4 New Businesses.

9.4.1 In recent years the Beverley Road area has attracted an ethnically mixed population, particularly from Eastern Europe. This has led to a welcome increase in new businesses, especially food shops, takeaways and restaurants. This has brought colour and vitality to some frontages, helping to offset, at least in part, the vacancies brought about by the economic downturn.

Recently opened ethnic food shops have helped to maintain the vitality of some shopping frontages.

Housing north of Somerscale Street [2012-13].

9.5 New Residential Developments

9.5.1 There has also been some creation of new residential properties, both by conversion of business premises and by new build. There also appears to be some reoccupation of flats over shops. New student accommodation has been provided in the area. Houses as well as flats are being built north of Somerscale Street and these seem to have found a ready market.
9.6 Evening Economy

9.6.1 Beverley Road has an evening economy as well as a daytime one. The popularity of streets around Beverley Road for student housing is undoubtedly a factor in the popularity of the pubs, bars, clubs, restaurants, takeaways and late opening shops. It is a ‘pub crawl’ route into the city centre, although this tends to be subject to fashion. Several pubs have had a ‘makeover’ or extension only to close shortly afterwards. Because of accidents involving pedestrians during the evening, illuminated warning signs have had to be introduced.

10. Negative Features

Throughout the Conservation Area there are certain features which detract from the character and appearance of the area.

10.1 Vacant, boarded up, and derelict properties

10.1.1 The downturn in the economy since 2007 has led to a significant increase in the number of vacant business properties. The fabric of some of these is noticeably deteriorating. Not only is this very detrimental to the appearance of the area, it also creates problems for surviving businesses. The problem is particularly obvious at the southern end of the Conservation Area but occurs in frontages throughout the area. In some cases, changes from business to residential use could be the appropriate answer and there is some evidence that this is happening. With some properties this would be a return to the original use. In the meantime property owners need to be encouraged to continue adequate maintenance.

Where shops are shuttered and vacant or only open in the evening, they can create a ‘dead’ appearance, especially if the shutters are badly maintained. More attractive security measures are available.
10.2 Roller Shutters

10.2.1 Many businesses want these for security purposes but they are very often poorly maintained and unsightly in appearance. They don’t need to be. There are alternatives such as internal shutters which can be seen through, shutters which are perforated and lit behind, or solid shutters can be painted with attractive designs. [For further guidance consult the Planning Department].

10.3 Commercial premises which are only open intermittently or in evenings

10.3.1 When buildings have their shutters down for most of the day, this adds to the ‘dead’ appearance of frontages and discourages visitors to neighbouring businesses. If businesses have only limited opening it is even more essential for the sake of the general vitality of the area that they consider the appearance of their premises when closed.

10.4 Poorly maintained gardens

10.4.1 These give an uncared for appearance to properties and can be a security risk. It is possible to choose planting that is low maintenance yet attractive and colourful.

10.5 Missing or damaged front boundary walls or railings

10.5.1 A programme of reinstating good quality boundary railings or walls of appropriate design for the buildings would do a great deal to improve the appearance of the street scene.

10.6 Inappropriate replacement windows.

10.6.1 Almost all the buildings in this Conservation Area would need planning permission to replace windows where they face onto a street, and enforcement action can be taken where inappropriate windows have been installed. It is possible to get good quality timber sliding sash windows which meet modern standards, and they can be double glazed. If original or early windows survive they can usually be overhauled and repaired. How the windows are installed can be as important as their design. Further guidance is available on the City Council’s website.
Inappropriate windows and doors can detract from otherwise attractive buildings.

Neighbouring buildings and old photographs can give clues to the design of missing features.

10.7 Missing architectural details

10.7.1 Many buildings have lost decorative architectural details: finials, bargeboards, decorative features around windows and doors, attractive shop fascias and windows. Usually in Hull these were in timber; occasionally in stone or brick. The joinery and carving skills still exist locally to reinstate these details and they can enhance the value of properties. Old photographs can be a good starting point for researching the original appearance.

10.8 Satellite dishes

10.8.1 There is guidance available from the Planning Department as to where it is and is not acceptable to place these. Enforcement action may be taken against any that are inappropriately located.

http://www.hullcc.gov.uk/portal/page?_pageid=221,130768&_dad=portal&_schema=PORTAL

10.9 Parking on forecourts and in front gardens.

10.9.1 Generally this needs planning permission and highways consent and will be resisted. Where it is established by long use, there is a need to consider the surfacing of forecourts to ensure they remain safe for pedestrians and attractive when not parked on.

10.10 Traffic signage and street furniture

10.10.1 As a major road it is inevitable that Beverley Road has a great deal of signage, signals, barriers, bollards etc. It is essential to continually review whether signs can be rationalised, barriers removed, street furniture reduced or repaired, repainted or replaced by more appropriate designs. Replacement especially needs
careful consideration. ‘Pastiches’ of traditional designs are not always appropriate and simple solutions are often the best.

10.10.2 In 2000 a decision was taken by Cabinet Committee to give a black finish to all new pedestrian guard rails and posts in Conservation Areas and along radial routes.

11. Character Areas

11.1 Because of the history of the road, there are subtle changes in the character of the conservation area. Travelling from south to north, four ‘character areas’ are identified:

1. The south end, from Norfolk Street and 17 Beverley Road to Fountain Road/ Margaret Street; the ‘City Centre Approach’ Area
2. Fountain Road/Margaret Street to the south side of Park Lane and between 244 Beverley Road and the Bull Inn; the ‘Stepney Village’ Area.
3. From Park Lane and Bull Inn to the high level railway bridge; the ‘Park and Queens Road’ Area.
4. The high level railway bridge to the northern boundary at Beech Grove/ 508 Beverley Road; the ‘St John’s Wood’ Area.

City Centre Approach Area

11.2 This is the southernmost area characterised by early houses with long front gardens, some public buildings and shops, and a preponderance of business uses influenced by the proximity to the City centre and location on a major approach road. The area is surprisingly green for an area so near to the city centre, the result of the gardens and some more recent landscaping, and the area has some good trees.

11.3 Most buildings in this area contribute positively to the character and appearance of the area. Notable buildings and groups of buildings include:

23-25 Former houses extended forward at ground floor to make shops. Even though this is not a trend to encourage now, these shop fronts with parapets are of interest and are a reminder of a stage in the history of the area when residential uses were giving way to businesses.
23-25 *Originally houses with front gardens, shops were built in front as the area became more commercial.*

31 *Former houses, now offices.*

27-35 Former 3-storey houses now mainly offices; some good original details, some poor alterations.

32 Former York bank on corner Norfolk Street with interesting stone features.

46-48 3-storey town houses now self-catering accommodation and a funeral director’s.

**Kingston Youth Centre** 1836-7 early work in Gothic Tudor style by Henry Francis Lockwood. Of architectural interest even though only part of original survives. Potentially attractive garden at front. Some good trees. Would benefit from reinstatement of railings and stonework.

**Brunswick House** former Higher Grade Board School 1891, now Council offices. Local list.

**Brunswick Arcade** 1890 Good purpose-built shopping parade; would benefit from further reinstatement of missing features.

53-63 **York Parade** c1820 early houses; 53 and 55 Listed and retained early features as has 61; others drastically altered.

74-84 **Granville Terrace** 1860s Listed houses, now mainly flats, well restored with good timber details. Good trees. Would benefit from reinstating railings.

