



Beverley Road Conservation Area
Character Appraisal & Management Plan
Adopted February 2025



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Introduction

Conservation Areas were introduced under the Civic Amenities Act 1967 and provide a means of designating areas of special architectural and historic interest. The designation of a conservation area is not intended to prevent development but instead to 'preserve or enhance' their character and appearance and manage their development.

Conservation areas give heritage designation to key areas of Hull's cultural and industrial heritage and a wide array of buildings and landscapes of special architectural and historic interest. The first conservation area in Hull was adopted in 1970 and at the time of writing there are 26 designated conservation areas.

The adoption of Conservation Area 'Character Appraisal Documents' & 'Management Plans' play a key part in defining the special interest and character and appearance of a conservation area and should be used to inform their development, enhancement, preservation, and management. In 2023 a survey commenced to adopt and update Character Appraisals and Management Plans for all of Hull's conservation areas.

Beverley Road Conservation Area was first designated on the 03/03/1994. Subsequent boundary amendments were completed as follows:

- Inclusion of Strathearn Street – 08/02/1995

- Inclusion of east end of Cottingham Road – 06/10/1999
- Transfer of area north of Cottingham Road & Clough Road to Beverley High Road Conservation Area – 16.09.2004.
- Transfer of area north of Beech Grove, 508a Beverley Road & Brooklyn Street into Newland Conservation Area - 21.09.2006

A Character approval was first adopted on the 06/03/2002 and updated Character and Management Plan on the 25/11/2013. The Conservation Area features on Historic England's 'At Risk Register'. It's condition is identified as being bad, but with low vulnerability, and improving trends.

Between December and February 2024, a re-survey of the Conservation Area was undertaken, following the completion of the Beverley Road Townscape Heritage Scheme. Thanks to National Lottery Players the National Lottery Heritage Fund allowed a full survey and monitoring assessment of the Conservation Area to be completed. This has resulted in the publication of a new Character Appraisal & Management Plan in

Changes to the Conservation Area, in the form of boundary changes (see Appendix 4) and a new Character Appraisal and Management Plan, were subsequently approved by Cabinet and Planning Committee, on the 24/02/2025 & 18/02/2025, respectively.

Planning Policy Context

Conservation Areas are currently legislated by the Planning (Listed Buildings and Conservation Areas) Act 1990. Section 69(1) of the Act advises that every local planning authority shall from time to time determine which parts of their areas are of special architectural or historic interest, the character or appearance of which it is desirable to preserve or enhance and shall designate those areas as conservation areas. Section 69(2) further states that the Authority should from time-to-time review conservation areas and determine whether any further parts of their area should be designated as conservation areas, and if so, determine those parts.

Section 71 of the Act requires that an Authority should from time to time formulate and publish proposals for the preservation and enhancement of any parts of their area which are conservation areas (these documents are commonly named Conservation Area 'Character Appraisal Documents' and 'Management Plans'). National Planning Policy Guidance (NPPG) advises that a good appraisal will consider what features make a positive or negative contribution to the significance of the conservation area, thereby identifying opportunities for beneficial change or the need for planning protection.

Section 16 of the National Planning Policy Framework (NPPF) provides national policy on the adoption and management of conservation areas. Paragraph 197 of the NPPF advises that

when considering the designation of conservation areas, local planning authorities should ensure that an area justifies such status because of its special architectural or historic interest, and that the concept of conservation is not devalued through the designation of areas that lack special interest.

Section 9 (Design and Heritage) of the Hull Local Plan (adopted November 2017) further outlines policies relating to the development and management of conservation areas. Policy 14 (Design) identifies how development should relate to surrounding character and scale etc. and Policy 15 (Local Distinctiveness) to local distinctiveness, including that development should not harm the character or appearance of the city centre Conservation Areas which are characterised by their low-rise nature, and not harm the distinctive historic skyline and have an acceptable impact upon views and vistas within the city centre. Policy 16 (Heritage) outlines the City Council's policies for heritage management, including giving priority to areas which contribute to the distinct identity of Hull. Policy 19 gives specific guidance on the protection and design for Shop Fronts and Policy 20 guides on the introduction of advertisements.

This appraisal and management document has been written in accordance with the guidance of Historic England Advice Note 1 (Second Edition) (Published Feb 2019) Conservation Area Appraisal, Designation and Management: Historic England Advice Note 1 and to reflect the above referenced policies. Full details of Policies relevant to the management of the conservation area are outlined within Appendices 1 and 2.

Part One – Character Appraisal

1. Statement of Special Interest

Beverley Road evolved between the early 19th and 20th centuries to become one of Hull's primary residential and commercial streets. The area retains its key elements of being a Victorian and early Edwardian suburb, with a strong built historic environment. Elements of significance which contribute towards its special interest include:

1. The prominence of blocks and terraces of 19th and early 20th century dwellings and commercial buildings.
2. The linear layout of the Beverley Road.
3. The sense of enclosure formed along the street by its built environment and areas of tree planting.
4. The quality and quantity of architectural decoration, including bay windows, decorative brickwork, and use of corner & roof decoration to create focal points.
5. The retention of prominent late 19th and early century public buildings, including Beverley Road Swimming Centre, Northern Branch Library and Stepney Board and Infants Schools.
6. The prominence of the former Stepney Station House.

BRUNSWICK ARCADE

2. Character and Extent

Beverley Road Conservation Area is a domestic and commercial suburb of Hull which was developed by speculative developers between c.1820 and 1910. The western entrance of the Conservation Area is located to the north-west of the City Centre and adjoins its inner ring road. The Conservation Area extends the length of Beverley Road from the junction of Norfolk Street, at its southern end, to the junction of Beech Grove, at its north; a distance of approximately one mile. Whilst predominantly a linear conservation area, the heritage asset also includes areas of adjoining streets, such as Somerscales Street and Trafalgar Street, and sub-zones of areas of Victorian Housing, including Beech Grove and Eldon Grove. The Conservation Area also includes a small number of back of plot buildings along Hudson Street and Grosvenor Street, which run parallel to Beverley Road.

The extent of the Conservation Area includes the second phase of expansion outside of the Medieval wall town of Hull after c.1820 and the rapid urban expansion of late Victorian Hull. The extent of the Conservation Area also includes the historic village of Stepney, which was absorbed by Victorian re-developments. Historically Beverley Road was a rural route through the hinterlands of Hull to the town of Beverley. During the 19th century it developed to become the principal access road linking the City Centre to the suburbs of Newland, the Avenues, and the University of Hull.

The principal character of the Conservation Area is that of a suburban district with its character principally formed by the built environment. Continual development along both sides of the street

create a strong sense of massing and enclosure when travelling along it. Secondary streets show how historically residential districts radiated from the principal thoroughfare of Beverley Road, which three sub-areas of surviving 19th century residential streets included within the boundary of the Conservation Area. The principal historic character is formed by development dating from c.1820 until c.1910. This historic character is weakened by areas of modern in-fill development and gap sites, which are either vacant or occupied by petrol stations, and other commercial uses.

The Character of the Conservation Area can be sub-divided into four principal development areas: 1. City Approach, 2. Stepney Area, 3. Park Area and 4. St John's Wood, along with smaller sub-areas to describe the secondary streets, which identify variations in periods of development, use and built character.

Building Types (see Appendix 3 for Zonal data)

Location	Total Buildings	Dwellings*	Commercial Frontages
Zone 1	49	26	46
Zone 2	25	1	39
Zone 3	37	43	12
Zone 4	31	12	41
Sub-Zones	32	59	0
Total	174	141	138

*Dwelling taken as a single building and does not include sub-division to flats or HMOs.

Figure of dwellings excludes 8 blocks of modern apartments and flats which do not form a part of the significance of the area.

Other Building Types	
Type	Number
Banks (Historic)	2
Churches	3
Cinema	2
Club	3
Former Dwellings - Commercial	26
Hotels	2
Library	1
Offices	2
Public Baths	1
Public Offices	1
Pubs	6
Schools	2
Supermarkets	4
Train Station	1
Warehouse	6
Youth Centre	1
Total	63

The Conservation Area was historically developed as a higher status housing area of Hull, but in the late 19th century transitioned to become a mixed residential and commercial area. The principal building types of the area are therefore dwellings and shops, with several of the dwellings later being converted to shops. Many of the dwellings have also been converted to commercial use. The Conservation Area also includes public buildings, such as schools and a library, transport infrastructure and religious buildings, which are associated with the national development trends of the late 19th and early 20th centuries.

The Conservation Area includes several weak character areas and examples of poor-quality 20th century architecture, but its 19th and early 20th century architecture takes precedence. The 2024 re-survey of the Conservation Area removed areas of negative value to strengthen the significance of the designated conservation area (see Appendix 4)

At the time of re-survey between January and March 2024 the character of the conservation was identified as being **poor**, but with improving trends associated with the Beverley Road Townscape Heritage Scheme. Weaknesses of the area remain, including the poor quality of the shop fronts of the area, loss of historic joinery, roof and boundary details, and the condition of its buildings.



Figure 1 – Nos.433-40 Typical positive buildings of Zone 4.

3. Conservation Area Map

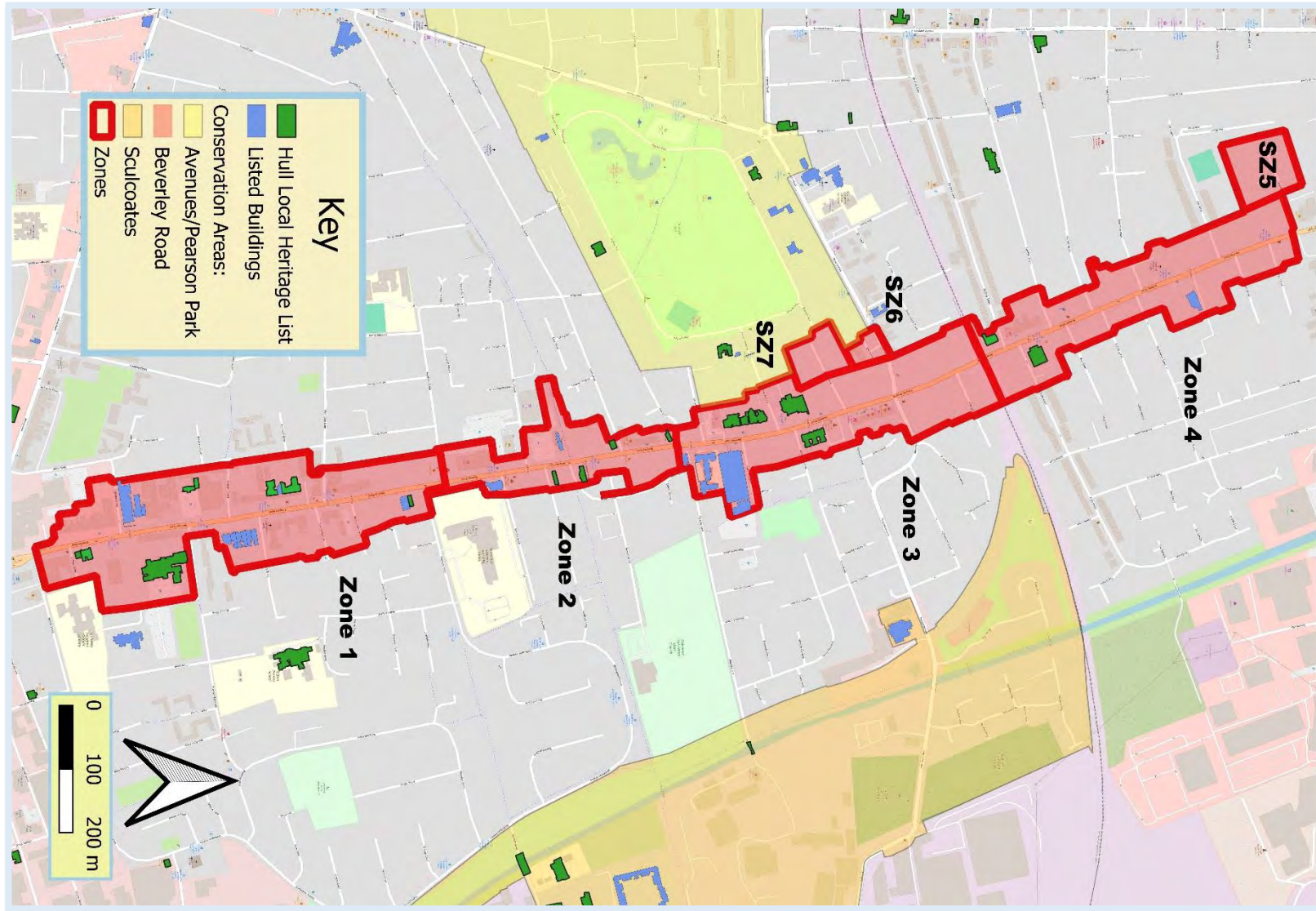


Figure 2 – Conservation Area Boundary Map

4. Historey & Evolution

4.1. Pre-1820 – Before 1820 the Beverley Road Conservation Area did not form a part of the town, and later city, of Hull. Instead, it formed part of the historic East Riding of Yorkshire Parishes of Newland Field and Sculcoates, which contained the villages of Newland and Stepney and areas of farmland. Beverley Road, which connected Hull to the town of Beverley was formed because of two events:

Formation of Beverley Road

- The 1293 agreement between King Edward I and the monks of Meaux led to the designation of Kingston Upon Hull. The King gave the right to take land to build radial roads from the town to link the port to other settlements. This includes the road to Beverley which was in existence by 1305 and was 60ft wide.
- In 1714 Beverley Road became the first road in East Yorkshire to be turnpiked. By private Act of Parliament, a turnpike trust was set up which charged tolls. Toll bars were set up at the Beverley Gate and junction of Cottingham Road.
- In 1871 the turnpike became the responsibility of the local Highway District Authority & in 1888 the County Council.

Historically Beverley Road connected with Beverley Gate at its southern end, which was lost by later developments. Along the road laid the village of Stepney and scattered farmsteads, which were located amongst extended areas of open farmland. For a detailed historey of early Hull please defer to SPD1.

4.2. Sculcoates Parish & Stepney Village (Zone 2) —

The Parish of Sculcoates has medieval origins and historically formed part of the Wapentake of Harthill. The principal remaining built form of the Parish of Sculcoates falls within the Sculcoates Conservation Area, but the south-west section of the historic Parish falls within Zone 1 and 2 of the Beverley Road Conservation Area. Zone 2 of the Conservation Area contains the location of the historic village of Stepney.

Development of Stepney Village

- Late 18th century Stepney existed as a hamlet, with pubs and a Methodist Chapel.
- In 1849 the new Connexion Church opened; which is the last surviving building of the historic village of Stepney.
- In 1848 the Victoria Dock branch line of the York & North Midlands Rail was introduced to the south of the with a Station House, being constructed in 1853.
- The 1852/3 Ordnance Survey shows Stepney as a dispersed village.
- In 1888 Stepney Board School opened.
- The 1890 Ordnance Survey shows the re-development of Stepney Village with commercial and domestic buildings lining both sides of Beverley Road.
- Between 1890 and 1908 Pendrill House and the Station Hotel were constructed, and the Bull and Rose Public Houses re-built.
- In 1964 Stepney Station closed and its signal box is later demolished.
- In the mid to late 20th century Clarence Terrace was demolished and redeveloped as a modern retail area.

4.3. Newland Fields Parish – The north section of the Conservation Area (Zone 4) historically formed part of the Newland Field Parish. The Conservation Area includes the enclosed fields of the Parish, with the historic Newland village settlement being located within the Newland Conservation Area (defer to its character appraisal).

4.4. 1820-1860 – First Developments – After c.1770 a speculative housing boom started in the rural hinterlands of Hull to create new housing suburbs, including the Georgian New Town and the English Town, to cater to the middle and higher classes. Mountain’s Plan of Hull, dated 1817, shows that development was yet to extend to Beverley Road. The first residential developments were constructed in Beverley Road in c.1820 with Moreland’s plan of Hull of 1834 showing residential development to the west side of Zone 1; surviving properties include 53-55 and 89 Beverley Road. In 1832 the Borough of Hull boundary was extended to include the Parish of Sculcoates. By 1852-3 development to the east and west side of Beverley Road had reached Margaret Street. These buildings were predominantly terraces of dwellings, along with a small number of detached villas. Further developments during this period include Brunswick House, demolished by 1900, and public buildings such as the Kingston College and Sculcoates Union Workhouse (remaining elements demolished 2002). Zones 3 and 4 of the Conservation Area during this period were areas of farmland.

n.b. Refer to Appendix 5 for a Map Regression, Appendix 6 for street developments & etymology and Appendix 7 for additional history information.