**Masonic Hall:** 1865. Remnant of former Wesleyan Methodist chapel and school; architect William Botterill. The large car park detracts from the appearance, especially as it is the focal point of views from Strand Close. Some landscaping of the car park and repainting the railings would be beneficial.
77-83 York Terrace c1832 and 85-93 varying ages from 1820 to 1860s. Only 89 Listed as least altered, but collectively make an attractive group. Most have lost ironwork details [see Goldberg]. A worrying number of them are vacant and deteriorating.


85-89 Early and mid Victorian houses, neatly boarded up but in urgent need of new uses. 74-84 Granville Terrace This listed terrace has been sympathetically restored and converted to flats.

95-97 St Georges Court 3-storey houses now flats.

94-102 c1890s offices and flats somewhat altered but pleasing contrasting brick details.

105-107 Wellington ‘Welly’ Club, [1913] pleasing rusticated rendered frontages and ‘Queen Anne’ gables to Wellington Lane. Popular club, originally a masonic hall.
11.4 There are currently a number of buildings which, although contributing positively from an architectural point of view, are deteriorating and their condition is a cause for concern:

44 Kingston Cottage: [Local list]. Former British Legion premises, now vacant, the peeling stucco detracts from its otherwise attractive appearance.

54: Part of the attractive Brunswick Arcade, some of which has been renovated, this building has been protected by scaffolding for many months, due to structural problems.

61: Part of the early York Parade [c1820] and with original frontage, but deteriorating.

Trafalgar Street Church: 1904 [Listed]. Its unusual flint-faced appearance, tower and Art Nouveau features add considerably to the townscape, but the main church is currently vacant and awaiting a new use. Sunday school at the rear converted to flats and occupied.

89: Listed: an early survivor with simple details contrasting with its neighbours. Suffering from leaking gutters.

85-91: although 85 -87 are neatly boarded-up, all these vacant properties will be deteriorating.

Swan Inn: [Local List]. Behind the attractive tiled and unique bow windowed elevation, the building is in poor condition.

Former National Picture Theatre: Listed: the remains need to be stabilised to prevent future deterioration. Once this is done it would be beneficial to remove the advert hording.

11.5 Neutral buildings include:

108 Wellington House [c1950; extra floor added 1971].

86-92 Salvation Army Buildings [c1960].
44 Kingston Cottage, once the lodge to Kingston College, now deteriorating. The gatepost links the cottage with the college and indicates stone details missing from main building.

Brunswick Arcade has been partly repaired but part still needs urgent attention. Trafalgar Street Church is awaiting a new use.

11.6 Some buildings have a negative impact:

57-58; ‘Bed World’ the front extension detracts but the original building behind is still evident.

37-39; Hull Working Men’s Club: the poor quality materials used in ground floor alterations detract from the appearance.

62: A much altered building, now vacant; a complete restoration of the frontage would be beneficial.

63 ‘Autosave’: The large open forecourt detracts from the appearance of the area but is probably essential to the current business. A good front boundary treatment and planting would be beneficial.
64-72 Gledow’s Arcade c1900. Single-storey small shop units with some poor signage and alterations, but could be an interesting contrast to other nearby buildings if restored.

77 Badly altered at the front and with garish signage but part of an important early row, York Terrace [1832].

109-113 [Wellington Place; former Hardakers and Revs]: Unsympathetically altered at the ground floor and unfenced forecourts detract from the appearance. Some original windows at second floor level should be retained.

119-127 Car Wash: Gap site is visually unfortunate, but some uses of this type are to be expected. Potential development site.

129-139: [Mix of businesses and flats]: Poorly altered at ground floor level but some good original windows at first and second floor level. Reinstating front gardens for the flats would be beneficial.

Vacant site on corner of Somerscale Street: Temporary fencing and overgrown condition detract from the area.

**Masonic Lodge**, part of former chapel and school. Views of car park would be improved by landscaping on street frontage.

**Wellington Club** frontage to Wellington Lane.
109-111 Former shop has planning permission for conversion to flats, a return to its original residential use.

129-133 Poor ground floor alterations but retained appropriate upper windows.

11.7 Side and Back Streets

Grosvenor Street and Hudson Street are lanes which once gave access to the stables, coach houses etc at the back of houses on Beverley Road. Many of these surviving outbuildings are of interest.

Harley Street affords good views of Clifton Street School [1889].

Providence Row is an old lane which ran to a farm and tannery. It is one of the few streets outside the Old Town to be paved with stone setts. These and the early street lighting column should be preserved. The ‘Fields Model Bakery’ sign is also interesting.

Providence Row

Former Sunday School rear of Trafalgar Street Church, now flats.
Somerscale Street is a terrace of small houses opening off the street. Off the north side, Rose Mews, a new development of flats and houses for rent [2012], appears to be popular.

Stepney Village

11.8 North of Fountain Road and Margaret Street the vista opens out with large modern developments on both sides of the road. Endeavour High School [2002] is roughly on the frontage formerly occupied by the Sculcoates Workhouse [1844]. It picks up on the scale and rhythm of the original building while being of modern design. The front garden and boundary walls and railings contribute positively to the street scene.

11.9 On the west side of the road, a doctor’s surgery and supermarket [2002] retain the established building line but this is then lost completely with an isolated restaurant and north of Terry Street another supermarket [1992] set back behind a car park.

11.10 However, this gap opens up views of Stepney Station [Listed] 1853, which are undone to some extent by the evergreen trees which have been planted very close to the building. Older Hullensians have fond memories of trips to Hornsea and Withernsea from this station, which closed with the end of passenger services in 1964. The station platforms are in need of maintenance. The former track bed now forms a footpath and cycle track which continues east of Station Road. Station Road itself is wide, being access to a small industrial estate, but it affords good views of the mock Tudor elevations of the Station pub, and of trees on the cycle track beyond.

11.11 North of Stepney Station and St Hilda Street the building lines close in to be near to the back of pavement and the scale of buildings are reduced to 2 to 2 1/2 storeys. They have relatively simple features and a ‘village’ feel is created. Most of the buildings existed by 1869 and were originally houses. Now shops with flats above, the buildings are much altered. 201 gives some indication of the design of some of the houses. Those on the west side had small front gardens which are now forecourts.
11.12 **Positive features** of the Stepney Village area are:

**Glad Tidings Hall** [Local List] built 1849 for the Methodist New Connexion; it is the oldest non-conformist chapel in Hull still in religious use. Its projection forward of the building line, at an angle to match that of Cave Street, adds to the informal ‘village’ feel.

**The Rose Hotel** [Local List] with its unusual onion dome and green tiled frontage. Its distinctive Queen Anne timber sash windows were removed and inappropriately replaced with non-matching PVCu windows in early 2013 without planning permission (resulting in immediate planning enforcement action against the owner).

The pleasing contrast between the **small chip shop and the grand Bull Inn**; an appropriate point at which to draw the line between two character areas.

The interesting **kink in the road** at this point; possibly indicative of an ancient village green where Stepney Lane and Park Lane meet Beverley Road.

The sense of enclosure created by the frontages being close to the road.

11.13 **Negative features** are

Some **poor quality shop fronts** and poorly maintained shutters.
Northern Library, now used by Endeavour High School.

Glad Tidings Hall with simple classical details.

The Rose Hotel with distinctive ‘onion’ dome and original windows.

The Bull Inn and the chip shop viewed from Park Lane. Pavement widens with slight kink in the road.

Pearson Park and Queens Road Area

11.14 When Pearson Park opened in 1860 it created desirable building plots on Beverley Road as well as around the park. Large villas were built each side of Pearson Avenue; more modest terraces on the opposite side of the road. Some fine public buildings were built. Queens Road was a late development and buildings north of here have a more suburban character.
11.15 Positive features:

Trees on both sides of the road make a very positive contribution to the character of this part of the Conservation area.