First Phase of Developments
<ul style="list-style-type: none"> • Speculative middle- and upper-class housing to south end of Beverley Road between Norfolk Street and Margaret Street.
<ul style="list-style-type: none"> • 1832 – Borough of Hull expands to include Sculcoates.
<ul style="list-style-type: none"> • 1837 – Development of Kingston College as a proprietary school. Purchased in 1851 by Trinity House and used as Almshouses.
<ul style="list-style-type: none"> • As a result of the 1834 Poor Law Act, the Sculcoates Poor Law Union was established in 1837. The Union constructed the Sculcoates Union Workhouse in 1844. Subsequently demolished in the late 1970s and 2002.

4.5. c.1860-1880 – Residential Expansion – From 1860 Hull’s economy and population began to grow rapidly. Accordingly, the suburbs of Hull expanded further out into the surrounding opening fields, absorbing the surrounding hamlet and villages into the boundary of Hull. As part of a national trend for the provision of area of public recreation, to escape the slums and industrial expansion, Pearson Park opened in Hull in 1862. Higher class detached housing and areas of upper-class terrace housing were introduced in the areas around the park, including along Beverley Road. By 1880 much of Zone 3 was developed. After 1860 secondary streets, providing lower middle-class housing, including Courts, were introduced off Beverley Road. National developments include the passing of the 1870 Education and the establishment of Local Boards to develop schools. The Hull School Board was established in 1871.

Second Phase of Developments

- Continuation of speculative developments within Zone 1.
- Construction of Pearson Park and development of housing into Zone 3 of the Conservation Area.
- Introduction of working class and upper middle class sides street and courts off Zones 1.
- Hull School Board developments:
 - Blundell Street – 1878 (Setting of Conservation Area).
 - Stepney – 1886.
 - Brunswick Avenue – 1891.

4.6 c.1880-1914 – Residential Extension & Commercialization

- The late Victorian and Edwardian era saw the peak of the development of the City of Hull (created in 1897). Speculative housing and retail developments continued to expand further north along Beverley Road into the historic parish of Newland into an area known as St John's Wood (Zone 4). The developments saw the introduction of middle-class terraced houses and purpose-built shops, along with side streets of working class and lower middle-class housing. By 1888 development in Zone 4 had reached the area of Alexandra Street and by 1908 had largely been completed. Between 1888 and c.1900 the area between Fitzroy Street and Sculcoates Lane with Zone 3 was developed. In Zone 1 the residential buildings were being vacated and converted to commercial premises, with higher class housing developed in the Avenues and Newland Park Areas. New commercial and public buildings, such as the Brunswick Arcade were also built in the area. The period also saw the continued growth of new side streets of working class and upper middle-class terraces and courts being introduced, including the Sub-Zones of the Conservation Area. This last period of development

also saw the introduction of new schools, public buildings, leisure buildings and Churches to cater to the growing population of Beverley Road. By 1897 Hull, now a city had expanded to include 16 Wards, including Beverley and Newland.

Third Phase of Developments

- Continued development of residential areas in Zones 3 and 4.
- Conversion and new developments within Zones 1 & 2 into a mixed commercial and residential district.
- Introduction of buildings, such as libraries & public baths.
- Introduction of leisure buildings, such as public houses and cinemas.
- Development of Hull & Barnsley Railway in 1885.

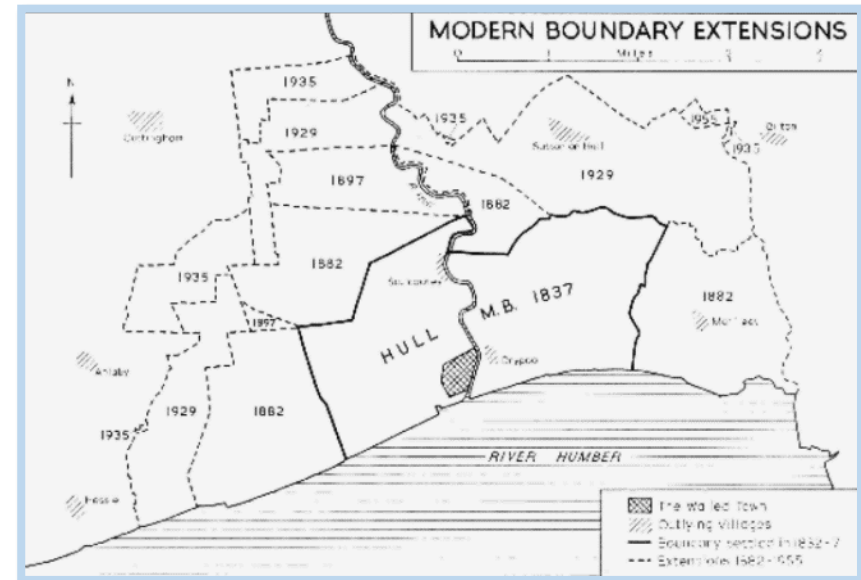


Figure 3 - Development of Hull (Hall, I: 1979)

4.7 Inter-War Period – Few developments took place within the boundary of the Conservation Area during this period. One noted exemption is the introduction of the Art-Deco Mayfair Cinema. Plots were left un-developed within Zone 4.

4.8. World War Two – Along Beverley Road, bombs were dropped in several points which resulted in the damage or demolition of the buildings on the site:

W2 Bomb Damage & Re-Development	
Location	Outcome
Between Harley Street and Providence Row	Now site of the Salvation Army Community Church
The National Picture Theatre	Preserved as a bomb ruin.
Between Harley Street and Somerscales Street	Now Wellington House.
Terry Street Billiard Hall	Later re-developed as a supermarket.
Kingston Youth Centre	Partially destroyed and later re-built.
Masonic Hall	Partially destroyed.

4.9. Post-1945 to Designation – Beverley Road itself survived the worse cases of the slum clearances which took place between the 1960s and 1970s in Hull. The street did not however escape ‘regeneration’ with the loss of several Victorian & Edwardian Churches, Clarence Terrace in Stepney, Cinema Buildings, and buildings around the terrace of Eldon Grove. Within the setting of the Conservation Area great changes took place with the demolition of many of the working-class terraces and courts. Several of the best surviving examples of working class housing

are included within the Conservation Area. Further influences upon the Conservation Area during the period was the closure of the Stepney Station and the influence of Town Planning in the form of the creation of new transport routes within the City.

Post-War Developments	
	<ul style="list-style-type: none"> • Re-development of bomb-damaged sites. • Demolition of Victorian & Edwardian Churches and Cinema Buildings, and their re-development. • Demolition of sections of the street facing parts of Sculcoates Union Workhouse in the 1970s. • Closure of Victoria Branch line.
New Road Plans	<p>During the 1960s and 1970s the widening of Beverley Road resulted in the loss of boundary treatments.</p> <p>Stepney Station signal box demolished and creation of Station Drive.</p> <p>Queen’s Road junction widened.</p> <p>Plans were developed for an intermediate ring road along the line of the low-level railway, which blighted the land north of Terry Street until its abandonment in the 1980s. The properties in the area were eventually repaired, but with a loss of architectural finishes.</p> <p>In the late 1970s Blundell’s corner and south of Norfolk Street were demolished for the creation of Freetown Way and the creation of the new Spring Bank Junction.</p>

The later 20th century saw a decrease in the wealth of the City of Hull and population shift, which saw the decline of Beverley Road as one of the principal retail and residential areas of the City.

5. Post-Designation Developments

Since designation, the Conservation Area has continued to evolve and develop. Key trends of the changes which have taken place within the Conservation Area include:

- Demolition of buildings.
- New in-fill developments.
- Alterations to the shop fronts of the area.
- Change in the type of housing provision.

Areas of new development have resulted in both the enhancement of the character and appearance of the Conservation Area, but has also resulted in negative trends and harm to its character. At the time of the 2013 survey of the Conservation Area the following development trends were identified:

- Beverley Road was attracting an ethnically mixed population, particularly from East Europe. This led to an increase in new business, especially food shops, takeaways, and restaurants.
- Creation of new residential properties, both by conversion of business premises and new build. Also appeared to be some re-occupation of flats as workshops. New student accommodation has been provided within the area.

At the time of survey in 2024 further trends were identified:

- Increase in the proportion of residential developments being converted into Houses of Multiple Occupation.
- Increase in vacancy of retail units.

Post-Designation Demolition & Development	
Demolition	Action / Impact
Sculcoates Union Workhouse	It's re-development does not contribute towards the significance of the Conservation Area and removed from its boundary in 2024. (01/01040/LE). (see Appendix 4 for boundary changes)
42-44 St Hilda Steet	Area removed from designated boundary in 2024. (98/00652/PF),
Nos. 361-373 Beverley Road (09/00992/FULL).	The application resulted in the demolition of the remaining elements of a row of seven 19 th century and early 20 th century buildings. Whilst of a good design, the historic character of the area is weakened by the modern appearance of the development.
Temple Street 12/00119/FULL).	Remaining 19 th century building removed and area redeveloped. Street removed from designated boundary in 2024.
Remains of the former United Reform Church and Boundaries.	Site remained undeveloped in 2024. (13/00327/CON).
Rose Mews	Area of post-2008 housing. Area removed from designated boundary in 2024.
Terry Street	Area removed from designated boundary in 2024. (98/00430/PF & 93/00518/PF).
394-396 May Street	Dangerous structures demolished, and site remains vacant.
Cave Street	Early 2000s housing, removed from designated area 2024.



Figure 4 - Terrace demolished in Temple Street.



Figure 6 - c.1890s buildings demolished St Hilda street.



Figure 5 - Buildings lost at junction of May Street.



Figure 7 - Sculcoates Workhouse

6. Beverley Road Townscape Heritage Scheme

Between 2015 and 2024 a successful Townscape Heritage Scheme was delivered in the Conservation Area. The scheme provided restoration grants from a combined source of the National Lottery Heritage Fund and Council Capital Budget. The Scheme achieved the key objectives of:

- Repair and Conservation of Key Buildings.
- Shop Front Restorations
- Restoration of boundary treatments.
- Adaptive re-use of buildings.

The outcomes of the project have addressed several of the key negative trends within the Conservation Area, so that there are now **improving trends** within it. The achievements of the Scheme have resulted in key buildings no longer being at risk and the character within Zones 1 and 2 of the being significantly enhanced. In total it is expected that 2000m² of floor space will be brought back into use. The delivered schemes promote the best standards of conservation practice and provide positive examples for future restoration schemes and development within the remainder of the Conservation Area. The key outcomes of the project are listed as follows, and within Appendix 8.

Shop Front/Ground Floor Restorations:

- 52a-54 Brunswick Arcade
- 72 Beverley Road
- 129-133 Beverley Road

Public Realms Improvements:

- 12 trees planted.
- Decluttering
- Forecourt improvements at Beverley Road Baths
- Three original lamp posts restored; three LED Heritage Lanterns installed.
- Approximately 80m² of public realm improved.

Public Realms Improvements:

- 85-93 Beverley Road (contributing to the buildings being added onto Hull Local Heritage List in 2024)
- Stepney Station
- Kingston Youth Centre
- Land adjacent to Pendrill House.
- Beverley Road Baths (Grade II Listed)
- 74-84 Beverley Road (Granville Terrace) (Grade II Listed)
- Trafalgar Street Church (Grade II) - Planned
- 53-55 Beverley Road (Grade II) Planned.

Other Repair & Restoration Grants:

- 52a-54 Brunswick Arcade
- 53-55 Beverley Road (Grade II)
- 183 Beverley Road (Stepney Station) (Grade II)
- 190 Beverley Road (Pendrill House) (Locally Listed)
- 202 Beverley Road (Station Inn) (Locally Listed)
- Trafalgar Street Church (Grade II)
- 78 Beverley Road (Grade II)
- 129-133 Rose Villa (Locally Listed)



Figure 8 Brunswick Arcade in 2007



Figure 10 - Nos. 129-31 before restoration.



Figure 9 Brunswick House re-built and new shop front.



Figure 11 - Nos. 129-31 after restoration.

7. Layout

A key feature of the Conservation Area is that it largely retains its historic layout which was developed between c.1820 and 1910. The layout of the Beverley Road is a principal street which runs on a south-north axis, off which secondary streets radiate east to west or west to east, sometimes at slight angles. The buildings of the Conservation Area were largely built in blocks or terraces constructed parallel to the street as plots of land were developed through the 19th and early 20th centuries.

Layout Key Elements

- The principal street runs on a south-east axis, with extends continuously from the Spring Bank Junction to Clough Road.
- The principal street curves gently towards the west in the Pearson Park area.
- Secondary streets run perpendicular from the principal street along its length.
- Sub-zone contains an example of Court Housing.

The setting of the side streets and individual groupings of buildings are influenced by several factors such as historic fields and settlements and the introduction of railing lines.

Within the setting of the Conservation Area the southern end of Beverley Road which historically connected to Beverley Gate has been lost due to the late 19th century developments of Hull and the creation of Ferensway and Freetown Way, in the 1930s and 1970s, respectively.

Layout Influences

- Principal Road follows the alignment of the Beverley Turnpike Road.
- Plots of terraces and individual buildings are influenced by historic field patterns and drainage ditches.
- Secondary streets often follow the alignments of historic field boundaries. New street patterns were also created.
- The Railway network intersects Beverley Road in two places:
 - Hull & Barnsley Railway (railway bridge still extant)
 - York & North Midlands Railway (Stepney Station), now a public footpath.
- The development of Pearson Park from 1860.
- Stepney Village, including the alignment of Stepney Lane and the location of the Bull Inn.
- The location of Newland Village.
- The siting of the Cottingham Drain (Queen's Road)

Two weak areas have been introduced during the mid-20th Century to the layout of the Conservation Area:

- The late 1960s/early 1970s layout of Station Road removes the alignment of the Stepney Railway line and created a gap in the street plan.
- The road junction of Queen's Road and Beverley Road was widened resulting in a gap in the established building lane and replacement dwellings which do not contribute towards the special interest of the Conservation Area.



Figure 12 – Overlay map showing the 1850s field plan over the current road plan (1852 OS Survey, copied from National Library of Scotland).



Figure 13 Pre-1850 character of Zone One

8. Character Zones

8.1. Character Zone 1 – City Approach

The Special Interest of the Conservation Area starts with pre-1850 buildings on its east side at Norfolk Street and with later 19th century buildings on its west side at No.17 Beverley Road. The Zone includes the first phases of the development of the Conservation Area and the sub-urban expansion outside of the town of Hull during the early to mid-19th century. The area largely retains its historic character but with some areas of weakness, as a result of mid to late 20th century in-fill developments.

On its east side the first half of the Zone 1 includes pre-1850 buildings and transitions into late 19th century and early 20th century commercial developments, terminating at Fountain Road. On its west side, the Zone features predominantly pre-1850 buildings, which are retained as a mixture of dwellings and commercial conversions. The area terminates, to its west, at Margaret Street.

A strong characteristic of the area is the linear building line of the pre-1850s and early 1860s blocks of residential and the dominance of three-storey developments.

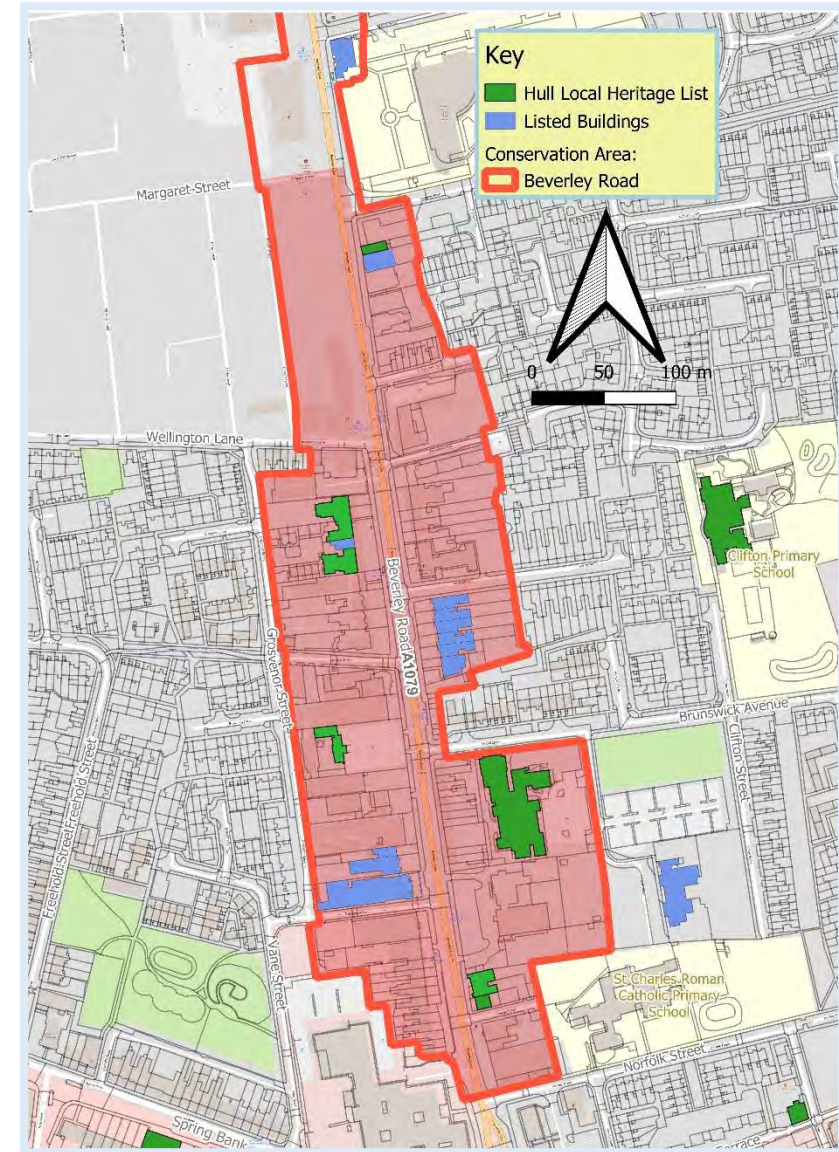


Figure 14 - Zone 1 – 'City Approach'

Key Characteristics of the Zone:

The zone is made up of three phases of developments:

- 1820-1860 – new developments
- Post 1860s domestic in-fill.
- Post-1880 Shop conversion of pre-1880s buildings to retail use.