Prominent villas especially 273-277 the former Dorchester Hotel 1861 [Local list]. Deterioration from long term vacancy halted in mid-2013 when acquired by new owners (emergency repairs and clean-up undertaken). 263 to 271 [Local list] are now mostly in medical and nursing home uses. 279 is a detached villa now a Chinese restaurant.

289-293 are unusual in Hull in having basements and tall steps leading to the ground floor, but are similar to houses on Pearson Avenue; they appear to have been recently renovated.

Pollard Court are modern flats [c1976] of the right scale.

265-267 Former large villas

273-277 former Dorchester Hotel

289-293 Unusual for Hull in having basements.

286-296 Well maintained and restored group.
Three fine public buildings, each particularly good examples of their type, and all Listed, are on the east side of the road:

**The Bull Inn**: 1903-4 with fine brick, terracotta and faience details.

**Stepney Primary School**: 1886, with fine Queen Ann gables facing Beverley Road, closing the vista from Grove Street, and the best of the surviving Hull Board Schools designed by John Bilson.

**Beverley Road Baths**: 1903 with its copper domes and good Edwardian Baroque and Art Nouveau details. Due to the bend in the road at this point, the baths with its domes is prominent in views south down Beverley Road. The former Turkish Baths at the rear is now an Islamic Centre.

![Stepney Primary School](image1.jpg)  ![Beverley Road Baths](image2.jpg)

*Stepney Primary School* viewed from *Grove Street.*  *Beverley Road Baths* ‘A baths that wants to be noticed’ [Victorian Society].

Terraced houses on the east side of Beverley Road are more modest but still substantial 3-storey houses. 262-272 have attractive gables with decorative bargeboards and contrasting brickwork, characteristic late Victorian details. 286-296 [Local list] have been well restored.

310-332 modest shops with flats above, nicely turn the corner into Sculcoates Lane.

334-336 is a modern care home which successfully achieves an appropriate form of development for this prominent corner with Sculcoates Lane.

297 modern flats opposite, on the Queens Road, are slightly less successful. The satellite dishes detract.

299-319 are typical late Victorian houses with some good details; but most have suffered from inappropriate alterations to windows. The *repair garage* is a use to be expected under railway arches.

238 and 238a are post war infill [one belongs to the Imam Al Hassan Association].
340 and 342 are more late Victorian houses and then 342 to 354 are a terrace of early 20C houses with a more suburban feel.

The railway bridge [1885], takes a freight line to the docks. It makes a suitable boundary to this character zone as it masks views through to the next section of Beverley Road.

310-332 3-storey shops near Sculcoates Lane. Beverley Court Residential Home, corner Sculcoates Lane.

11.16 Features which detract from the area include

308 a prominent shop which is boarded up.

Car sales site on the corner with Queens Road: A long standing inappropriate but probably established use.

356-358 Pair of houses converted to flats and in a prominent position on the corner of Fitzroy Street. Many of its distinctive timber sash windows were recently removed and inappropriately replaced with non-matching PVCu windows without planning permission (resulting in planning enforcement action against the owner).

11.17 Neutral buildings are

Tesco Express a difficult building type to integrate into this setting.

Police Station successfully fills a long standing gap site.

11.18 Side streets:

The Chinese community housing development [1995] on Park Lane has distinctive Chinese lettering on some houses and a tiled design on the corner.
**Eldon Grove** has on the south side some large detached villas with unusual stone details, and on the north side a terrace with the more usual timber bays. A private street, it has a row of large trees in the centre of the road and could be very pleasing, but its potential has not yet been realised.

![Eldon Grove trees](image)

Sheltered housing for the Chinese community, Park Lane.

Trees in the middle of **Eldon Grove**.

‘St John’s Wood’ suburban area

11.19 Even after the high level railway line was built in the early 1880s, Beverley Road to the north was still relatively undeveloped and had a rural character with many trees.

11.20 The streets east and west of this section of Beverley Road are mostly long terraces of early C20 lower middle class housing which are still relatively popular as family and student housing. The area north of Queens Road, west of Beverley Road and south of Alexandra Road was originally called St John’s Wood. Developments on the main road were at first mainly houses with front gardens. Many of these have been converted to shops with forecourts.

11.21 **Buildings which contribute positively to the character of the area** include

**Cannon Junction** A pub in two railway carriages built into the arch of the bridge; a quirky development whose name acknowledges that a branch of the rail line once fed traffic to a station in Cannon Street.

**The Former Mayfair Cinema** [Local List] 1929. This was one of Hull’s many suburban cinemas and has Art Deco features typical of its role and time. Closed 1969. Most of the auditorium has been demolished but the attractive frontage and foyer has been retained and is now a pub.
321-327 Pineapple Interiors sets a very good example of restoration of shop fronts, bay windows etc. which could give a pointer to the rest of the area.

329-341 Although the doors and windows on the ground floors of these buildings are much altered, the very solid stone details surrounding the upper windows helps to give the terrace unity.

Cannon Junction

Former Mayfair Cinema with characteristic Art Deco details.

321-327 Well restored timber details and shop fronts.

361-373 This recent development of student accommodation including and next to the former Mainbrace pub has made a real effort and been largely successful in fitting in with the scale and form of traditional buildings in this area. It is a property which could show the way to other developers. A good boundary treatment of walls and railings and some decorative brickwork are all helpful in achieving the desired effect. Some decorative bargeboards have been lost in the process though.

396-412, 414-430, 432-440, Rows of shops with decorative gables. Some altered windows and missing features.
Rockliffe House, [1864] is Listed and the only large detached villa, set in its own grounds, to have survived in the Conservation Area. It is now a care home for the Blind Institute. Modern low 2-storey annexes to the south do not compete for attention with the main house and are partially screened by mature shrubs and trees. The single-storey modern shop on the street frontage, with its horizontal emphasis is not really in keeping with its setting, but no doubt has an essential role in the Institute and screens industrial buildings at the rear.

Hull Vinyard was a Christian Science Church in its ‘house style’. Alterations are on the whole sympathetic.

387-391 Large 3-storey houses now in flats; good details, but some have suffered from recent, inappropriate and unauthorised window alterations (resulting in planning enforcement action against the owners). 393 has the gable detail more typical of this part of the Conservation area.

407-433 Typical large late C19/early C20 houses, mainly with gable frontages now in mix of business and residential uses. The modern infill at 417 fits in well. Clock on side of funeral director’s a nice touch.

470-478 and 500-508 are two rows of modest 2-storey shops which have reasonably neat frontages.

11.22 Buildings and features which detract from the area include

Former United Reform Church, corner of Brooklin Street: Vestiges of Newland Congregational Church of 1904 survive behind modern buildings of little architectural merit. Elements of the original boundary plinth and piers survive with modern railings. The present condition of the modern church hall and vacant land detract from the appearance of the area. Potential development site.
294-296 Two boarded up shops in very poor condition with holes in the roofs. This is unfortunate because the neighbouring antique shop looks as though some restoration had been done to the shop fronts.

388-396 with derelict roofs. Former Congregational church and site awaiting redevelopment.

11.23 Buildings which are neutral include

Zachariah Pearson Pub named after the benefactor who gave Pearson Park to the town, is a modern redevelopment. The rather puny gables do not really do justice to other buildings in the area.

The Jet Petrol Station is a use to be expected on a main road.

Easton Court and Alexandra Court are post-war flat developments typical of their era.

Newstar Garden Buildings site on corner with Ash Grove, with its fenced frontage, has a tidy appearance but the area would benefit from this being a built frontage.
11.24 Side roads:

Beech Grove The conservation area boundary runs down the centre of the road. The north side (historically part of Newland) is within the Newland Conservation Area. The south side is within the Beverly Road Conservation Area and has houses of a different, more modest, character to those on the north side. Strathearn Street is a late example of Hull’s typical ‘court’ style of working class housing, of which few are in Conservation Areas.

12. Overview and pointers to future action

12.1 Some recent new developments have shown an encouraging trend towards design that pays more regard to the character of surrounding buildings.

12.2 Vacant, boarded up and derelict buildings have the most negative effect on the character and appearance of the Conservation Area. Changes of use, especially from commercial to residential could be the way forward for some buildings, and there is some evidence that this is happening. For some buildings this would be a return to the original use.

12.3 Subject to priorities and available resources, the local planning authority will use its powers to require owners to take action where Listed buildings or prominent unlisted buildings are being neglected.

12.4 The appropriate painting of roller shutters would have a big visual impact.

12.5 Reinstating boundary walls and railings would also make a significant difference. The designs should match original where there is evidence.

12.6 Planning powers exist to control alterations to buildings including the installation of inappropriate windows and, within the resources of the Local Planning Authority, enforcement action is being taken against inappropriate changes. Landlords and double glazing firms need to be aware that changes require consent. Most
houses in the area are split into flats, so they do not have permitted development rights to carry out alterations. There are few single household properties, so Article 4 Directions to remove permitted development rights would be unlikely to have much impact.

12.7 Architectural features have been lost from buildings over a long period. With the cooperation of owners, their reinstatement would be very beneficial.

12.8 There is a need for continual review of traffic signs and street furniture, removing where possible, renewing repairing or repainting where necessary.

12.9 Landscaping of the few vacant sites and possibly front gardens of vacant buildings could have a beneficial impact.

12.10 If it is necessary to prioritise the character areas for attention, then the ‘City Approach’ area would probably be the first priority, having the most noticeable problems of deteriorating buildings.

Adopted by Cabinet, 25th November, 2013 (Minute No.115).
Appendix 1

More information about specific buildings and features of note

Outside the Conservation Area but affecting the setting

Blundell’s Corner  There was a windmill on this site from 1788; stump survived until 1977. Early paint factory 1817, converted to steam 1846. Shops on corner from 1790, then a bank. Zoological pub closed 1985. Hull Daily Mail offices and printing works, 1989 by Kenneth W Reed and Assocs. Pleasing building in itself but understated for such a prominent location. Until 2012 flagpoles, now removed, helped to locate main entrance on Beverley Road frontage. Pleasant landscaping.

Campanile Hotel  Built following the construction of Freetown Way in 1985. Insufficient vertical emphasis for such a prominent corner. Site frontage was houses c1845, converted to shops 1883.

Former Police Station, Norfolk Street  1878 and Hull’s first suburban police station; also first HQ of the Volunteer Fire Brigade who later moved to Hall Street. Was a club The Lamp [formerly ‘Blue Lamp’] from 1950 to 2012.

‘City Centre Approach’ Area

17-21 Shaftsbury House, three 2-storey shops, curved corner marks former entrance to Camden Terrace.

32-42 Norfolk St to College St. Good stone details on bank frontage, corner Norfolk St. Pleasing domestic-looking outbuildings at rear on both Norfolk St and College St. Chamber of Commerce building is formerly Turner’s furniture shop whose slogan ‘Everything But the Girl ‘gave its name to a band in 1980s.

44 Former British Legion building now vacant. c 1835. Architect  H.F. Lockwood [see Kingston Youth Centre]. Local List. Was lodge to Kingston College. Gate post important indicator. Mix of mock Tudor and classical design. Said [by Neave] to have been originally single-storey but no evidence at rear where it is not rendered. Said to have structural problems. Some cracks in bays and rendering. Outbuilding at rear occupied.

46, 48 Two good 3-storey town houses c1860s? Built in grounds of College.

Kingston Youth Centre, Formerly Kingston College 1836, an Anglican boys’ school, the earliest public building on Beverley Rd. Gothic Tudor style by Henry Francis Lockwood [1811-1878] ‘Hull’s leading early Victorian Architect’. [Later he was architect to Trinity House, then moved to Bradford and with William Mawson designed Saltaire.] This was his first major work. [He also built Sculcoates Union Workhouse on Fountain Road corner in similar style 1844, demolished 2002]. Failed as a school and was converted to almshouses by Trinity House 1851 which it
remained until 1950. Half destroyed by bombing, and further demolition in 1985 when it became a Youth Centre, only the north wing survives, but this is nevertheless of local architectural interest. Modern sports hall adjacent. Reinstatement of stone details on building and gate piers and reinstatement of railings would greatly improve appearance. Good front garden and trees.

**50-64 Brunswick Arcade 1890** Replaced Kingston Terrace 1841 a large villa and 3 houses by Lockwood, which faced south; plinth for the railings to this terrace still survive in Youth Centre grounds. Arcade is now restaurants, shops and takeaways, and offices, some vacant. Renovation done to Raj Pavillion, but scaffolding has been next door for a long time. Nice turning of corner on Strand Close.

**64-72 Gleadow’s Arcade** of small single-storey shop units, were built in front garden of Brunswick House shortly before it was demolished. Named after an occupant of Brunswick House who was owner of Hull Brewery. Bricked window on Strand Close frontage suggests they were once more substantial buildings.

**Gatepost on boundary of 74** was at entrance to rear track [now grassed area] leading to stables etc of Brunswick House.

**74-84 Granville Terrace** Listed. 1860s Attributed to Samuel Musgrave. 74 was a school clinic. Sympathetically restored externally, and converted to flats.

**Trafalgar Street Church** Baptist church by George Baines and Son 1904-6, Listed. Built on part of York Parade. Flint faced, with red brick and sandstone dressings to quoins and openings, open wooden bell tower and leaded spire.

**53-65 York Parade** 53 and 55 Listed, c 1820 originally a terrace of seven 2-storey 2 bay houses.

**Masonic Hall** originally Beverley Road Weselyan chapel schoolroom, with a ‘slice’ of the back of the chapel itself. 1865 by William Botterill. Chapel damaged during WW2, and then as a printing works destroyed by fire in 1953. The schoolroom was a day school before state education.

**77-83 York Terrace** Houses 1832 architect David Thorpe.89 Listed 1820s simpler early features. 91 1860s with ‘barley sugar’ columns round windows.

**130-144** There was originally a row of houses on this site called North Parade. Most were redeveloped around 1900 but **138-140** [the motor cycle wear shop] looks as though a surviving house could be behind the shop front.

**National Picture Theatre 144-46** [Listed] was built on the site of a pair of houses occupied by a builder and joiner, together with their yard. Cinema 1914 by Runton and Barry, designers of Garden Village. Early reinforced concrete and brick construction. On 18th March 1941 a bomb fell behind the east end of the cinema which destroyed most of the auditorium. The audience sheltered in the foyer and survived. Much of the front façade, foyer, front offices and stairs to the balcony still
exist, preserved behind an advertisement hording. The site was assessed by English Heritage in 1999-2000 and was identified as of national importance, equivalent to a scheduled monument. The whole site was Listed 2007 for its historic interest as England’s only surviving WW2 bombed site with the substantial remains of a ruined building on it which is not a church or military building.

[Another cinema with the same name was later built on the site south of Stepney Station now occupied by a supermarket. This often causes confusion.]