The area has mixed use of buildings materials, which includes the use of buff and red brick and the use of render. The area now a mix use of residential and commercial use. As noted above, there is a strong linear pattern to its building forms, with residential blocks set back within garden plots, and edge of pavement retail developments. Trees are a part of the street scene. The area retains areas of greenway, made by the contribution of front garden curtilages within the area.

Key Buildings:

- 44 Beverley Road (Locally Listed)
- 46 and 48 Beverley Road (Locally Listed)
- Trafalgar Street Evangelical Church, adjoining Halls and Boundary Wall (Grade II).
- 53 & 55 Beverley Road (Grade II)
- 74-84 Beverley Road (Grade II)
- Former National Picture, Beverley Road (Grade II)
- 85-87 & 91-97 Beverley Road (Locally Listed)
- 89 Beverley Road (Grade II)
- Kingston Youth Centre (Locally Listed)
- Brunswick House (Locally Listed)

- The Swan Inn (Locally Listed)
- Masonic Lodge (Locally Listed)

Negative aspects:

- Prominence of in-fill developments within the street scene.
- Where gap sites break up the building pattern of the street.
- Lack of uniform appearance of buildings.
- Poor quality ground floor extensions.

Positive Aspects:

- Good retention of pre-1850 buildings.
- The prominence of the historic buildings over modern development.



Figure 15 Nos.32-43 Beverley Road

Figure 16 Key Characteristics of Zone 2



8.2. Character Zone 2 – ‘Stepney District’

The City Approach transitions into the Victorian developments of Stepney Village after the junction of Fountain Road and Margaret Street. The Stepney Character Zone forms an area of retail buildings developed in the former village area of Stepney during the mid to late 19th century. The area differentiates from the remainder of the Conservation Area due to its commercial form and building features of a lower architectural quality.

On its east side, the special interest of the Zone starts with the Grade II listed Branch Library and on its west side with the Grade II listed Stepney Station. The character area extends on its west side up to the Rose Hotel and on its east side to No.232 Beverley Road.

To its east side the special interest of the Conservation Area has been significantly weakened by the demolition and re-development of the former Sculcoates Union Workhouse. Directly opposite the west side of Beverley Road is formed by late 20th century retail developments, which introduces an in-active street frontage. The weak character on the West side of Beverley Road extends to include modern retail stores and car parking, which do not conform with the building line and layout of the Conservation Area, before reaching Stepney Station.

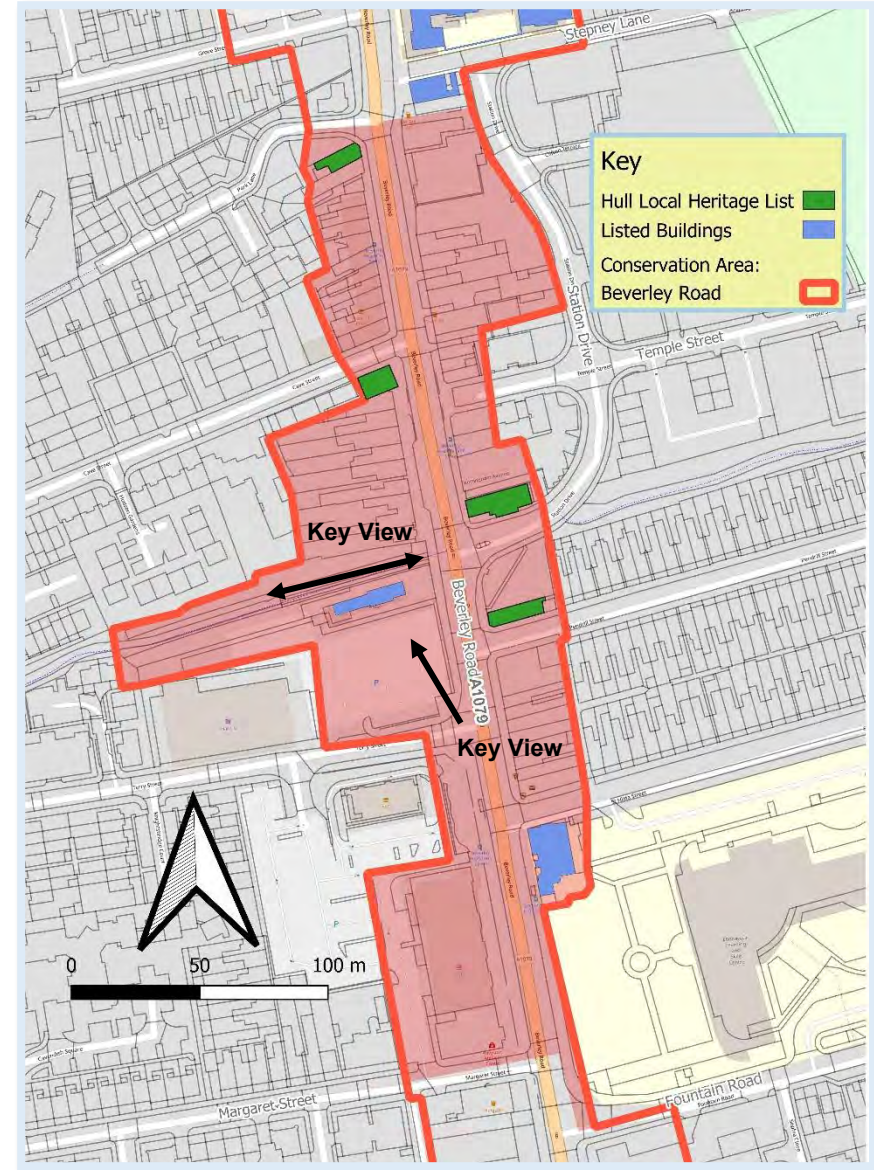


Figure 17 Zone 2 – ‘Stepney District’

Key Characteristics of the Zone:

The Zone's architectural character is predominantly formed by two storey retail units with minimal application of architectural decoration, but with the terrace ends finished by focal buildings. The area is typified by edge of pavement retail developments. Three storey buildings are introduced towards the northern end of the Zone and provide focal points within the street scene. Historically the area would have been red brick in character, but this characteristic has been weakened by the application of varying types of paint and render. The condition of Zone 2 is weak. This is a result of the area retaining very few historic architectural features, such as traditional shopfront and window joinery or traditional roof materials.

Negative Elements:

- High volume of poor-quality shop fronts.
- Prominence of external roller shutters.
- Poor quality advertisements.
- The gap site adjacent to Pendrill House and open road junction at Station Road has removed the enclosed form of the street and its historic layout.
- The poor maintenance of buildings.
- In many examples window openings have been altered.

Positive Elements

- Prominence of key buildings and their focal status.

- Retention of the Stepney Station and its platforms.
- Evidential values associated with the New Connexion Chapel and Stepney Station as being surviving elements of the lost village of Stepney.

Key Buildings:

- Northern Branch Library (Grade II)
- Station Hotel (Local List)
- Stepney Station (Grade II)
- Pendrill House (Local List)
- Pentecostal Glad Tidings Hall, No.219 (Local List)
- Rose Hotel (Grade II)



Figure 18 Typical character of Zone 2.

Figure 19 Typical Character of Zone 3



8.3 Character Zone 3 – ‘Park Area’

The ‘Park Area’ forms a higher status residential development of Beverley Road, with a strong element of the natural environment. Its high Victorian domestic character is supplemented by key public buildings. The Stepney Character Zone transitions into a different character type on its east side at the Bull Inn Public House and on its west side at No.263 Beverley Road. This section of the street has a slight westward curve. The intermediate area between Zones 2 and 3 is weakened by the modern retail store of Nos.234-238 Beverley Road on its east side and on its west side by the modern developments and gap site between Park Lane and Grove Street.

On its east side the special interest of the Zone starts with the Bull Inn and continues with the former Stepney Road School and Public Baths, which forms a key grouping of Grade II listed buildings. On its west side the Zone starts with a series of Local Listed detaches villas, beginning at No.263 Beverley Road. The Character Zone continues up to the overheard railway bridge. On its west side the special interest of the Zone is weakened by the late 20th century four storey residential developments of Pollard Court at the junction of Eldon Grove and the residential development on the junction of Queen’s Road and Beverley Road, to its north side.

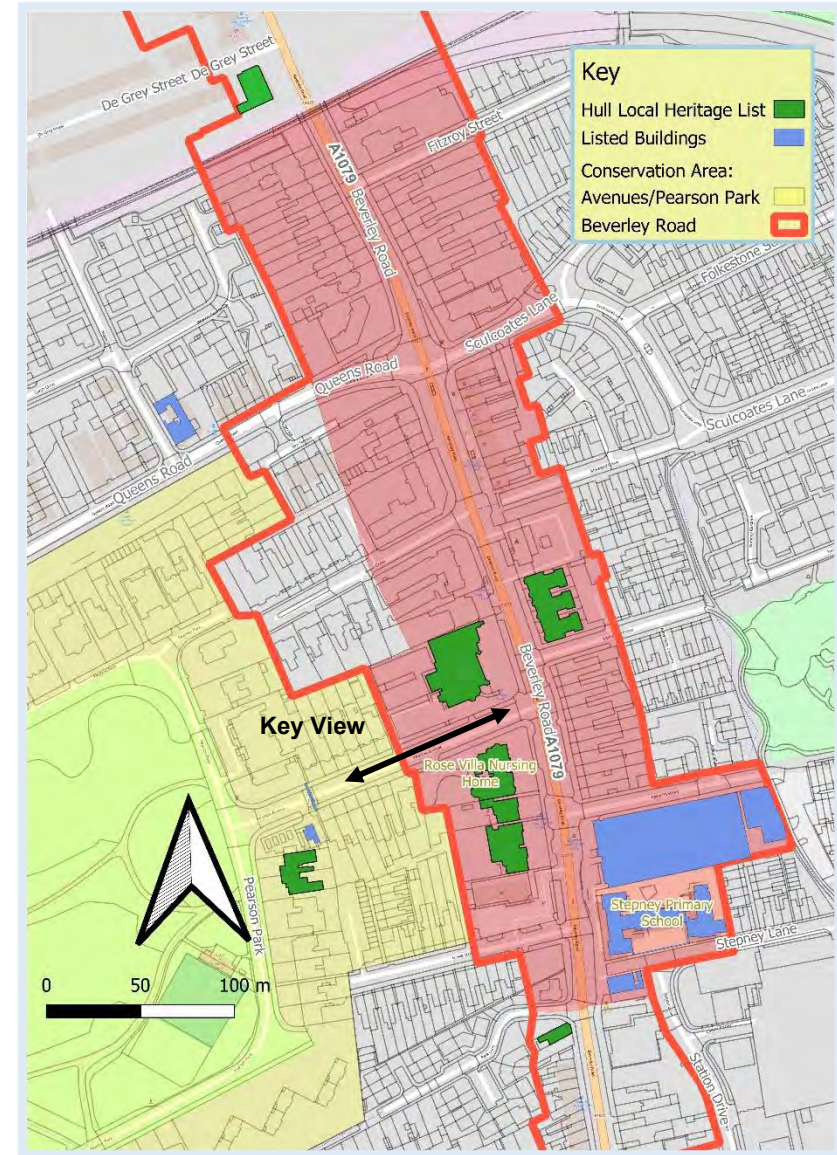


Figure 20 Zone 3 – ‘Park Area’

Key Characteristics:

The character of the area is predominantly residential, with a small number of buildings converted to retail use during the late 19th and early 20th centuries. The residential character is supplemented to its south end by the provision of public buildings. Buildings are of a higher status, in association with the development of Pearson Park, and includes large, detached villas, which are not represented elsewhere within the Conservation Area. The area features a strong natural environment associated with large gardens and mature street trees. The zone features a high volume of buildings of key and positive value creating a high-quality environment. The Zone is maintained in a good condition with many of its buildings well preserved.

Key Buildings:

- 286-96 Beverley Road (Locally Listed)
- The Dorchester Hotel, 273-7 Beverley Road (Locally Listed)
- Nos. 263-5, 267 & 269-71 Beverley Road (Locally Listed)
- Beverley Road Baths (Grade II)
- Stepney Board School (Grade II)
- The Bull Inn (Grade II)

Weaknesses:

- Loss of historic boundaries and front gardens.
- Prominent negative quality buildings.
- Poor quality of shop fronts.



Figure 21 The Dorchester Hotel and late 19th C. Villas.



Figure 22 – The Bull Public House (Grade II)



Figure 23 Typical Character of Zone 4

8.4. Character Zone 4 – St John’s Wood

The overhead railway bridge marks the start of the area of Hull known as St John’s Wood. The area was developed exclusively after 1880. On its west side the Zone ends and transitions into the Newland Conservation Area at Beech Grove. On its East side the Zone continues until no.508 Beverley Road until it adjoins the Newland Conservation Area. The east side of the Conservation Area starts strongly with the prominent former Mayfair Cinema and its historic character continues the full length of the Conservation Area, with the exemption of the buildings within the grounds of Rockcliffe House, before reaching the vacant gap site between Vermont Street and Brooklyn Street. The east side of the Zone has been weakened by a further gap site at the southern junction of May Street.

On its west side, the Zone starts strongly with the locally listed building Nos.321-327 and the prominent late Victorian terrace between De Grey Street and Lambert Street. The west side then transitions to a weak character area, as a result of a petrol station, poor quality shop fronts and modern in-fill development between Grafton Street and Alexandra Road, and mid-20th century in-fill development on the junction of Alexandra Road. The zone finishes strongly with terraces of late 19th century dwellings which retain their boundary treatments.

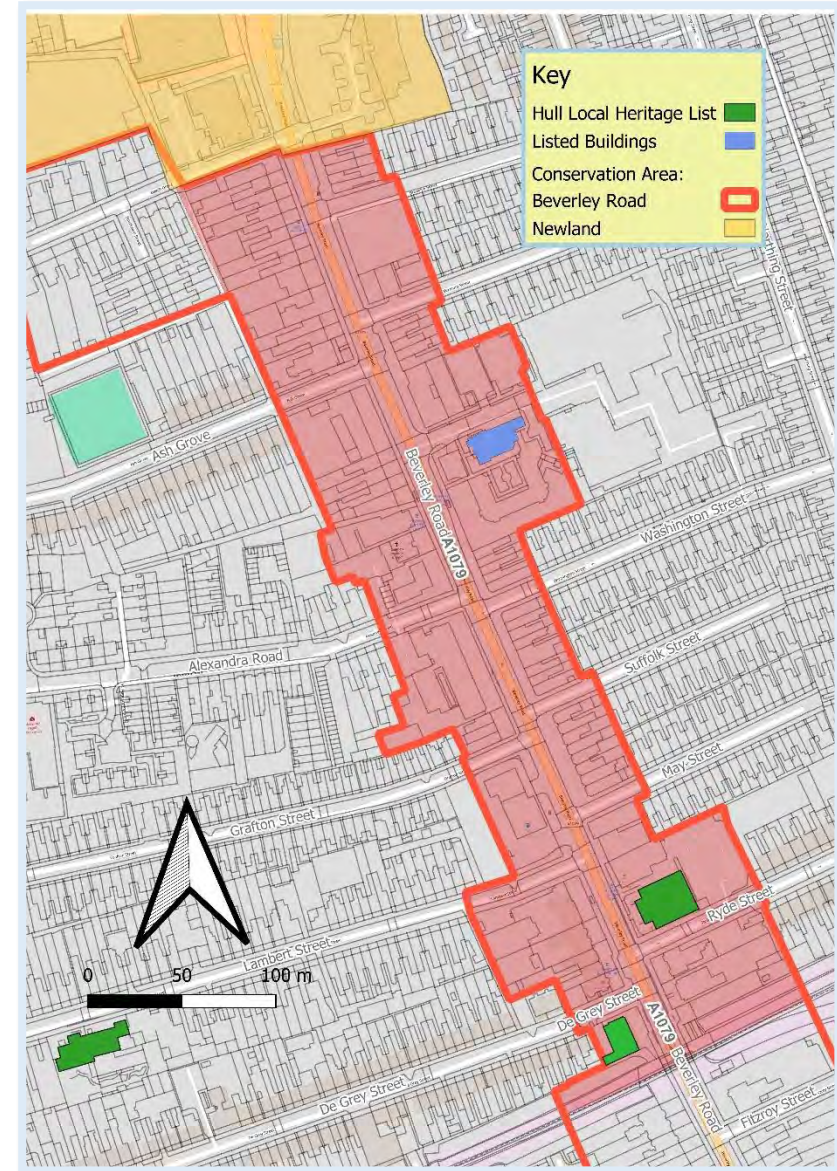


Figure 24 - Zone 4 – ‘St John’s Wood’

Key Characteristics:

The Zone was developed as a mixed residential and retail area with terraces of both dwellings and shops, with several of the latter later being converted to Commercial use. The area demonstrate the high Victorian styles of architecture associated with it being the last phase of development within the Conservation Area. The buildings of the area are predominantly brick in its material use and retains several mature trees. The buildings of the area include a good level of architectural decoration and bay windows. Roofs are mostly pitched but with their continuous roof form broken up by the use of gables.