**Swan Inn** was originally Swann, named after landowner. A domestic style inn was re-fronted in 1898 in terracotta and faience bow fronted style with Flemish gable and decorative ironwork. Now locally a rare survivor of this style of late Victorian pub. Local list.

**Stepney Village area**

**Endeavour High School** 2002-3 Bond Bryan Partnership of Sheffield.

**Northern Branch Library** Listed. 1895 by H.A.Cheers of Twickenham. Extended [2006] and now occupied by Endeavour School.

**Stepney Station House** 1853, Listed. Early work by William Botterill, architect to the York and North Midland Railway, who later became a prolific local architect. Victoria Dock railway line, linked to Hornsea and Withernsea lines. Now a centre for the Anatolian community.

**190 Pendrill House** Local list. Former Hull Savings Bank 1901 probably by Gelder and Kitchen. Adjacent to a WW2 bomb site with wooden shores supporting the gable wall.

**The Station pub** Local list. Remodelled 1920s in ‘Brewer’s Tudor’ style.

**Glad Tidings Chapel** 1849 Local list. Probably the oldest surviving building in Stepney. Built as the Methodist New Connexion chapel. Simple classical style. A larger chapel with a spire was later built by the Connexion on the site where the Islam supermarket is now, and for a time the older chapel was a temperance pub.

**Rose Hotel** 1911. Local list. By G.H.Mumby. Good details and onion dome. Original timber sash windows in Queen Anne style.

**The Park and Queens Road area.**

**The avenue of trees** was planted shortly before 1883.

**Park Lane**, now a curved street of sheltered housing for the Chinese community, was previously a straight lane leading to the rear of houses facing Pearson Park.
Before that it was an old track to dairy fields and with Stepney Lane formed a route to the ‘bull fields’ next to the River Hull. **Stepney** probably developed around the junction of these tracks with Beverley Road and might have been named after a nearby C18 house.

**Bull Inn** Listed, rebuilt 1903 by Freeman Son and Gaskell, good windows, terracotta details and bull sign. The earlier Bull Inn was probably built between 1786 and 1810.

**Stepney School** formerly Beverley Road Board School, Listed. 1886 by John Bilson, the best surviving school built for Hull School Board [1870 -1904]. Good ‘Queen Anne’ details especially gables and cupola. Front building can be particularly well appreciated as focal point of views from Grove Street. Infants school at rear facing onto Stepney Lane also Listed and contributes to townscape interest.

**Beverley Road Baths** Listed, 1905 by Joseph H. Hirst, Hull’s first City Architect. Copper domes. Interior has exceptional Art Nouveau tiling.

**263-269 and 271 Claremont House**. Local list. Grand mid Victorian houses from 1870s. All have retained almost all of their good original details. Claremont House with its gables and tower emphasises the corner with Pearson Avenue and balances the Dorchester.

**Dorchester Hotel 273-277**; Local list. Originally 3 properties including Tamworth Lodge and Dorchester House. 1861-2 by Bellamy and Hardy. Profusion of gables, towers, spires, dormers and ornamental slates. Could be improved by the removal of some modern extensions.

**Queens Road** developed from 1864, so was much more recent than Sculcoates Lane.

**The Cottingham Drain.** Early 1770s. Until it was filled in and replaced with a deep drainage system in the 1950s, this ditch crossed under Beverley Road from Queens Road to Sculcoates Lane and then turned south to flow roughly parallel to Beverley Road before turning east near Norfolk Street to flow towards the River Hull. Its route can still be traced by grassed strips, footpaths and cycle paths.

**The ‘St Johns Wood’ suburb**

**High level Railway Line** built for the Hull, Barnsley and West Riding Junction Railway. Ringed the edge of the built up town in the early 1880s. Bridge c1882. Built predominantly for the export of coal, the line briefly had suburban passenger stations including a Beverley Road Station [on Fitzroy Street] closed 1924. It still carries freight to and from the eastern docks.


**Appendix 2**

**References**


Hull Pevsner Architectural Guides; David and Susan Neave ; Yale University Press 2010


Hull Then and Now; Paul Gibson; Carnegie Heritage Centre Ltd 2008*

Hull Then and Now 2; Paul Gibson; Carnegie Heritage Centre Ltd 2010*

Georgian Hull; Ivan and Elizabeth Hall; William Sessions Ltd 1978*

Images of Victorian Hull F.S.Smith’s Drawings Volume 3; Paul Gibson; 2011*

Hull in the 1950s; John Smith Hutton Press Ltd. 1994

A Historical Atlas of East Yorkshire; Susan Neave and Stephen Ellis; The University of Hull Press 1996

Revised List of Buildings of Special Architectural or Historic Interest City of Kingston Upon Hull; 1994

Local List, Hull City Council

Plans in Hull History Centre

*Good illustrations for researching changes to Beverley Road buildings.
Appendix 3
Maps
Beverley Road Conservation Area: 'Stepney Village' area

Legend
- Statutory Listed Buildings
- Significant Green Areas
- Locally Listed Buildings
- Significant Views

Beverley Road Conservation Area: 'St John's Wood' suburban area

Legend
- Statutory Listed Buildings
- Significant Green Areas
- Locally Listed Buildings
- Significant Views

BEVERLEY ROAD CONSERVATION AREA

MANAGEMENT PLAN

In line with advice contained in the English Heritage Guidance Note ‘Understanding Place: Conservation Area Designation, Appraisal and Management’ this management plan sets out the way in which the Beverley Road Conservation Area will be managed. This Management Plan is also informed by an assessment of the condition of the Conservation Area, which has identified the strengths, weaknesses, opportunities and threats to the Conservation Area. This assessment has identified the need for reiterating local and national policies, guidance and strategies which are designed to protect, sustain, enhance and better reveal the significance of the Beverley Road Conservation Area.

The components of the management plan include:

1. Planning Restrictions & Policies
2. Planning Guidance
3. Regeneration Strategy
4. Enhancement Schemes
5. Highway (Streetscene) Management
6. Street Lighting
7. Tree Management (Highway)
8. Enforcement Strategy

1. Planning Restrictions & Policies

Because of the special nature of Conservation Areas, there are tighter planning controls and obligations in respect of demolition work; new development; trees; alterations, additions and extensions; and advertisements and signs.

Demolition Work

In general, the demolition of unlisted buildings and walls within a Conservation Area requires Planning Permission (Listed Buildings require Listed Building Consent). The main exceptions to this requirement are:

- the partial demolition of an unlisted building;
- small unlisted buildings of less than 115 cubic metres/4061 cubic feet content or any part of such a building, other than a pre-1925 tombstone/monument/memorial to a deceased person;
• unlisted walls, fences and railings less than 1m/3'3" high where next to a public open space or highway (including a footpath or bridleway) or less than 2m/6'6" high elsewhere; and

• unlisted agricultural or forestry buildings erected since 1914.

**New Development**

The designation of an area as a Conservation Area does not mean that new development may not take place within it. New development should, however, aim to preserve and enhance the character of a Conservation Area by sympathetic conversion and adaptation of existing buildings and by good design of new buildings.

**Trees**

Trees not covered by a Tree Preservation Order (TPO) are still afforded special protection in a Conservation Area. It is an offence to cut down, lop, uproot or wilfully destroy any tree in a Conservation Area without first giving 6 weeks’ notice of intent in writing to the Development Control Section of Hull City Council. The City Council will then consider the nature of the works, the health and age of the tree, and the contribution the tree makes to the character of the Conservation Area before either granting consent for the works or imposing a TPO on it. Certain works to trees are, however, exempt from the need for consent. These include:

• work to dead, dying or dangerous trees (but notice is still required first);

• work done by, or for, certain statutory undertakers;

• pruning fruit trees in accordance with good horticultural practice;

• work authorised by planning permission; and

• work to small trees with a trunk diameter less than 7.5cm/3" (circumference 24cm/9.5") when measured 1.5m/4'11" above ground level.

**Alterations, Additions & Extensions (Unlisted houses)**

Where a house is occupied by one household (ie it is not shared by more than three people or split into flats) it is possible to make some alterations, additions and extensions without planning permission, subject to limitations (please see [http://www.planningportal.gov.uk/permission/house](http://www.planningportal.gov.uk/permission/house)). In addition to normal householder planning requirements, the following will always require Planning Permission in Conservation Areas:

• the cladding of any part of the exterior of a house;

• side extensions;

• rear extensions of more than 1 storey;
• the enlargement of a house consisting of an addition or alteration to its roof, eg dormers;
• buildings, enclosures, containers and pools at the side of a house;
• chimneys, flues or soil and vent pipes installed on the principal elevation or a side elevation where they front a highway;
• satellite dishes installed on a chimney, wall or roof slope which faces onto, and is visible from, a highway; or on a building which exceeds 15m in height (please see http://www.hullcc.gov.uk/portal/page?_pageid=221,130768&_dad=portal&_schema=PORTAL).

Alterations, Additions & Extensions (unlisted buildings eg flats/houses split into flats, shops and business premises)
The following operations or uses of land shall not be taken for the purposes of the below Act to involve development of the land – (a) the carrying out for the maintenance, improvement or other alteration of any building of works which – (i) affect only the interior of the building, or (ii) do not materially affect the external appearance of the building…” (The Town & Country Planning Act 1990, Part III s.55(2)).

If any proposed works materially affect the external appearance of the building, and they are not classed as permitted development (please see http://www.planningportal.gov.uk/permission/responsibilities/planningpermission/permitted), then planning permission may be required. Such works may include replacing roofing materials with another material, and replacing doors, windows and shop fronts with ones of a different style, design and material.

Alterations, Additions & Extensions (Statutory Listed Buildings)
Subject to the following provisions of the below Act, no person shall execute or cause to be executed any works for the demolition of a listed building or for its alteration or extension in any manner which would affect its character as a building of special architectural or historic interest, unless the works are authorised (ie they have Listed Building Consent).

It is a criminal offence to carry out any work which affects the special character of a Listed Building without Listed Building Consent. Owners carrying out unauthorised works could face a heavy fine or even imprisonment. Owners may also be required to reinstate the building to its former state. In managing the Beverley Road conservation area, the City Council will pursue prosecutions for unauthorised works to listed buildings, if it is considered to be in the public interest to do so (The Planning (Listed Buildings & Conservation Areas) Act 1990 - AUTHORISATION OF WORKS AFFECTING LISTED BUILDINGS - Control of works in respect of listed buildings - Restriction on works affecting listed buildings L7.01 7).
Advertisements & Signs

In Conservation Areas, in addition to normal advertisement requirements (please see https://www.gov.uk/government/uploads/system/uploads/.../326679.pdf) all illuminated advertisements (except for those indicating medical supplies or services) require consent.

National Planning Policies

In managing the Beverley Road Conservation Area, the Government’s ‘National Planning Policy Framework’ (NPPF) will be applied, particularly the policies on ‘Requiring Good design’ and ‘Conserving and enhancing the historic environment’.

At the heart of the National Planning Policy Framework is also a presumption in favour of sustainable development, which should be seen as a golden thread running through both plan-making and decision-taking. Keeping heritage assets in use is one of the most sustainable forms of development as it avoids the consumption of building materials and energy and the generation of waste from the construction of replacement buildings. In managing the Beverley Road conservation area, there will a presumption in favour of sustainable development.


Local Planning Policies

In managing the Beverley Road Conservation Area, the ‘Hull Local Plan (CityPlan)’ will be applied, particularly the policies relating to the ‘Built environment’.

http://www.hullcc.gov.uk/portal/page?_pageid=221,98083&_dad=portal&_schema=P ORTAL

PVCu Replacement Windows

In managing the Beverley Road Conservation Area, the Council Policy on PVCu replacement windows will be applied:

- Listed Buildings - Listed Building Consent for PVCu replacement windows will not normally be recommended for approval.

- Conservation Areas - In Conservation Areas, PVCu replacement windows on the front of unlisted buildings will be recommended for approval only where they match the original windows very closely. **NB:** Houses – where an unlisted house is occupied by one household (ie it is not shared by more than three people or split into flats) it is usually possible to alter or replace windows without needing to make an application for Planning Permission. However, all PVCUs and other replacement windows (and some doors) in domestic and commercial buildings need an application for Building Regulations Approval (but only applies where the whole window frame is to be replaced).
Article 4 Directions

In managing the Beverley Road Conservation Area, the City Council will monitor the impact of permitted development rights (work which does not normally require planning permission) on the character and appearance of the conservation area. Where there is firm evidence to suggest that permitted development is damaging the character or appearance of the Conservation Area or is likely to take place, and the Council will therefore consider through authenticity surveys and public consultation if certain permitted development rights should be withdrawn in the public interest and brought within full planning control through the use of Article 4 Directions.

Works currently controlled by an Article 4 Direction in the northern half of the Beverley Road conservation area (and wider surrounding area) include for:

- Development consisting of a change of use of a building to a house in multiple occupation (HIMO) from a dwellinghouse.

Planning permission is therefore required for the above change of use.

2. Planning Guidance

In managing the Beverley Road Conservation Area, relevant Hull Supplementary Planning Guidance will be adhered to:

- Development briefs (SPG Note 1)
- Providing and designing Urban Greenspace and play areas in new housing areas (SPG Note 2)
- Trees & development (SPG Note 3)
- Housing design (SPG Note 4)
- Designing a house extension (SPG Note 5)
- Designing landscape (SPG Note 6)
- Designing employment development (SPG Note 7)
- Designing access to a building or its surroundings (SPG Note 8)
- Designing a shop front (SPG Note 9)
- Designing for crime prevention (SPG Note 10)
- Designing for satellite dishes (SPG Note 11)
- Public Art (SPG Note 12)
• Archaeology (SPG Note 13)
• Designing advertisements or signs (SPG Note 14)
• Designing a footpath or cycle track in a housing area (SPG Note 15)
• Designing a car park (SPG Note 16)
• Converting a house (SPG Note 17)
• Food and drink (SPG Note 18)
• Private hire booking offices (SPG Note 19)
• Pre-school child care (SPG Note 20)
• Amusement centres and arcades (SPG Note 21)
• Hotels (SPG Note 22)
• Designing cycle parking facilities (SPG Note 23)
• Nature conservation and development (SPG Note 24)
• Designing for noise generating development (SPG Note 25)
• Designing for energy efficiency (SPG Note 26)
• Telecommunications (SPG Note 28)
• Waste recycling (SPG Note 29)

The content of each SPG Note can be found online at http://www.hullcc.gov.uk/portal/page?_pageid=221,98301&_dad=portal&_schema=PORTAL

**Building for Life 12**

In managing the Beverley Road Conservation Area, the City Council will support ‘Building for life 12’ (Sept 2012), the industry standard, endorsed by Government, for well-designed neighbourhoods, which recommends assessing the potential of any older buildings or structures for conversion, because retained buildings can become instant focal points within a development.