Key Buildings:

- Rockcliffe House (Grade II)
- Former Mayfair Cinema (Locally Listed)
- Nos. 321-327 – (Locally Listed)

Negative Aspects:

- Poor quality of advertisements.
- Presence of Gap sites.
- Poor quality development within the grounds of Rockcliffe House



Figure 25 Typical dwellings of Zone 4.



Figure 26 - Nos.500-508 - Typical shops with Zone 4.

8.5. Sub-Zones

The primary form of the conservation area is characterised by the linear form of Beverley Road. The boundary extends to include several of the best-preserved side streets which run perpendicular. This area can be classified into three sub-zones and several smaller character areas.

8.5.1 Sub-Zone 5 – ‘Beech Grove’ – Developed between c.1890 and 1900, the street presents the peak of middle class terraced housing developed in Hull at the end of the Victorian era. The houses are large in scale and laid out with gardens, which are well maintained. The north side of the street also contains larger detached upper middle-class housing, which are larger in scale and are constructed with hipped roofs. Adjoining the terrace is Strathearn Street with is a late example of a Hull Court style development of terraced housing; the Court is the only such example within the Beverley Road Conservation Area. The court terraces again use bays windows which is a feature of the sub-zone.

8.5.2. Sub-Zone 6 – Elm Terrace – Dating to c.1880 the terrace consist of a block of four middle class terraced houses. The terrace has a historic association with Sir Howard Kinglsey Wood, creator of PAYE Tax system, as recorded on a Blue Plaque. The character of the terrace has been weakened by the loss of its historic roof materials, varying types of uPVC windows, poor quality dormers and loss of historic boundary treatments.

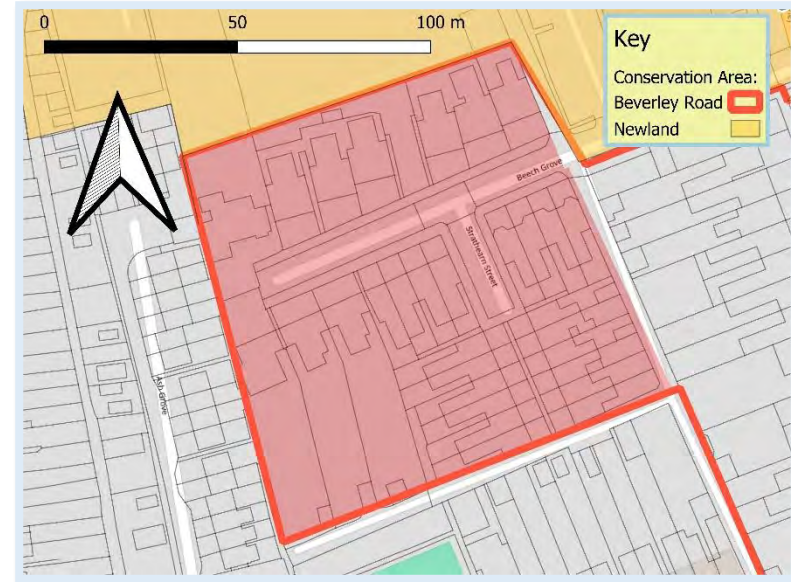


Figure 27 Sub-Zone 5 ‘Beech Grove’



Figure 28 - Beech Grove

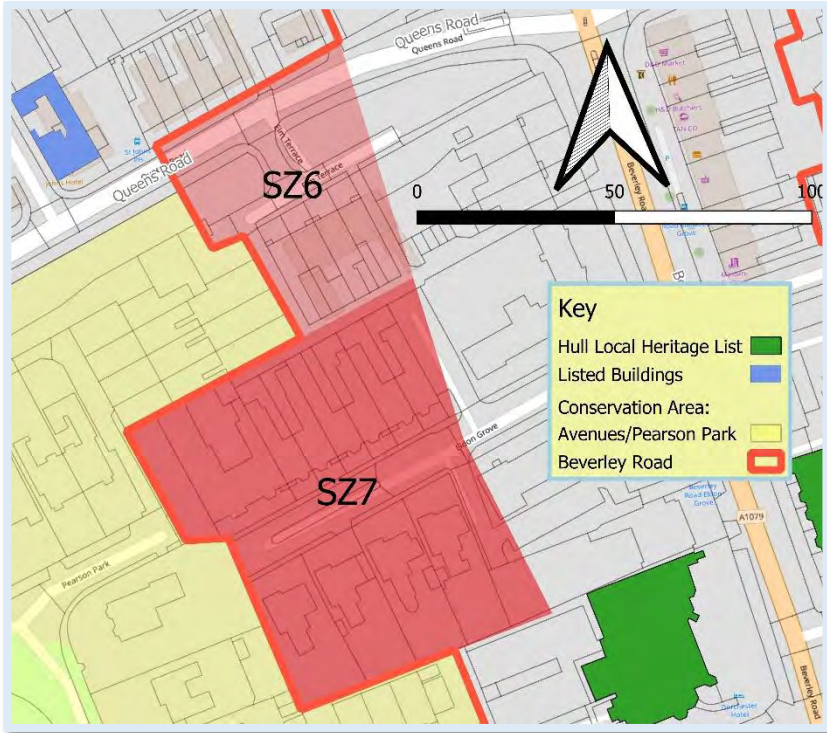


Figure 29 - Sub-zones 6 and 7

7.6.3. Sub-Zone 7 – Eldon Grove – Dating to c.1880 the cul-de-sac features, on its south side a large, detached villas, and on the north side a middle class terrace. The villas are high quality in their architectural use, with stone decoration, and they reflect the type of housing introduced in Pearson Park. The terrace features good quality bay windows with architectural decoration and highly decorative door cases. The character of street is added to by the presence of mature trees. Views to the street and its contribution to the Conservation Area are however reduced by Pollard Court at the junction of Beverley Road.



Figure 30 Northside of Eldon Grove



Figure 31 Elm Terrace

8.6.5. Back Streets – Within Zone 1 the Conservation area includes properties to the east side of Grovesnor Street and Hudson Street. These streets historically formed the back entrances to the stables, coach houses and gardens of the early Victorian terraces of Beverley Road. The areas also include buildings of light industrial use. The Conservation Area has developed so that many of the buildings no longer feature rear gardens, and which instead have been converted to be commercial or residential in use, and often include poor quality garages, light industrial buildings and dwellings. Where retained the 19th century buildings are however of historic interest.

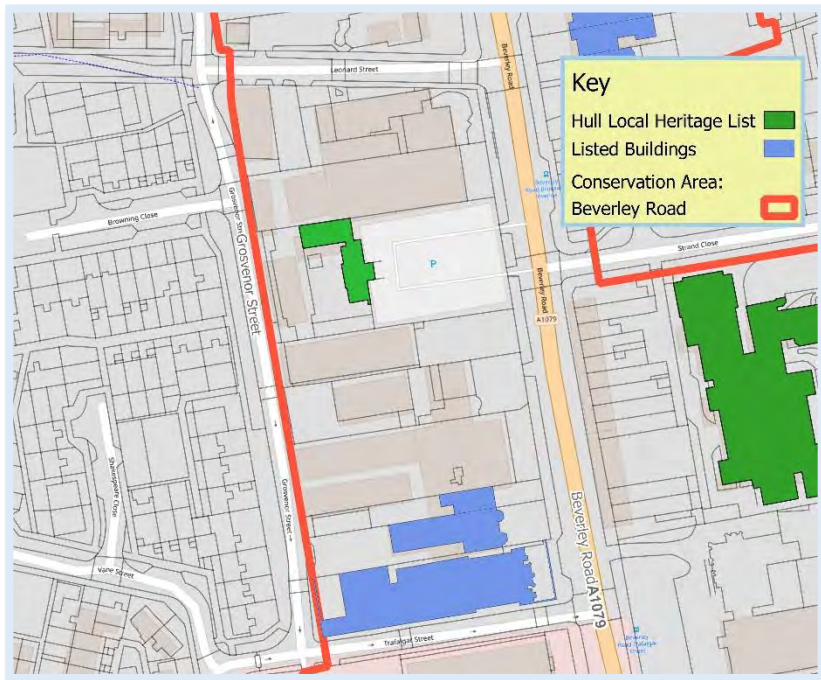


Figure 32 West boundary along Grosvenor Street



Figure 33 - Recent enhancements along Grosvenor Street



Figure 34 - Strathearn Street - Court Housing.

8.6.6. Somerscales Street – The street contains a terrace of late 19th century working class houses and is a usual comparison to identify the difference between the middle and upper middle-class housing of the remainder of the Conservation Area.

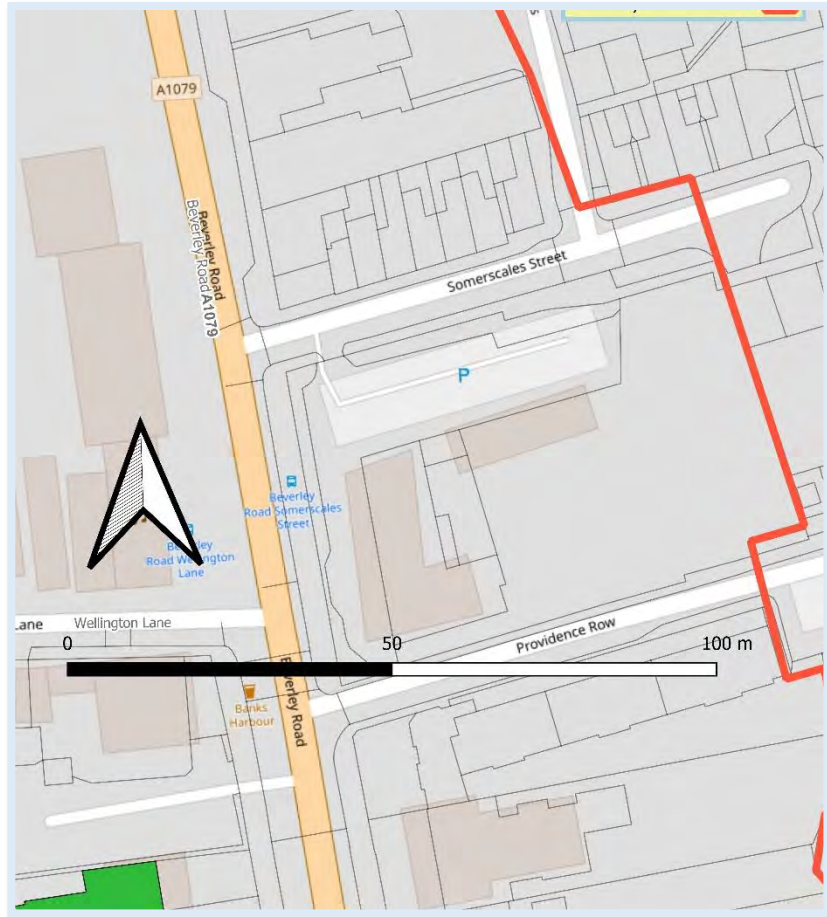


Figure 35 Somerscales Street



Figure 36 Somerscales Street



Figure 37 Former Board School, Strand Close (Local List)

9. Key Building Characteristics

Scale and Massing:

- Predominantly a mixture of variations on two and three stories.
- High ratio of terraces and blocks of buildings.
- Smaller ratio of large in scale villas.
- Larger in scale focal and public buildings.

Building Types:

- Dwellings
- Shops & Commercial Buildings
- Public Buildings
- Public Houses
- Churches

Materials:

- Red and buff Brick.
- Render
- Slate

Roofs:

- Pitched and hipped.
- Use of gables and dormers.
- Use of turrets and cupola.

Architectural elements:

- Shop Fronts
- Windows
- Decoration

Dates & Architectural Styles:

- C.1820-1860 – Regency and early Victorian.
- C.1860-1910 – Late Victorian and Revival styles.
- Middle and upper middle class terraces houses.

Siting:

- Edge of pavement retail developments.
- Dwellings set back with garden plots.
- Strong linear building line.
- Boundary treatments.

Negative Elements:

- Poor quality shop fronts and ground floor conversions.
- Loss of uniform appearance to groups of buildings.
- Poor quality joinery and roofing materials.

10. Building Pattern and Alignment

The principal form of the development is of rows or terraces of buildings constructed perpendicular to the highway. The terraces or rows following two main building lines:

- Set back within garden plots with front boundaries, which form a continuous building line to the edge of the pavement.
- Edge of pavement retail developments.

The continuous edge of pavement building line is reinforced in several sections by the presence of mature trees.

Along Beverley Road there are slight variations in the alignment of the building line, but its alignment tends to be continuous along the block of buildings within a building plot, which usually extend between the side street extending off Beverley Road. When single or pair of developments were introduced these often follow the alignment of their neighbouring buildings. These values contribute highly towards creating the channelled views and vistas along Beverley Road.

Almost exclusively all the buildings within these criteria are constructed perpendicular to the street and present their principal facades and entrances to the highway.



Figure 38 1888/9 Map showing buildings lines.



Figure 39 Nos.407-33 Building line set back within garden plots.

The continuous building line was historically broken with a small number of exemptions of detached dwellings or public buildings which were set further back within areas of open garden. The continuous edge of pavement building line is however maintained with the use of boundary treatments. Examples of detached properties include:

- Rockcliffe House
- Kingston Youth Centre
- Masonic Lodge

Building Pattern & Alignment Key Elements

- Appearance of continuous building line along the principal street.
- Buildings being constructed either back of plot with a boundary to the edge of the pavement or edge of pavement development.
- Buildings predominantly constructed parallel to the street.
- Sub-zones contain examples of Court Housing.

The historic building pattern has been weakened by the following elements:

- The loss of boundary treatments and front garden areas, resulting in open forecourts or extended pavements.
- Vacant gap sites.
- In-fill development which does not follow the historic pattern of development.



Figure 40 Kingston Youth Centre.



Figure 41 Edge of pavement development with Zone 2.

11. Pre-1860 Domestic Architecture

The earliest surviving buildings within the Conservation Area date from between c.1820 and c.1860. These buildings contains elements of the early 19th century forms of architecture, including Neo-classical and Regency styles. Buildings of the period generally feature less architectural embellishment than those introduced later in the century, but their architectural value is found in their sense of proportion and symmetry in the use of architectural details. Several examples were later extended or altered at ground floor to feature retail units.

Examples: Prominent within Character Zone 1, examples include:

- 32-42 Beverley Road (converted to commercial use at ground floor)
- Nos.21-39 (nos.21-25 extended at ground floor)
- Nos.53-61 (nos. 57-59 extended at ground floor)
- 129-149 & 109-107 – ‘Wellington Place’
- 85-87 –
- 44 and Nos. 46 and 48

Layout: Buildings were constructed set back within garden curtilages. The retained examples are enclosed by boundaries. Several boundaries have been lost and these buildings are set back from the public highway.

Massing: Buildings are constructed in terraces, with a small number of detached and semi-detached properties.

Uses: Many examples have been converted to retail and office use, with poor quality interventions at ground floor.

Heights: Buildings of the period are variations of two and three stories in height. Often the ground floor is treated as a ‘rustic’.

External Materials:

- Render - Historically, white, off-white or cream
- Brick – Buff, gault, and light brown.
- A negative feature is painted brick.

Roof Materials - The higher status forms of development and increasing availability of materials means historically that English and Welsh Slate was the common material used. However, many buildings now feature concrete slates and Roman tiles, which negatively impact upon the roof scape of the area.

Windows: Historically windows of the period were multiple light sliding sash timber windows, set back within reveals and with hidden sash boxes. Often these were replaced with late Victorian 2/2 and 1/1 timber sliding sashes. However, a large volume of buildings now have modern uPVC, often featuring several different types of windows with a terrace. A feature of the Regency form of buildings of the period is the use of bow windows, with 53 and 55 Beverley being goods examples of this type.