**3. Regeneration Strategy**

In managing the Beverley Road Conservation Area, the City Council will endeavour to pursue a Heritage Lottery Funded (HLF) Townscape Heritage (TH) scheme for the
Beverley Road conservation area. The key objective of Townscape Heritage Initiatives is to stimulate conservation-led regeneration by encouraging the highest standards of restoration and new design appropriate to a conservation area.

The Townscape Heritage programme is for schemes which help communities improve the built historic environment of conservation areas in need of investment across the UK. HLF support partnerships of local, regional and national interests that aim to regenerate economically disadvantaged historic areas for the benefit of local residents, workers and visitors. Applications can be for a grant from £100,000 to £2million, but schemes need to contribute to towards all of the eight outcomes listed below.

**Outcomes for heritage**

With HLF investment, heritage will be:

- better managed
- in better condition

**Outcomes for people**

With HLF investment, people will have:

- developed skills
- Learn about heritage

**Outcomes for communities**

With HLF investment:

- environmental impacts will be reduced
- more people and a wider range of people will have engaged with heritage
- the local area/community will be a better place to live, work or visit
- the local economy will be boosted.

The City Council will also encourage owners of listed buildings at risk to apply for HLF Heritage Enterprise schemes (available 2013-18), which look to achieve sustainable end uses for historic buildings and industrial sites at risk. The HLF programme will support the conservation and adaption of individual historic buildings or a coherent group of historic buildings for an end use which actively contributes to sustainable development in area experiencing economic disadvantage.
4. Enhancement Schemes

In order to enhance the appearance of the Beverley Road Conservation Area, the City Council will endeavour to:

- prepare special Development Briefs for sites identified as detracting from the character or appearance of the area;
- ensure that new buildings harmonize with or complement their neighbours in scale, style and use of materials;
- make environmental improvements, for example by retaining, reusing or reinstating historic paving materials, sympathetic landscaping and planting, or removing unsightly elements such as hoardings;
- integrating road signs and markings as far as possible with the character of the street;
- controlling the position and design of advertisements and shop signs;
- ensuring that traffic safety and control measures harmonise with the landscape;
- use its general planning powers to serve a Section 215 notice on the owner (or occupier) of any land or building whose condition is adversely affecting the amenity of the area;
- monitor vacant and unoccupied listed buildings for neglect and deterioration;
- take appropriate action to secure urgent works to arrest the deterioration of a vacant and unoccupied listed building by serving an Urgent Works Notice on the owner (and on the owners of unlisted buildings with the approval of the Secretary of State);
- take appropriate action to secure the preservation of a vacant and unoccupied listed building by serving a Repairs Notice on the owner (and, if after two months from service of such a Notice (if not withdrawn by the City Council) the Council may ask the Secretary of State to authorise the Council to acquire compulsorily the building and any land comprising or contiguous or adjacent to it which appears to the Secretary of State to be required for preserving the building or its amenities, or for affording access to it, or for its proper control or management);
- actively pursue the planting of new highway trees along Beverley Road.

5. Highway (Streetscene) Management

The A1079, Beverley Road forms the main route from the north into the city and is entirely within public ownership. Today, it is a mixture of single and dual carriageway with a variable width path on each side on which there is street furniture of various types and underneath numerous cables and pipes. The road has been altered and widened as the City has grown, been reconstructed and developed to accommodate the passenger transport requirements of the day, initially for trams in the later part of the 1800s, trolley buses from 1930 and motorised transport thereafter. More recently the road has been modified to support policies for safer and more sustainable travel, such as signal controlled junctions and crossings, bus and cycle
lanes, bus shelters and stops, parking bays. It tends to be traffic dominated and congested during peak hours compounded by unregulated loading and unloading.

The section within the Beverley Road Conservation Area has the road, parking areas and paths of black bituminous surfacing with red coloured bus lanes, green coloured cycle lanes and lines and signs supporting the traffic management functions and regulations. Colours are faded, and patching is evident. Lines are worn. The high level freight rail line crosses the road west to east between De Grey Street and Fitzroy Street and the metal bridge is painted red that has dulled and would benefit from repainting. Most of the adjoining side roads are not always entirely within the conservation area. Roads are, typically, black bituminous surfaced and often traffic calmed with 20mph speed limits applying and lined and signed for controlled parking and the speed limit.

Lamp columns are of various types, height and age reflecting the function of the roads, traffic carried and the speed of travel. These are mainly formed of steel with 12m height tapered columns predominating on Beverley Road and 5-8m height ones in the side roads. There are a few cast iron types in some of the side streets. Most lanterns are high pressure sodium emitting an orange coloured light. The City Council supports the recommendation from the Purple Flag accreditation that the street lighting on the arterial roads in the city, such as Beverley Road, be changed to emit white light.

Other street furniture ranges from signs on poles giving directions, warning and informing, street name plates on poles, guard railing, litter bins, bus shelters, CCTV masts, cycle stands, tree grids and bollards. Most are black powder coated steel; the main exceptions being CCTV masts, cycle and guard railing. These tend to be in plain steel to prevent chipping. There is a lack of continuity and consistency in the design and fabric of the public realm with multiplicity of styles, such as in bollards. ‘A’ boards occur periodically detracting from the street scene as well as restricting the usable width of a path and the Highway Authority uses its powers to remove. Several property boundaries are ill defined having lost walls with railings above, been replaced in unsympathetic materials, or left in a poor condition, leaving several large open aprons and low concrete walls that are often used for advertising, parking and other uses. It is difficult often to discern the private forecourt from the public highway.

There is room for improvement to better define spaces, improve the visual attractiveness of the place and provided a more consistent and co-ordinated approach, such as by providing consistent shop fronts, boundary treatments, and street furniture and repainting the bridge.

Highway (Streetscene) Management in the Beverley Road Conservation Area, is undertaken by the City Council, its partners and contractors. The primary duties and responsibilities to maintain the highway and transport network are set out in the Highways Act, Road Traffic Regulation Acts, The Traffic Management Act, and in national Codes of Practice. The City Council uses a structured asset management
approach to inform, manage, maintain, improve or replace its highways and transport facilities in compliance with the legal and regulatory requirements, including roads, paths, cycle routes, parking facilities, street lighting, street furniture, trees, and maps. Long term plans and programmes are set out in the City Plan and the Local Transport Plan as modified by specific operational and delivery plans, performance and spending reviews, and annual business plans.

Copies of the key documents are available in libraries or requested through the call centre. Copies of certain documents are available on the web and charges apply in some cases:
National Documents
Legislation: http://www.legislation.gov.uk/
International and British Standards: http://www.bsigroup.com/

English Heritage
http://www.english-heritage.org.uk/publications/streets-for-all/

Department for Transport:
Local Transport Note 1/08 ‘Traffic Management and Streetscape -
http://assets.dft.gov.uk/publications/local-transport-notes/ltn-1-08.pdf

City Council Documents:
City Plan: 
http://www.hullcc.gov.uk/portal/page?_pageid=221,710436&_dad=portal&_schema=PORTAL
Local Transport Plan: 
http://www.hullcc.gov.uk/portal/page?_pageid=221,161326&_dad=portal&_schema=PORTAL
Highway Improvement Strategy: 
http://www.hullcc.gov.uk/portal/page?_pageid=221,721980&_dad=portal&_schema=PORTAL
Rights of Way Improvement Plan: 
Street Lighting: 
http://www.hullcc.gov.uk/portal/page?_pageid=221,720147&_dad=portal&_schema=PORTAL
Maps: 
http://www.hullcc.gov.uk/portal/page?_pageid=221,721794&_dad=portal&_schema=PORTAL

Highway Maintenance and Improvement
Along Beverley Road both roads and the pavements along it are inspected for defects on a monthly basis and this will continue into the future. Adjoining roads are inspected less frequently, typically quarterly. The type of material used for repairs is
dependent on the location, type, size and scale of the defects found. This could range from patching to reconstruction, upgrading or replacement with the worst considered first in a material that is long-lasting and that can be easily replaced since it is not always financially viable to use traditional materials. As elsewhere in the city, should upgrading schemes come forward, then private forecourts should be included to ensure consistency and to allow a better definition between the public and private space.