Form: The buildings are built perpendicular to the street presenting a linear building form. However, additional bays are added with small forward projections. These bays introduce gables which break up their continuous roof forms.

Rainwater goods are historically Wood or cast iron often applied to timber soffit boards. Many historic rainwater goods have been lost or are piecemeal in their material use and design on a terrace.

Boundaries: Traditional boundaries consisted of brick walls and railings. A majority of these have however been lost and replaced with replacement boundaries of varied quality.

Negatives:

- Loss of uniformity to terraces of buildings because of different fenestration, changes to ground floor and different colour schemes.
- Use of modern paint colours for external render.
- Loss of architectural elements.
- Painting of historic brickwork.

Roof Forms: Buildings of the period have both pitched and hipped roofs. Roof forms are basic in form without additions.

Chimneys are a prominent roof of the roof profiles, with ridge stacks been the most common types. They break up the roof scape mark the individual properties within a terrace off buildings. Their large scale and multiple chimney stacks contribute towards the character of the area.

Historically **doors** were timber panelled types. There is now a mixture of modern door forms. Door cases and porticos are a key design element of the buildings of the period.

Architectural Decoration:

- Window headers.
- Quoins
- Decorates eaves boards and gutter brackets.
- Small number of balconettes.



Figure 42 Nos.53 & 55 - 'York Terrace'



Figure 44 Lansdown Terrace



Figure 43 Nos.27-35 'Scarborough Terrace'



Figure 45 Nos.129-39 - 'Wellington Terrace'

12. 1860-1910 Domestic Architecture

Post-1860s dwellings introduce architectural decoration in addition to the repetition of form of development, seen in earlier buildings period. Buildings of the period are larger in scale two and three storey terraces and large in scale detached villas. Buildings of the period introduced elements of Gothic, Italianate, Revivalist and Classical Architecture, associated with the eclectic architectural styles of the late Victoria and Edwardian eras. Being an affluent street, many of these attributes are also found within the higher status shops constructed during the period.

Examples:

- Zone One – 77, 79 and 81 – Post 1860 Villas. 72-84 built as a terrace.
- Zones 3 and 4 are almost exclusively constructed between 1860 and 1910.

Massing: Dwellings are constructed in the following forms:

- blocks or full terraces of between 4 and 8 bays in width.
- Detached villas.

Windows: Windows are a key architectural element of buildings of the period. Many of the buildings of this period feature either ground floor or full height bay windows, with the latter including dormer types which form roof gables. Windows types were typically 1/1 or 2/2 timber sliding sash. Windows opening are richly decorated, with decoration applied in brick and stone, or 'Coad' stone.

Roof Materials – Historically slates were used through the period, with decorated include cresting tiles and finials. Many roofs now feature modern roofing materials.

Layout: Buildings were constructed set back within garden curtilages. The retained examples are enclosed by boundaries. Several boundaries have been lost and these buildings are set back from the public highway within an open curtilage.

Uses: Many dwellings examples have been converted to retail and office use, with poor quality interventions at ground floor.

External Materials: Brick is the predominant building material of the late Victorian and Edwardian Period, with render falling out of fashion as a building material. External materials include:

- Gault Brick – Especially in the St John's Wood Area.
- Red brick – Within the Stepney and City Centre Areas.
- Decoration is often picked out in natural stone or stone painted white.

Heights: Buildings are large in scale two and three storeys, with additional rooms within their roofs. Some of the larger buildings also have basements, with the ground floor raised in height and accessed by steps.

Roof Forms: Roofs are typically pitched with some hipped roof profiles. Eave levels are often broken with the addition of gables and full height bay windows. In a small number of buildings overhanging roof

Chimneys are a prominent feature of the roof profiles, with ridge stacks been the most common types. They break up the roofscape mark the individual properties within a terrace off buildings. Their large scale and multiple chimney stacks contribute towards the character of the area.

Rainwater goods were historically wood or cast iron, often fitted to timber soffit boards. Many historic rainwater goods have been lost or current fittings are piecemeal in their material use and design on a terrace.

Doors are a prominent feature on the buildings of the period:

- Doors types are varied in design with variations of solid timber panelled and part glazed and timber panelled.
- Doors are often grouped in pairs.
- Doors are either set back within porches or have door cases or porticos.

Negatives:

- Use of modern paint colours for external render.
- Loss of architectural elements.
- Loss of historic joinery details.
- Some buildings have been painted which reduces their architectural quality.

Form: The buildings are built perpendicular to the street representing a linear building form. However, additional bays are added with small forward projections. These bays introduce gables which break up their continued roof forms. The gables are shaped and pedimented.

Gable Ends: The gable elevations of the period are typically decorated to replicate their principal facades. Some focal buildings also include tower and spires within their roof profile.

Decoration: Buildings of the period typically are more decorative than the preceding period. Decorative features are often applied in pairs or of a uniform design across a terrace. Decorative elements include Arched windows and headers.

- Decorated eaves – molded bricks, timber soffit boards and dentils.
- Gothic elements

Boundaries: Traditional boundaries consisted of brick walls and railings. A majority of these have however been lost and replaced with replacement boundaries of varied quality.

- Barge Boards
- Gable finials
- Cornice details.
- Stone and brick bands/string courses.
- Name plaques.



Figure 46 Nos.286-296 (Locally Listed)



Figure 47 Nos.329-341



Figure 49 Nos.289-293



Figure 48 Nos.263-72 (Local Listed)



Figure 50 Nos. 79 & 81

13. Post-1960s Developments

The Conservation Area includes development introduced post-WW2 period and during its period of designation. The introduction of new development along Beverley Road has largely been of a negative impact and has created some weak character areas. Where a sympathetic material use and good design have been used, positive development has been introduced into the area. The influence of the designation as a Conservation Area has the increased quality of developments introduced within its designated boundary.

13.1. Positive Development Trends

- Use of sympathetic materials.
- Follow building, eave and ridge line of the street.
- Have low degree of prominence.
- Have a good degree of architectural decoration.
- Achieve good ratios of massing to their elevations.

13.2 Negative Development Trends.

- Use of flat roofs.
- Identifiable modern material use.
- Use modern joinery details.
- Prominent facades.
- Introduce inactive street fronts.

13.3 Positive In-fill Development

These buildings feature good material use, positive design elements and blend into the street scape.

No.372	A good quality c.1980s rebuild which replicates the dwellings of the area.
Nos.296-305	The Police station successfully blends into the street scene (98/00397/PR & 03/01038/FULL)
Nos.334-336	Beverley Court reflects the architectural form of the area with a positive turret as part of its roof form.
No.338	The development successfully replicates the dwellings of the areas.



Figure 51 - Beverley Court & No.338

13.4 Neutral Interest – Low Value

Buildings in these criteria fail to match the material quality of the street or have negative values associated with their design and scale.

No.370	Low quality material use and ground floor frontage. ((02/01111/FULL))
No.417	Follows scale of terrace but typically 1980s in material use.
No.255	Good material use but the scale does not follow the building line and introduces hard landscaping (05/01584/FULL)
Nos.361-373	The design of the building follows the pattern of development of the area but the material use and lower degree of architectural detail mark the buildings as modern development.
No.151 & Supermarket	The c.1990s development introduces an inactive street front in the Conservation Area.
Providence Row and 104-16 Beverley Road	A recent intervention into the Conservation Area (06/00782/FULL and 15/01071/FULL) The elevations fit into the street scene but the pitch of roof does not conform to established roof scape. The side street design does not blend into the character of the Conservation Area. Poor back street design.



Figure 52 - Providence Row has positive and negative qualities.



Figure 53 No.417 is typically c.1980s in design.

13.5 Negative Quality Buildings

These developments are of a design which do not respond to the architecture of the Conservation Area, and harm its special interest. Many examples pre-date the designation of the Conservation Area.

1-8 Easton Court	c.1970s flat roof development which does not fit in with the character of the Conservation Area.
Pollard Court	The 1970s (App. Ref. 17087) development is out of scale and of a poor material use and design. It negatively impacts the street scape and how Eldon Court is integrated into the Conservation Area.
Rockcliffe House No.381	Poor quality in-fill development within the Grounds of the Grade II listed building. 1980s in its design and material use.
287 Queen's Road	The 1980s (89/01804/PF) apartment plan does not fit in with the pattern of development of the street.
234-238 (Super market) -	The 1980s (86/00628/PF) development of the supermarket does not follow the pattern of development within the street.
Washington House	The c.1950s/1960s office block is not in keeping with the character of building within the Conservation Area.
The Strand	The c.1980s design of the office block is not in keeping with architecture of the street.
Nos. 141, 145, 147 (pre- designation)	The flat roof and building and adjoining buildings are of a negative architectural value within the street scene.
Nos. 41-45 – Office Block – 1980s	The c.1980s office block sits poorly in association with the early 19 th century dwellings and Grade II listed Trafalgar Church.
Kingston Centre Extension	The c.1980s extension to the building does not match the material use or design qualities of the retained historic section of the building.
Salvation Army Church	The c.1950s/1960s design of the building is not in keeping with the 19 th century character of the area.
154 - Supermarket	The supermarket building does not follow the established building line within the street and introduces a negative quality shop front.



Figure 54 Easton Court and 381 Beverley Road



Figure 56 Salvation Army Church



Figure 55 Nos. 141, 145 and 147



Figure 57 Nos. 234-238

14. Shops

Within the Conservation Area shops have equal prominence to the residential developments of the area, with approximately 140 shops and retail frontages within its designated boundary. Shops were constructed on Beverley Road during the late 19th century when the area transitioned from being a primarily residential area into become a mixed residential and commercial district. Several of the later phases of development included the construction of purpose built shops and the introduction of new Arcades within Zone 1. Several of the existing buildings within Zones 1 and 2 were also extended and altered to retail use.

The area was maintained as one of the primary shopping streets of Hull into the late 1970s and 1980s. Over the last approximately 15 years national retail trends have resulted in a large number of vacant retail units and trends towards the introduction of hot food outlets and multi-national stores. The overall condition of the character of the shop frontages within the Conservation Area is poor with a large volume of negative quality shopfronts, advertisement and roller shutters, along with a lack of building maintenance. The Conservation Area would benefit from an extended shop front enhancement programme.

Key Retail Developments – c1880-1910.

- Introduction of purpose-built shops within Zone 2 and 4.
- Conversion of existing dwellings throughout the Conservation Area to retail use.
- Extension of building within Zones 1 and 2 to include retail frontages.

14.1 Purpose Built Shop - During the later phases of the historic development of the Conservation Area purpose-built retail units were introduced. These portray different forms of architecture and massing into the Conservation Area, and historically feature late Victorian and Edwardian Shop Fronts.

Purpose Built Shops	
Zone 1	Development of Brunswick Arcade: <ul style="list-style-type: none"> • Prominent three-storey scale and large massing. • High degree of architectural decoration, with elements of renaissance architecture. • Constructed edge of pavement.
Zone 1	Development of Gleadow's Arcade, Nos. 64-72: <ul style="list-style-type: none"> • Single storey range of shop fronts. • Edge of pavement, developed within the grounds of the demolished Brunswick House.
Zone 2	<ul style="list-style-type: none"> • Small groups and blocks of two storey buildings. • Buildings are at the edge of pavement. • They are typically built in red brick, but several were later painted. • Buildings feature a lower degree of decoration.
Zone 4	<ul style="list-style-type: none"> • Purpose built terraces of two and three storey shops. • Use of first floor bay windows. • Higher degree of architectural decoration.



Figure 58 1890 dated Brunswick Arcade



Figure 60 Nos.414-30



Figure 59 c.1900 Gleadow's Arcade



Figure 61 Nos.174-184

14.3. Converted Dwellings – As the trend for consumerism grew during the late 19th century many of the existing domestic buildings of the area were converted to retail units. This was achieved by two means - 1. Introducing ground floor retail frontage or 2. constructing ground floor extensions. Historically, these buildings would have featured high-quality shop fronts, but many now contain low-quality shop fronts. The trend for retail has continued into the late 20th century, but often with poor quality extensions being added to the 19th century buildings of the area

Extended Buildings Examples

These examples demonstrate how buildings have been extended with retail floorspace added onto the front of the building. Examples often project forwards of the building line alignment to meet with the edge of the pavement.

Nos. 23-25 Added between c.1890 and 1908 and introduced three shop frontages, with classical architectural detail. The shop front joinery have been replaced with three different examples of shop window, which has removed the uniform appearance of the row of shops.

Nos. 57-59. A further example of an extension added between c.1890 and 1908. The façade now features a poor-quality shop frontage and advertisements, which project prominently in front of the building line, and negatively affects the appearance of the pre-1850 terrace of buildings.

Nos. 203-207. Poor quality retail space has been constructed in front of two pairs of dwellings and extend between the two buildings. A poor architectural example.

No.142. Poor quality frontage added to the dwelling.

Converted Dwellings

Several dwellings in the conservation area have been converted to ground floor retail use. Historically these would have featured high quality shop fronts and where undertaken in one phase, introduced a uniform appearance to a terrace. However, examples of changes of use undertaken in isolation has often resulted in the loss of uniform appearance to a terrace or introduce a shop front of low architectural value. A feature of these of these buildings is the associated loss of the front garden curtilages and boundary treatments, and a deeper public footpath.

Nos.129-131 Features a positive shop frontage restored as part of the Townscape Heritage Scheme.

Nos.32-42 Residential terrace converted to commercial use, with new ground floor frontages and loss of front gardens.

No.206 Good quality retail frontage added to former dwelling.

No.310-332 Terrace purpose-built as both dwellings and retail units, with the dwellings later converted to retail use. The conversion removed the front gardens from the terrace, which are shown on the 1889-90 O/S survey.

No.279 Former dwelling converted to retail use with poor quality commercial frontage.

Nos.329-341 Originally constructed as 'Florence Avenue' as a terrace of dwellings. The ground floor has been converted post-1890 with multiple commercial frontages and projections, with positive and negative quality additions and extensions.

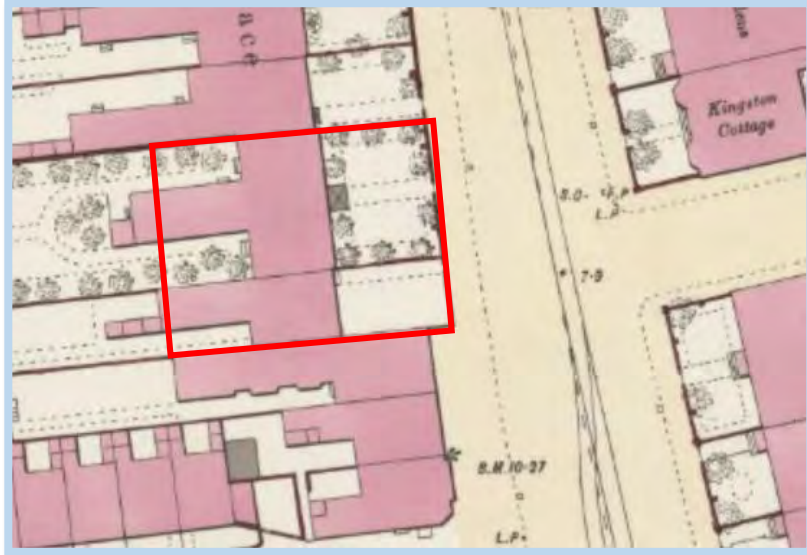


Figure 62 1888/9 showing pre-1850 terrace at Nos.23-25 (NLS)



Figure 64 Nos.23-25 in 2024.

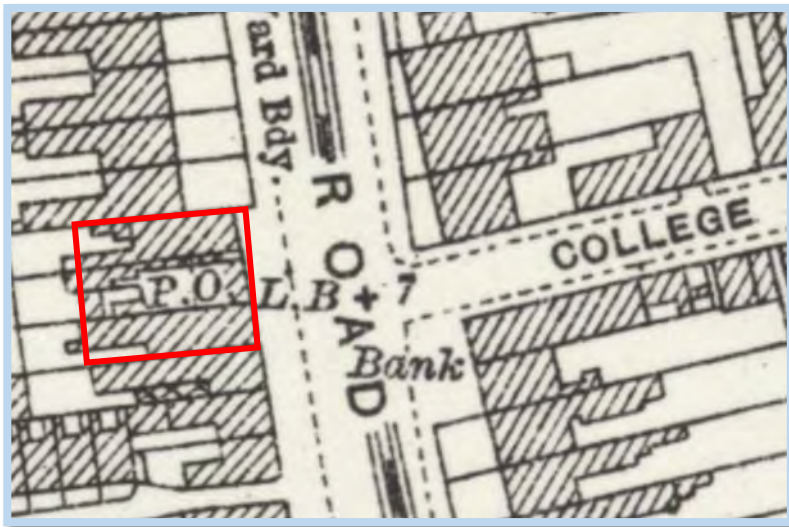


Figure 63 Between 1906 and 1926 ground floor of Nos.23-25 are extended. (NLS)



Figure 65 Extension added to Nos.57-59 in c. 1900

15. Shop Fronts

As noted above, the change of the character of the area to mixed commercial and residential use took place between c.1890 and 1910. Historically the area would have been populated with shop fronts in the late Victorian and Edwardian styles. A survey of the Conservation Area in 2024 has identified that a significant proportion of the approximately 140 front shop and commercial frontages are of a neutral or negative value to the Conservation Area. A small number of historic and restored shopfronts remain within the Conservation Area, with several examples being re-introduced as a result of the Townscape Heritage Scheme. It is also evident that a restoration scheme took place within the Conservation Area in the 1990s, with several positive quality shop fronts dating to this period. A full survey of the condition of individual shop fronts is outlined with Appendix 9 and as follows.