**Parking**

The City Council along with the Police enforces parking regulations to encourage correct, sensible and safe parking. Penalty charge notices, or parking tickets, are issued by parking enforcement officers when a motorist has ignored parking restrictions or parked inappropriately. An urban clearway or peak time restrictions for unloading and loading should be explored to reduce the impact of congestion.

**Street Furniture**

It is recognised that there is the need to reduce over provision, clutter and ensure a cohesive style to improve the pedestrian environment.

Generally, street furniture and trees are usually placed in consistent place so that there is a clear pedestrian area. Typically, it is positioned between pedestrians and the carriageway to avoid affecting buildings and to provide a buffer to passing traffic. Elements are combined, wherever possible, in order to minimise clutter. Where elements are located between the kerb and the highway boundary account must be taken of a number of inter-related factors:

- Available footway and verge widths
- Pedestrian and vehicle flows
- Parking and loading requirements
- Adjacent area status, such as Conservation Areas and land uses
- Regulations covering the size and location
- Maintenance and cleansing requirements
- Security.

Where narrow streets are proposed attachment to buildings can have visual and accessibility benefits, but it may be necessary to obtain way-leaves and other consents. Materials should take into account the needs of those with impairments and the City Council allows some flexibility in the type used. Large areas of stainless steel items should be avoided, so that glints and shadows are minimised.
6. Street Lighting

The City Council will endeavour to provide a street lighting that delivers and maintains a safe highway network for all to use, reducing accidents and the fear of crime through polices that are efficient, innovative and protect the environment. The City Council replaces lamp columns on a 20 year cycle and is establishing a programme to install white light emitting lanterns across the city. Subject to technical approval, non-standard highway fittings may be used, such as decorative or heritage style lanterns and / or columns. However, there should be consistency along an single road.

7. Tree Management (Highway)

The management of trees on the highway in the Beverley Road Conservation Area is the direct responsibility of the City Council as the Local Highway Authority. The majority of the highway trees are located in reserves in the public footpath alongside the main carriageway. The primary duties and responsibilities of the Highway Authority to maintain its trees are set out in the Highways Act 1980 and Well-maintained Highways : Code of Practice for Highway Maintenance Management published by the Roads Liaison Group 2005.

The trees are maintained on a regular basis in order to allow the free passage of traffic on the highway and pedestrians using the footpaths. All of the trees on the highway are recorded on a computer based tree inventory and regular tree inspections are undertaken to assess tree condition and schedule tree work requirements. Routine maintenance pruning programmes are planned and implemented at regular intervals. All other works are carried out as and when necessary.

In terms of tree maintenance works the large mature Limes get some level of pruning every year. Limes produce leafy stem growth (epicormic shoots) every year and are removed in July/August so that it does not obstruct the footpaths. Every 6 - 7 years the upper crowns of the trees are pruned to remove lower branches to clear the highway and to reduce the length of the side branches back from the fronts of the buildings to give 2 - 3 metres clearance.

The Beverley Road Conservation Area does not have trees along its whole length at present. Up until the late 1970s there were considerably more trees along the roadside. Since that time significant numbers of the highway trees have been lost due to their poor condition, because of pressures brought about by alterations to the carriageway alignment and the construction of car parking lay bys. The area with the most complete and traditional avenue type character is between Stepney Lane and Queens Road. This section of the street still has a good number of mature Common Lime trees lining the road. Other parts of Beverley Road have groups of highway trees on only side of the road or in the grounds of some adjoining privately owned properties. Even though the treescape of Beverley Road does not have a unified
Planting trees in the highway footpaths along Beverley Road requires various constraints to be overcome before it can be done. There are numerous underground utility services running beneath the footpaths which limit the potential for new tree planting. Also the restricted width of the footpath in many areas creates a range of practical problems. However, the planting of new highway trees along Beverley Road is considered to be a desirable aim and it will be actively pursued. As stated previously the landscape character of Beverley Road is in part dependent on the highway trees. The main species currently represented are Common Lime, London Plane and Norway Maple. It is essential that large growing types such as these are used in future tree planting operations as they will grow and attain sufficient stature to be in proportion with the adjacent buildings. Smaller growing, more ornamental tree types are unlikely to have the same landscape impact in the long term.

Another subject that impinges on highway tree management is property damage related to the potential influence of trees. Subsidence and settlement damage to buildings is a complex issue and various factors are involved in cases where it occurs. The City Council as the Local Highway Authority has a considerable number of trees in reasonably close proximity to various types of private property. In order to manage the situation effectively and minimise the potential liability of claims for alleged damage the City Council has an established proactive policy for dealing with the issue. In 1998 the City Council approved its Tree Risk Management Policy for Highway Trees and all tree maintenance operations are carried out in accordance with the policy. In conjunction with this policy the council also has a Pre-Action Protocol which appraises property owners and the public of the information needed for any potential claim to be considered.

Hull has a significant number of highways trees throughout the city. These are largely in the form of traditional roadside avenues with trees planted in grass verges and footpaths. With little in the way of urban woodland areas the population of trees on the highway represents a very significant part of the city’s vital urban forest. Beverley Road is one of the traditional avenues forming a green corridor into the city centre. The trees which currently line the road are notable in landscape and heritage terms and will be managed as an important strategic asset with considerable environmental and economic value.
8. Enforcement Strategy

Planning

Effective enforcement is essential to ensure that inappropriate development does not detract from the character and appearance of the Beverley Road Conservation Area.

Breaches of planning regulation are dealt with by Planning Enforcement Officers from Hull City Council.

All matters are investigated in accordance with the Planning Enforcement Customer Contract (available to view on the Council’s web site (please see link below) or in hard copy from Hull City Council Planning Development Management section) which sets out the manner and timescales in which issues will be investigated.

http://www.hullcc.gov.uk/portal/page?_pageid=221,107227&_dad=portal&_schema=PORTAL

In addition to enforcement notices which can be used to tackle inappropriate unauthorised development and works to Listed Buildings, there are a number of other actions available which can be used to tackle identified eyesore sites. These include discontinuance notices which the council as planning authority may serve in order to remove an advertisement that is injuring the amenity of the area or is a danger to the public. Section 215 (s215) of the Town and Country Planning Act 1990 also provides a Local Planning Authority with the power, in certain circumstances, to take steps requiring land to be cleaned up when its condition adversely affects the amenity of the area. LPAs also have powers under s219 to undertake the clean-up works themselves and to recover the costs from the landowner.

In managing the Beverley Road Conservation Area, the City Council will use the above powers where it is in the public interest to do so, and the reporting of breaches in planning regulation by members of the public (with supporting evidence) is encouraged and welcomed by the Council.

Adopted by Cabinet, 25th November, 2013 (Minute No.115) and agreed “That the City Planning Manager be authorised to make any future amendments to the General Management Plan for the Beverley Road Conservation Area to take account of changes in policy, legislation and guidance.”