Shop Front Negative Trends

- A majority of shop fronts within the Conservation Area are of a negative value.
- Shop fronts rarely match the first-floor architecture of a building.
- The uniform appearance of a row of shop fronts has been largely lost.
- Shop fronts often feature external roller shutters which are a prominent feature of their design and create inactive frontages.
- Shop fronts often feature poor quality advertising.
- Vacant shop fronts are poorly maintained, and feature graffiti.

The designation of the Conservation Area has in some parts failed to stop the deterioration of the character of Beverley Road with elements of positive and historic shop fronts being removed or altered during the lifetime of the heritage asset.

Positive Quality Shop Fronts Removed/Altered

No.398	Historic features of the shop front removed as part of recent developments.
No.394-396	Loss of historic shop fronts as part of the demolition of the building.
Nos. 388-392	Shop front of positive quality now features negative design elements, such as external roller shutters.

Positive Shop Front Trends

- Re-introduction of positive quality shop fronts as part of the Townscape Heritage Scheme.
- Removal of poor-quality shop fronts and conversion back to domestic use.

15.1 Positive Shop Fronts – The Conservation Area retains a small number of positive quality shop fronts which should be used as an example of how future shop fronts should be re-introduced within the Conservation Area and how terraces and row of shop fronts should be restored. There are also elements of historic shop frontages retained which should be incorporated into shop front restoration schemes and provide a template for re-instatement across a terrace. A trend for the areas is found in the use of bow fronted shop fronts, which replicates the use of upper floor bay windows.

**Positive Quality Shop Fronts
Historic Examples**

Nos.323-341	Built between c.1890 and 1908, but potentially restored. The retail frontage is one of the best surviving examples and key grouping of original shop fronts of a positive quality within the Conservation Area. The terrace appears to have been purpose built as a terrace of shop fronts in the later 19 th century. The row of shop fronts retain their lobby entrance, large ratio shop windows, fascia advertising and columns. With the exemption of an advertisement on 323 the building retains its uniform appearance and is free from external roller shutters. Within the terrace of buildings No.321 has been altered during the later 20 th century and does not feature shop columns but does not negatively impact upon the building.
No. 331	The shop front is part of the late 19 th century conversion of the ground floor of the housing terrace to retail use. The property features a mid to late 19 th century bay fronted shop unit, with lobby entrance which may have been installed in a former bay window of the dwelling. The shop columns are either part of the re-fit of the building or its original construction. A timber shop front is retained by the shutters and timber covers.
No.223	One of the most intact examples of the late 19 th century shop frontages of the area. The building retains its shop columns, fascia, timber shop front with turned timber mullion, stall-riser, door and transom with historic glass.

No.222	Retains a late 19 th or early 20 th century timber shop front and lobby arrangement. The historic elements are partially behind an external roller shutter.
No.206	Contains elements of historic shop columns and fascia, and elements of a c.1990s restoration. It is a good quality example of a shop front extension onto a 19 th century building.



Figure 66 No. 323-341 - A key shop front within the Conservation Area, constructed between 1889/9 and 1906.



Figure 67 No.331 – Bow fronted Shop front added to terrace dwelling in c.1900.



Figure 69 No.222 - Retained timber shop window & lobby, but with roller shutters.



Figure 68 - No.223 - Surviving late 19th century shop front.



Figure 70 - No.206 - Positive quality timber shop front addition.

Positive Quality Shop Fronts

Modern Examples

No.478	Retains c.1990s columns and stall riser and shop windows with top lights. Features poor quality fascia advertisements.
No.432	Good quality 1990s shop front with timber columns.
No.414	Features a c.1990s stall riser and windows of good architectural quality. Its quality has been reduced by in-appropriate fascia advertisements and the installation of external roller shutters, with boxes and roller slides.
No.398	Features a good quality c.1990s shop front, constructed with lobby entrance and columns of architectural interest.
No.241	A positive quality c.1990s timber shop front, with arched timber framed shop windows.
Nos.227 & 322	Retains timber shopfront columns.
No.217	Elements of a c.1990s restored shop but hidden behind an external roller shutter.
No.214	Positive quality c.1990s timber shop front.
Nos.129-131	Introduction of a good quality pair of ground floor shop fronts of a traditional character into the 19 th century terrace (18/00183/FULL) (THS).
No.72	A key example of a restored shop front as part of the Beverley Road THS.
52a-54	The restoration scheme reinstates a high-quality shop front into two bays of the Brunswick Arcade. The THS scheme provides a positive template for the restoration of the remainder bays of the shop front.
Nos.34-38	Good quality timber shop front but does not replicate the early 19 th century terrace.



Figure 71 No.214 - good quality late 20th century shop front.



Figure 72 - No.72 restored as part of THS grant programme.



Figure 73 No.432 - Good quality 1990s shop front with appropriate advertisements.



Figure 75 No.478 - Good quality timber shop front but poor-quality advertisements.



Figure 74 No.52-52a - THS shop front restoration, which incorporates the historic columns on the Brunswick Arcade.



Figure 76 No. 241 - A positive quality c.1990s arched shop window.

Examples of Remaining Positive Features

No.474	Retains two console brackets and fascia, with the latter covered by box advertisements. The remainder of the shop front consists of a c.1990s refit.
No.472	Retains console brackets and fascia, with cornice. The latter has been covered over by box advertisement. Remainder of shop front is modern with a box roller shutter.
Nos. 438 and 440	Retains c.1900 console brackets. Remainder of shop fronts are modern.
No.416	The shop stall riser retains three moulded balustrade freezes. The remainder of the shop front is modern.
388-392	Features two c.1900 columns and console brackets, with pendants. The remainder of the shop front is modern, with external shutters, and split into two sections.
No.215	Remains elements of c.1900s timber shop front columns.
No.172	Retains a decorative shop column capital, but the remainder of the shop front is of a negative design.
No.64a	Retains elements of the c.1900 timber shop front surround but with modern shop window.
Nos.23-27	The 19th century shop front extension retains its original structural elements but the shop fronts within the three retail units are mis-matched and modern in design.
Brunswick Arcade	Several of the shop frontages retain the historic columns which define the individual bays and retail units. See above for positive elements of the building.



Figure 78 Elements of No.215 & 470 & 472, with columns replaced but capitals retained.



Figure 77 Remain sections of capitals and fascia at Nos. 438 and 440, but shop front replaced in 20th century.

15.4. Negatives Shop Fronts

Within the Conservation Area, with increasing negative trends, it is evident that shop fronts contribute poorly to the character and appearance of the area. It is often the case that a ground floor shop front does not respond to the architectural quality of the building and negatively contributes towards the street scene. The area would benefit from an ongoing scheme of shop front restoration.

Negative Shop Front Qualities

- Loss of stall riser.
- Loss of shop front lobby entrances.
- Oversized advertising.
- Loss of uniform appearance within a terrace of buildings.
- Clutter by advertisements.
- Feature prominent external roller shutters.
- Extension of a shop front over multiple units.
- Use of modern materials – i.e. uPVC or materials which do not match the upper floors.
- Fixtures cover over historic or positive elements.
- Upper floor access doors introduced, which are of a poor quality or compromise the design of the shop front.
- Presence of graffiti and the lack of building maintenance.



Figure 79 Nos.388-392 in 2010



Figure 80 No.388-292 in 2024.



Figure 81 398-412 in 2006.



Figure 83 Negative quality shop fronts in Zone 2.



Figure 82 398-412 in 2024.



Figure 84 Nos.310-32 - Negative quality shop fronts in Zone 3.



Figure 85 Loss of uniform appearance to Gleadow's Arcade



Figure 87 No.142 - Ground floor shop front does not match upper floors.



Figure 86 Nos. 414 and 416 - The prior retains a historic stall riser, but the shop fronts are of a poor-quality (showing condition before alteration in c.June 2024).



Figure 88 Nos.201-207 - Poor quality shop front additions.

15.5. Roller Shutters

A significant negative trend of the Conservation Area is the prominence of external roller shutters. These detract from the quality of the shop fronts and architecture of the buildings of the area. Where shops are vacant or have extended periods of closure, they contribute towards creating an 'inactive' appearance along the streetscape of the Conservation Area. The Conservation Area would benefit from the removal of external and solid rollers shutters.



Figure 89 Negative impact of roller shutters in Zone 2.

15.6. Awning & Canopies

Awnings and canopies were historically a feature of Victorian and Edwardian buildings, but no historic examples survive within the Conservation Area. Where canopies have been introduced (such as at 359 Beverley Road), they project forwards of the established buildings and introduce modern material and a poor quality of design, thus harming the character and appearance of the conservation Area.



Figure 90 Canopy at 359 Beverley Road (Pending Enforcement at time of survey)

16. Advertisements

Given the number of retail units within the Conservation Area, advertisements and signage contribute highly towards its character. Traditionally, advertising of the period would have been created by painted or cut out lettering applied directly to a fascia board and hanging signs. The Conservation Area has evolved, introducing modern advertising techniques which contribute to the poor quality of advertisements of the area. There are a small number of good quality advertisements retained along Beverley Road. The Conservation area would benefit from an enhancement of the appearance of new advertisement being introduced into the area.

Negative Advertisement Qualities

- Use of box advertisements which cover over and project forwards of architectural details.
- Use of internal illumination.
- Prominent external illumination.
- Use of oversized advertising.
- Use of materials and designs which do not respond to the shop front or architecture of the building.
- Use of prominent built-up lettering.
- Lack of uniformity of the size of advertisements within a terrace or row of shop units.
- Advertisement clutter.



Figure 91 No.414 - Positive element of a timber shop front but with poor quality advertisements.



Figure 92 Poor quality advertisements in the Stepney Area.



Figure 93 Poor quality ground floor frontages at No.140



Figure 95 Brunswick Arcade - Negative quality shop fronts & advertising.



Figure 94 Nos.316-18 - Advertising extending over multiple shop fronts.



Figure 96 - Negative quality advertising & shops. Showing No.416 after works.

17. Ghost Signs

The Conservation Area includes several examples of 'Ghost signs' and building names which provide evidential values of the historic forms of advertisements placed onto the gable walls of the buildings of the Area and businesses which use to traded along Beverley Road.



Figure 97 No.32 Beverley Road



Figure 98 Gable wall of No.142 – 'General Draper'



Figure 99 - Epworth Street

18. Public Buildings

Public buildings were introduced along Beverley Road in two periods. They are a prominent aspect of its built environment, and all surviving examples are 'Key Buildings: The first were constructed in response to the Poor Law and government reforms of the early 19th century:

- Former Kingston Almshouse (Locally Listed).
- Sculcoates Union Warehouse (demolished 2002).

The second phase is a result of the reforms of the Liberal Government during the late 19th and early 20th to provide Board Schools, public baths, and libraries. These include:

- Beverley Road Baths (Grade II)
- Stepney Board School, Adjoining Infants School & Boundary Wall, Beverley Road (Grade II)
- Northern Library (Grade II)
- Former Board School (Brunswick House) (Local List)

Key Features of Public Buildings

- Large massing and prominence within the streetscape.
- Introduce different architectural styles, including revival forms of Gothic & Renaissance and Board School Architecture.
- Prominent use of red brick with stone decoration.
- Varied roof forms, including mansard roof, turrets, cupola, and shaped gables.
- Some back of plot developments.
- Use of railings as boundary treatments.
- Prominent uses of windows, including bay windows.



Figure 100 Grade II Northern Branch Library



Figure 101 Bull Hotel, Stepney Infants School & Public Baths (Grade II), with public realm improvements as part of THS.

19. Public Houses

Public houses are a further type of commercial building which were a common development type during the late 19th and early 20th centuries, with several examples being introduced during Beverley Road. The public houses introduce further types of architectural forms and types of building materials into the built environment of the Conservation Area. Where retained within the Conservation Area they are often key and focal buildings. Examples of retained public houses include:

- Station Hotel (Local Listed)
- The Rose Hotel (Local Listed)
- The Bull Inn (Grade II)
- The Swan Inn (Local Listed)

Public House Architectural Elements

- Architectural Styles – Edwardian Renaissance and Tudor Revival (Brewers Tudor).
- Materials – Timber Paneling, marble, and faience cladding.
- Windows – Arch headed windows and use of transom and mullions.
- Prominent forms of advertising.
- Are focal points within the street scene.

The Edwardian **Bull Inn** also retains evidential values being re-built on the site of a pub located in the lost village of Stepney, which was constructed in either in the late 18th or 19th century.



Figure 102 0 Station House (Local Listed) - Restored THS.



Figure 103 Bull Hotel (Grade II)

20. Banks

To cater for the retail and economic growth of the Hull branches of Banks were opened across the suburbs of the city. Two such former examples are located along Beverley Road:

- **No.32** – Former York Bank. Features a rare use of stone clad ground floor retail frontage within the Conservation Area, and advertising of high architectural value.
- **No.190**, Pendrill House (Local Listed) – Former Hull Savings Bank. Features a prominent clock tower and advertising of high architectural value.



Figure 104 Pendrill House (Locally Listed) – Restored THS

21. Cinemas

Cinemas were once common feature of the housing suburbs of Hull, but only a small number of its early 20th century cinemas survive. The 1929 dated former **Mayfair Cinema** (Local List) introduces Art-Deco architecture into the built environment of the Conservation Area. Lost buildings within the Conservation Area include the Rialto Cinema, located on Terry Street to the south of Stepney Station, burnt down in 1974, and the former Strand Cinema, south of Leonard Street, demolished in 1965.



Figure 105 Mayfair Cinema (locally listed)

The former **National Picture Theatre** (Grade II) contributes both architectural and historic values to the Conservation Area. The building introduces a prominent Baroque revival Edwardian façade to the street scene. Locally to Hull the building is of significance as a memorial and reminder of the high damage inflicted during the bombing of Hull during WW2. Nationally, the building is a rare example of a secular bomb damaged building which was neither demolished nor restored after WW2.



Figure 106 National Picture Theatre (Grade II) and Swan Inn (Locally Listed)

22. Warehouses

The boundary of the Conservation Area is also inclusive of light industrial buildings in the form of warehouses and small factories. These are principally located in Zone 1, with one example include 57-59 Beverley Road, and several located on Grosvenor Street. The buildings contribute different material use and scale within the area.



Figure 107 Lat 19th century former Warehouse, No.73.

23. Railway Architecture

A prominent national development trend from the 1840s through to the 1920s was the construction of Britain's Railway network. Throughout Hull, a series of branch lines, and goods and passenger Stations were constructed. **Stepney Road Station House** and its platforms are important mid-century example of Railway Architecture within the city; it influences the layout of Beverley Road and are key and focal buildings. The associated signal box was demolished following the closure of the station in the late 1960s. A further prominent piece of railway infrastructure within the Conservation Area is the **railway bridge** which carries the Hull & Barnsley Railway line across Beverley Road.



Figure 108 Stepney Station House (Grade II) & platforms, with restored railings (THS)

24. Churches

Alongside the commercial, educational and leisure infrastructure developed in Hull's Victorian and Edwardian suburbs was the provision of Churches and religious buildings. Across the City the different denominations of the Church of English, Methodist and Catholic Churches developed their own chapels, churches, and schools. Many of these grand Victorian and Edwardian buildings failed to survive the WW2 bombing of Hull and 1960s regeneration. Surviving Church buildings contribute Gothic and Classical styles of architectural and focal elements, such as towers and steeples into Beverley Road. Examples of church architecture within the Conservation Area include:

- **Trafalgar Street Evangelical Church, adjoining Halls, and boundary wall (Grade II)** – The buildings introduce a rare use of flint construction (unique to the city of Hull) and prominent west end tower and steeple.
- **Remains of the Former Wesleyan Chapel & Sunday School** – Now a Masonic Hall (Local List).
- **Glad Tidings Hall (Local Listed)** - Built 1849 for the Methodist New Connexion. It is the oldest non-conformist chapel in Hull still in religious use and features elements of classical architecture.
- **Christian Science Church** – Example of Edwardian Classicism, but with poor quality ground floor frontage.

Lost buildings in the Conservation Area include:

- **Stepney Methodist New Connexion Chapel** (Clifton Terrace) Methodist Church – Demolished 1966 and now site of a small supermarket.
- **Queens Road Wesleyan Chapel, Hull** – Demolished c.1967 and re-developed as housing.
- **Former Newland Congregational Church and Sunday School** (between Brooklyn Street and Vermont Street) – Most of the church was demolished in 1969 and remaining elements of site, including historic railings cleared post-2010 (see application 10/00183/CON). The area is now a prominent gap site within the Conservation Area.



Figure 109 Trafalgar Street Church (works in progress at time of survey)

25. Private and Public Clubs

Further forms of architecture and buildings introduced during the late 19th and early 20th centuries were private members and social clubs. Two such examples are present within the Conservation area:

- Wellington Club, Wellington Lane. Built in 1913 as a Masonic Hall. The building is constructed with rusticated frontage and shaped gables to Wellington Lane.
- Masonic Hall – The Hall is located in the remains of the former Wesleyan Chapel and Sunday School.



Figure 110 Wellington Rooms

26. Conversions & Extensions

A characteristic, often negative, of the Conservation Area is the ground floor conversion and extension of buildings, to accommodate changes of use and to provide additional floor space. These changes have taken place both historically and through the period in which the Conservation Area has been designated. The area would benefit significantly from the removal of inappropriate ground floor extensions and the removal of poor-quality ground floor conversions. Positive restoration schemes have been delivered with the Townscape Heritage Scheme.

Negative Attributes of Conversion and Extension

- Poor quality design and material use.
- Where the ground floor frontage or extension does not match the architectural quality of the first floor.
- Architectural details are lost or covered over.
- Loss of uniform appearance along a terrace.
- Building outside of the building line.

Negative Ground Floor Examples

Location	Details
No.383	Extension to front of early 20 th Century Church approved against 01/00504/PF (illustrated).
Nos.407-409	Loss of domestic frontage dwelling.
Nos. 105-107 & No.386	20 th century extension to former dwellings.
Nos 83,113 & 279	Poor quality commercial frontages on mid-19 th buildings.
Nos.57-59, 140 & 203-207.	Poor quality retail extensions to former dwellings.



Figure 111 No.383 before extension.



Figure 112 No.383 after extension.



Figure 113 - Loss of domestic frontage at No.407-409.



Figure 115 No.279 - Negative example of commercial frontage within Zone 3.



Figure 114 - No.113 showing loss of uniform appearance to terrace.



Figure 116 - Extension to No.386 Beverley Road.

27. Windows

Windows are one of the key elements of the architectural design of the buildings within the Conservation Area. The Conservation Area benefits from a wide variety of different types of windows, with great use of architectural decoration being applied in brick and stone. Within the first period of development of the area, they form a uniform and symmetrical design element to buildings with rectangular profiles, and the use of bow and bay windows. Later periods of development introduced more decorative forms of window openings and prominent two storey bay windows, with higher level of architectural decoration. A feature of the shops of the area includes first floor bay (oriel) windows placed above the shops fronts.

Historically windows within the Conservation Area would have been timber, with example of metal frames being introduced between c.1890 and 1910. Where historic windows are retained, they contribute highly towards maintaining the historic integrity and the architectural quality of individual and groups of historic buildings.

Historic Window Types	
c.1820-860	Multiple light timber sliding sash windows set back within reveals.
c.1860 to c.1910	2/2 or 1/1 timber sliding sash windows, with horns, set back within reveals.
c.1890 to 1910	Use of timber and metal casement windows, with examples of leaded light and coloured glass.



Figure 117 Multiple light and later 2/2 replacements at Nos. 53 and 55.



Figure 118 2/2 timber sliding sash windows at No.48

Window design details.

- Use of window dressings
 - Rubbed brick headers
 - Stone Headers, with key stone lintels.
 - Aediculae and full classical annotation.
- Later phases of development includes Gothic and round arched headers.
- Bays Windows, which are often richly decorated:
 - First floor bay windows which form part of the roof profile.
 - Ground floor bays, include bow types.
 - Full height bays.
 - Use of cornices.
 - Use of brick coursing and decorative panels.
- Examples of tripartite and transom & mullion windows.
- Board Schools includes large scale timber sash windows.
- Buildings feature a high ratio of window use to brick massing.

A higher ratio of historic windows is retained within the Listed and Locally Listed buildings of the Conservation Area. Of particular note are the retention of the timber windows within the Grouping of Local Listed buildings from Nos.263 to 277 Beverley Road. However, some listed buildings also feature replacement, or unauthorised windows, of mixed quality and often do not retain a uniform appearance across a terrace.



Figure 119 Richly decorated windows at Nos.327-43, but loss of uniform window joinery.



Figure 120 No.214 - Venetian windows, with 2/2 sliding sashes with historic glass.

Positive Window Examples

No.33	Good quality surviving 20 th century timber sliding sash windows at ground and first floor.
No.37-39	Retains good quality timber multiple light sashes.
No.40 & 42	Good quality 6/6 timber sliding sash windows.
Nos.129-133	Good quality timber 6/6 at first floor and 3/6 at second floor timber sliding sash windows.
91, 93 & 95-97	A positive group of good quality timber 2/2 timber sliding sash windows.
No.135	Positive quality 1/1 timber sliding sash windows throughout the building.
Nos. 210-4, & 225.	Individual dwellings retain timber 2/2 timber sliding sashes, 210-4 with arched headers.
Nos. 388-392	Second floor retains 1/1 arched headed timber windows.
Nos.321-327	Retains good quality first floor bay windows the building retains 2/2 principal sliding sashes and 1/1 margin and side timber sliding sash windows.
Nos. 337-41	Retains good quality 2/2 windows (remainder of terrace feature uPVC)
Nos. 415-429	The terrace retains timber 1/1 sliding sashes throughout and demonstrates the values of a uniform appearance of joinery details within a building.
Eldon Grove	Part of Nos. 20-24 Eldon Grove retain 2/2 timber sliding sash windows.

Full details of the types of windows within the Conservation Area are identified within Appendix 9.



Figure 121- Nos. 321- 327s Late 19th century/early 20th century positive quality joinery.



Figure 122 Nos.31-35 - Positive and window examples in the same terrace.

The retention of historic and positive quality timber windows within Zone 1 is of particular interest to the Conservation Area. The overall retention of historic windows within the Conservation Area is however poor, with many buildings now featuring modern replacements, often in uPVC. In many replacements there has been no effort to replicate the historic form of window and instead basic uPVC casement windows have been introduced. Within the last c.10 years better quality uPVC sliding sash windows have been introduced, which has improved the quality of replacement windows in the area, but often are not an adequate replacement for historic window joinery.

Negative Trends

- Loss of historic window joinery.
- Replacements in uPVC featuring modern designs.
- Multiple types of windows in individual buildings and across a terrace and loss of uniform design.
- Changes to window openings, and loss of uniform design.

Good quality uPVC sashes can offer enhancements where used to replace poor quality uPVC casement windows. Acceptable 2/2 sash windows are found with Nos. 21, 44, 115-118, 268-370, 286-26 and 340 Beverley Road. As per Part 2 timber should be the preferred material for windows within the Conservation Area and careful consideration would need to be given to allowing further uPVC window..



Figure 123 Poor quality windows in the Stepney area.



Figure 124 uPVC sashes can improve upon poor quality casement type windows.

28. Doors

The buildings of the Conservation Area principally face onto the public highway and therefore in a majority of its dwellings feature a door within their front elevation. Within the middle and upper middle-class buildings of the area door cases are often a feature point upon a building and include high quality architectural decoration. Types of historic doors include solid six panels, typically of the dating to pre-1860s, and during the late 19th century a mixture of solid and glazed doors. The Edwardian period saw a re-emergence of the use of overlights and the use of coloured glass. Similar to windows, many of the doors in the Conservation Area have been replaced with modern replacements, often in uPVC, and the uniform appearance of the terraces of buildings have been lost.

Door Design Details	
Door Types	<ul style="list-style-type: none"> • 4 and six solid timber panelled. • Solid lower panel and upper glazed panels. • Faux double doors.
Door Decoration	<ul style="list-style-type: none"> • Doors cases. • Porticos • Arched headers. • Over lights(fanlights/transoms) & side lights. • Stained glass
Door siting	<ul style="list-style-type: none"> • Pre-1860 - in single arrangement. • Post-1860 – alignment in pairs. • Use of recessed porches.



Figure 125 Nos.294-296 -Late 19th century 4 panel doors, in pairs.



Figure 126 No.352-354 - Solid and glazed late 19th century door.

29. Roofs

As the built environment is the principal characteristic of the Conservation Area, roof forms are a key element of its special interest. A majority of the buildings are constructed in blocks and terraces with their roofs constructed parallel to the street, which present long areas of continuous roofscape. The principal types of roofs are pitched, followed by examples of hipped roofs. Public buildings also introduce mansard and varied roof forms. Later phases of development introduce broken roof forms, with the use of full height bay windows introducing gables into the roof pitch, and decorative elements such as towers and cresting tiles. Historically, buildings of the area would have featured slate roofs, with a smaller number of buildings constructed with clay tiled roofs.

Roof Design Details	
Types	<ul style="list-style-type: none"> • Pre-1860s dwellings – pitched or hipped with uninterrupted roof scape. • Post-1860s dwelling – pitched or hipped with broken roof forms and decoration. • Public buildings - multiple types of roof form.
Materials	<ul style="list-style-type: none"> • Historically English or Welsh slate.
Chimneys	<ul style="list-style-type: none"> • Chimney stacks area prominent feature.
Decorative elements.	<ul style="list-style-type: none"> • Cresting tiles. • Finials • Spires and towers. • Overhanging roof.
Roof additions.	<ul style="list-style-type: none"> • Dormer Windows. • Gables
Key elements	<ul style="list-style-type: none"> • Pendrill House clock tower. • Pediment and gables, such as Brunswick Arcade.



Figure 127 Nos 72-84 (Grade II) - Mid-19th century roof without dormers. Only one section retains traditional slates.



Figure 128 A negative quality roof scape - mixed use of modern dormers, roof lights and materials.

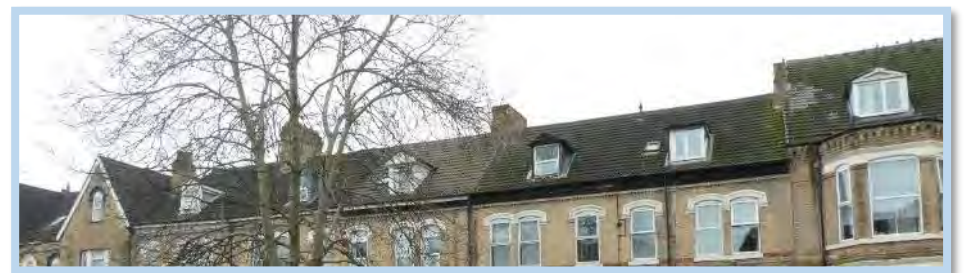


Figure 129 Positive repetition of dormer design, with noted exemption.

29.1 Roof Materials – As a majority of the buildings with the Conservation Area dates to after 1850 the common roofing material historically present was English and Welsh Slate. A smaller number of buildings were also constructed with clay tiled roofs. On a building the size and form of the slate materials are important, with historic slates being of traditional Imperial dimensions. Replacements tiles in larger size are noticeable as modern interventions, especially when installed within a terrace. The current character of the roofing materials of the Conservation Area is **poor**, with many buildings now featuring concrete and Roman roof tiles. These materials do not respond to the character and material quality of the 19th and early 20th century buildings of the area. It is often the case that a terrace of buildings will feature multiple types of different modern materials, which contributes further to the loss of the uniform appearance of the blocks of buildings within the Conservation Area. Please defer to Appendix 9 for a full survey of materials within the Conservation Area.

29.2. Dormers – Dormers are a feature of the post c.1860 developments of the Conservation Area. Their traditional form usually features a profile with matches their host buildings, such as being hipped or pitched. Historic dormers are typically constructed with a timber framework and clad in slates or vertical timber boards. Dormers are traditionally a small feature of a roof scape and align with architectural elements of the façade of a building. Flat roof dormers which are prominent in scale are not in keeping with the architectural character of the area.



Figure 130 Traditional and modern materials at No.89-95. Roofline looks out of place.

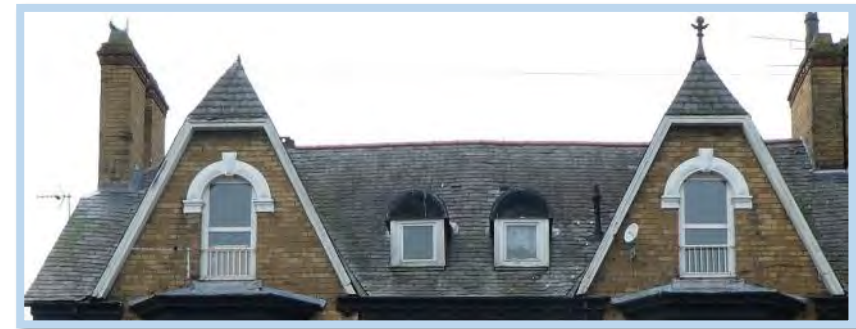


Figure 131 Traditional scale of dormer window at Nos.407-9



Figure 132 - Traditional types of dormer at No.265

29.3. Rooflights – Rooflights are not a typical feature of 19th century domestic architecture. A small number of rooflights have however been introduced into the street facing elevations of the conservation area. Where installed they are often of a modern Velux type and do not respond to the architectural quality of their host building. Their introduction often breaks the roofscape. Where installed in different sizes and positions across a terrace they negatively contribute towards the character and appearance of the conservation area.



Figure 133 Cluttered roof profile at Nos.96-8

29.4. Bays & Gables – The later phases of development within the Conservation Area bring in full height and second floor bay windows which often project into the roof forms. These additions served to break up the roof forms of these later phases of development. The bays are typically finished in two forms:

- Gables, with windows, with project above the eave level of the roof.
- Formed hipped roof with a small projection above the eave level of the roof.

Roof top additions are usually decorated with items such as barge boards, finials and brick eave decoration contributing towards the high level of architectural decoration of the period. A number of commercial buildings also feature shaped gable and pediments, which add to the varied roof forms of the later phases of development of the area.



Figure 134 Nos.500-8 - Bay windows and cresting tiles.



Figure 135 Nos. 286-96 (Local Listed) - Shaped gables & traditional materials..

29.5. Tower, turrets, domes and finials – Some terraces from the mid to late Victorian and Edwardian period roof features which emphasise street corners, and bookmark blocks of buildings. Often these continue down to a chamfered or rounded corner to the building. These features create focal points within the streetscape and add to the architectural quality of the Conservation Area. Good examples the former Hull Savings Bank on corner with Pendrill Street (no.190 Beverley Road) and 414-430, Suffolk Street to Washington Street. Where decorative details are missing it would be beneficial to the character of the Conservation Area to reinstate these details.



Figure 136 Shaped gable and cresting tiles at the Dorchester Hotel (Local Listed)



Figure 137 Decorative roof profile at the Rose Hotel (Local Listed)



Figure 138 The clock tower at Pendrill House (Local Listed)

Setting and Key Views Map

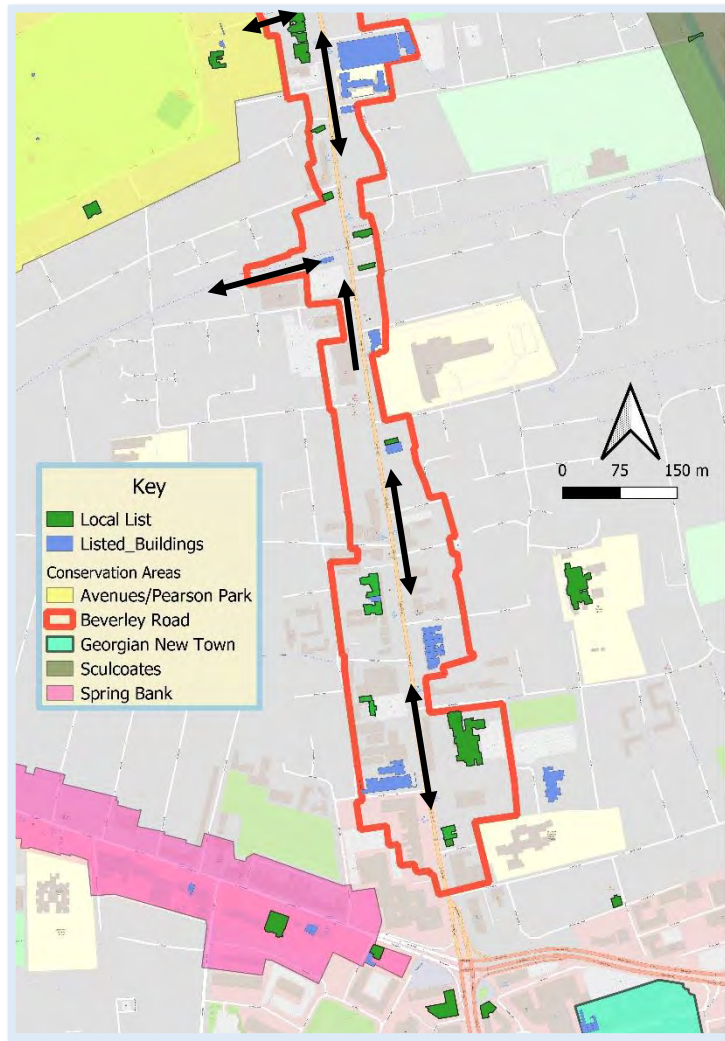


Figure 139 Setting & Key Views - North Area

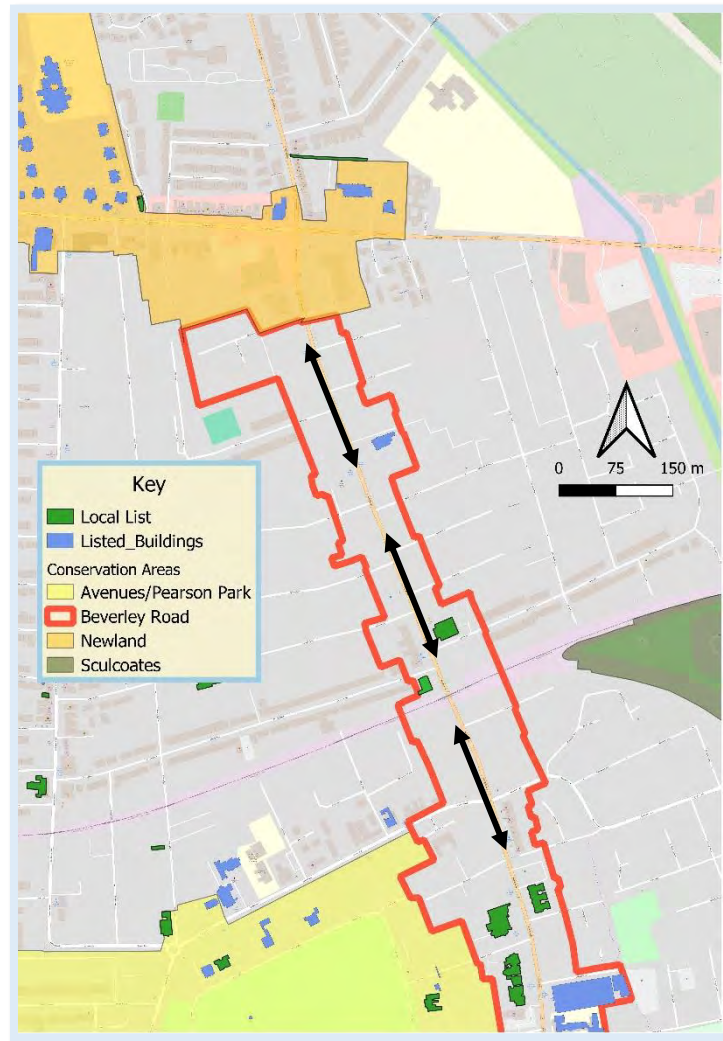


Figure 140 Setting & Key Views - South Area

30. Setting

Beverley Road Conservation Area is located within the urban environment forming the suburbs of Hull. The once historic green and open setting of Beverley Road was developed as lower middle- and working-class terraces and court housing between c.1880 and 1910. As a result of bomb damage and post-war slum clearances these residential areas have largely been cleared and replaced with later 20th century housing estates and commercial developments. The significance of the setting of the Conservation Area is therefore overall considered being of low value, but with some individual items of importance, as described below. One key element of the setting of the Conservation Area is its connection with the Avenues & Pearson Park Conservation Area.

Setting Key Attributes

- The importance of evidential values associated with the development of the Victorian and Edwardian housing Suburbs.
- The connection with the Avenues & Pearson Park Conservation Area is of high value.
- The connection and transition into the Newland and Beverley High Road Conservation Areas is of importance.

The entry to the **south boundary** of the Conservation Area is at the junction of Ferensway and Spring Bank (*for more information on the creation of the junction see the Paragon Conservation Area Appraisal*). As a rule of 1960s regeneration and the creation of Freetown Way in the late 1970s the historic buildings forming Blundells Corner to the south-west end of Beverley Road and to south of Norfolk Street were cleared. This means that the southern

boundary of the Conservation Area is formed by 1970s and 1980s development which do not respond to its special interest.

To its **north**, the Conservation Area connects to the Newland Conservation Area and further to the north the Beverley High Road Conservation Area. The connection between the two Conservation Areas has been weakened by the dominance of the scale of the modern developments of Grove House and the Lidl Supermarket, and the loss of the garden curtilage of Newland House. The mature tree planting to the west and east of the Beverley Road to the immediate north of the Conservation Area boundary creates a positive public realm environment and vista through the Conservation Area, which help to minimise the prominence of these modern developments, and frames views towards the Haworth Arms and into the Beverley Road High Road Conservation Area.

The **western and eastern boundaries** of the Conservation Area are overall of limited value. Where the secondary streets which connect to Beverley Road retain areas of 19th and early 20th century development these provide evidential values of the historic pattern of middle- and working-class housing development of Hull. Developments from the back streets surrounding the Conservation Area all provide views into the Conservation Area and consideration needs to be given to the quality of developments introduced into the setting designated boundary of the Conservation Area.

Full assessment needs to be given to the individual setting of **listed buildings** located within the Conservation Area, including

their rear gardens, to comply with the requirements of sections 16(2) and 66(1) of the Planning (Listed Buildings and Conservation Areas) Act 1990, section 16 of the NPPF and Policy 16 of the Hull Local Plan.

Of **high importance** to the special interest of the Conservation Area is its connection with the Avenues & Pearson Park Conservation Area along Pearson Avenue. The buildings at the junction of Pearson Avenue and Beverley Road are of high architectural value, which combined with their well-maintained gardens and mature trees, form groupings of key buildings. The high value of these buildings reflect the keys values of the higher status housing within the Avenues & Pearson Park Conservation Area along Pearson Avenue. Pearson Avenue and the buildings at the junction of Beverley Road form the first view into Pearson Park from Beverley Road and provides an important vista towards its prominent Grade II listed entrance gate.

Of **evidential value** to the Conservation Area is the association with the former Victoria Dock Railway Branch Line and how the alignment of the track forms a public right of way, and views into the Conservation Area and the buildings associated with Stepney Station.

Of relevance to the Conservation Area is the historic association of Beverley Road with the Grade II former Blundell Street School and the vacant land to the north. The condition of the listed building is currently poor. Re-development of the site has the potential to impact highly upon the Conservation Area (refer to SPD 18 for further information).



Figure 141 Entrance to the Conservation Area at its southern boundary.



Figure 142 Looking north towards the Newland & Beverley High Road Conservation Areas

31. Views and Vistas

Within the Conservation Area several views and vistas are of value to its special interest. The Conservation Area was not planned to include viewing points and vistas with the exemption of its connection with Pearson Park. Views and vistas are therefore mostly incidental and because of the influences of how the area was laid out.

Views and Vistas Attributes:

- Channelled views along Beverley Road created by its built and natural environment.
- Views obtainable from the secondary streets into Beverley Road.
- Key view through Pearson Avenue
- Key views associated with Stepney Station.

Throughout the Conservation Area, as well upon its entry into it, a **key consideration** is the **vista** created along Beverley Road by the linear alignment of its historic built environment and remaining areas of tree planting, which create a sense of enclosure and channel views along the street. These views are particularly noticeable where: 1. both sides of the road retain their historic buildings and/or tree planting, such as upon entry zone 1, 2. within the core of Zone 2 where the trees of Zone 3 are particularly prominent in the background, and 3. within Zone 3 before Eldon Grove throughout Zone 4. W These vistas are weakened where the building line and tree planting is broken by gap sites, extended modern developments and historic in-fill development is set back from the building line. ithin Zone 2 the gentle curve of Beverley Road is also noticeable



Figure 143 View along Pearson Avenue towards Pearson Park



Figure 144 View into the Conservation Area from Pearson Avenue

Upon exit from the Conservation Area at its **northern boundary** a vista is created by the tree planting through to the Newland Conservation Area, in which the Haworth Arms has prominence, and beyond this into the Beverley High Road Conservation Area. View from the **side streets** form the first impression into the Conservation Area. Buildings opposite these road junctions therefore make a significant contribute towards the Conservation Area. Of **high importance** to the Conservation Area is the view obtainable towards the entrance of Pearson Park and its Grade II listed Gateway, and conversely the view from the Park into the Conservation Area. The view is lined by buildings of high architectural interest, and the natural environment of Pearson Park is extended by the mature trees of the Conservation Area.

A view of **importance** within the Conservation Area is of the Stepney Road Station (Grade II listed), and associated public house, Station House. Historically the area to the north of Terry Street and Pendrill Street were a detached village and when constructed Stepney Station House would have stood in isolation. The village and station were later absorbed within the 19th century urbanisation of the area. The clearance of early 20th century development to the south of the station and its use of a car park provides **evidential values** of the once open setting of the Station and result in the listed building being prominent within views when travelling through the Conservation Area. The post-1970 clearances of the Stepney Station Signal Box and re-alignment of the road along Stepney Lane have also created a view through and give prominence to the Station Inn (Local Listed). Of further **evidential value** associated with Station is the views obtainable into the Conservation Area along the historic railway line, which is now a public right of way.



Figure 145 Key view towards Stepney Station



Figure 146 View along the former railway line at Stepney Station



Figure 147 Important grouping of 'Key' - Bull Hotel, School & Baths – all listed Grade II.

32. Focal Buildings

The principal impression of the Conservation Area is of a linear street of blocks and terraces of two and three storey dwellings and shop, which form a continuous building line and roofscape, with slight variations in the heights of its buildings. The evolution of the Conservation Area has also resulted in the street scene punctuated with focal buildings as one travels along it. Focal buildings can be defined within the following categories:

Focal Buildings Features

- Designed to incorporate decorative corner features and prominent architectural elements, such as clock towers, turrets, and corner shop units.
- Are of a larger scale and massing, such as public buildings and corner plots.
- Their architectural design wraps around a corner.

Focal buildings can also be defined where they are positioned within the following locations and where they have a greater degree of prominence.

Focal Building Positions

- Where they sit within key views and vistas.
- Where they are visible with at the bow of the curve along Beverley Road.
- Are Visible upon entry into the Conservation Area.
- Located on street corners.

Focal buildings can be because of single elements as noted above or a combination of these values.



Figure 148 Stepney Station, Station Hotel & Pendrill House as focal points



Figure 149 Hull & Barnsley Railway Bridge

Focal Buildings Examples

- Trafalgar Street Church and its east end tower.
- Stepney Station
- Pendrill House & Rose Hotel - Tower.
- 414 and 430 - The building at the end of the terrace feature towers.
- Former Mayfair cinema – massing.
- Brunswick School – Massing.
- Brunswick Arcade – Massing
- Rose Villa – Corner Position.
- Dorchester Hotel – Massing.
- Hull & Barnsley Railway Bridge – Prominent in vista along the street.
- Station Hotel – Prominent location in the street.
- Cave Street Chapel – Prominent corner plot.

Groups of Focal Building.

- Bull Hotel, Stepney Infants School and Beverley Road Baths.
- Stepney Station, Pendrill House and Station Hotel.

Negative Focal Points

- Pollard Court
- Asda Supermarket
- Development north of junction of Queen's Road.

A full list of buildings design as being 'Focal' are identified within Appendix '9'.



Figure 150 - Focal point at No.414



Figure 151 Prominent massing of Pollard Court



Figure 152 Grade II 72-84 Beverley Road – Boundaries restored THS.

33. Building Criteria

Buildings within the Conservation Area can be defined as ‘key’, ‘positive’, ‘neutral’ and ‘negative’. This status defines how they contribute towards the special interest of the conservation area and also reflects on their individual architectural elements and condition. A schedule of the status of each building is included as Appendix 9.

33.1 Key Buildings – Contribute highly towards the special interest of the conservation area . They contribute aesthetic or historic values and are the best of their types in the Conservation Area. A key building may also be a focal point within the Conservation Area. They can also hold national interest (be listed) or be of high local heritage significance (local listed).

Beverley Road Key Buildings

- Date between c.1820 and 1900.
- Retain their historic joinery details.
- Retain their architectural decoration and historic roofing materials.
- Contain positive quality ground floor frontages.
- Are key public buildings.

Beverley Road Key Buildings

- Date between c.1820 and 1900.
- Retain their historic joinery details.
- Retain their architectural decoration and roofing materials.

Types of Key Building (as built)	
Type	Number
Station Buildings	1
Public Buildings	5
Public Houses	4
Shops	2
Dwellings	31
Churches	3
Cinema	2
Banks	1
Total	43

Details of nationally listed and locally listed buildings are detailed within Appendices 10 and 11.



Figure 153 Nos.85-87 forms a positive grouping of early 19th century buildings, with traditional joinery detail. Boundaries restored THS.



Figure 154 Grade II Rockcliffe House



Figure 156 Local Listed No.44 and 46-48



Figure 155 Masonic Lodge



Figure 157 Pentecostal Glad Tidings Hall

33.2 Positive Buildings – Contribute highly towards the special interest of the conservation area and add historic and aesthetic values to the local area. They may form a part of a group of buildings or be an individual structure. They can also be modern buildings which contribute towards the special interest of the area or have good architectural value. A positive building may feature negative elements, which would otherwise identify them as key buildings.

Beverley Road Positive Buildings
<ul style="list-style-type: none"> • Date to development of the Conservation Area between c.1820 and 1910.
<ul style="list-style-type: none"> • Retain good levels of architectural detail.
<ul style="list-style-type: none"> • Are well maintained.
Are not classed as key buildings where:
<ul style="list-style-type: none"> • Their uniform appearance has been lost.
<ul style="list-style-type: none"> • They feature modern joinery details or shop fronts.
<ul style="list-style-type: none"> • Feature modern roofing materials.
<ul style="list-style-type: none"> • Have lost key architectural details.

No. 329-341 Beverley Road has the potential to be a key building within the Conservation Area and currently holds focal status. The upper floors of the building are highly decorated and the terrace has a large sense of massing. However, the ground floor features multiple different types of frontages, with several negative elements. At first floor the building retains a mixture of poor quality uPVC windows and historic timber 2/2 timber sliding sash windows. The change of use to retail has also resulted in the loss its front garden and historic boundary treatments, and those which have been re-instated are of low quality. These changes have removed the uniform appearance of the building and harmed its architectural integrity.



Figure 158 Nos.327-41 - Positive building with potential to be a key building.



Figure 159 Brunswick Arcade - A positive building with further restoration could be a key building



Figure 160 Nos.105-7 - Positive character building.



Figure 162 Positive quality terraced housing in Beech Grove



Figure 161 Higher status Villas in Eldon Grove



Figure 163 Positive quality terraced housing in Zone 3

33.3 Neutral Buildings – Are buildings which do not contribute towards the special interest of the conservation area but are not identified as being harmful to its character and appearance. These buildings can be defined as having ‘neutral’ status for reasons such as they do not have historic value or do not contribute towards the aesthetic values of the area. They may feature negative elements or have condition and maintenance issues, which would otherwise identify them as positive buildings.

Beverley Road Neutral Buildings

- Late 20th and early 21 century developments of a good standard of design but are not part of the defined special interest of the area.
- Historic Buildings which:
 - Have lost all of their historic elements, such as a combination of modern window and shop fronts.
 - Feature prominent negative ground floor frontages.
 - Their condition is detrimental to the character of the street scene.
- Improving upon the above referenced points would promote a building to being positive.

Neutral buildings are listed within Appendix 9 and with sections 13.3 and 13.4 above.



Figure 164 No.370 – Neutral Interest



Figure 165 No.255 – Neutral Interest



Figure 166 No.296-305 – Neutral Interest



Figure 168 Nos.203-7 - Historic buildings but with poor quality frontages resulting in a neutral interest



Figure 167 338 Beverley Road – Neutral Interest



Figure 169 No positive feature retained at No.178

33.4 Negative Buildings – Are buildings which do not contribute towards the special interest of the Conservation Area and are identified as being harmful to its character and appearance. A building may also be identified as being negative where their condition is detrimental to the character of the area.

Beverley Road Negative Buildings

- Their design is not in keeping with the 19th and early 20th century character of the area.
- Are of a poor material finish.
- Their massing is not in keeping with the area.
- They do not following the establish building, eave and ridge lines of the area.

Negative buildings are also identified within Appendix 9 and section 13.5.



Figure 170 Washington House contributes negatively to the street scene.



Figure 171 The Strand - Of Negative Value



Figure 172 Nos.41-45 - Of Negative Value



Figure 173 Negative development in the grounds of Rockcliffe House



Figure 175 Prominent modern development of junction of Queen's Road



Figure 174 Prominent visibility of Petrol Station between Lambert & Grafton Streets



Figure 176 Negative character of No.154

33.5 Weak Character Areas - A number of negative buildings are located in groups which form weak character areas within the Conservation Area these include:

Weak Character Areas	
West side of Beverley Road - Nos.141-149 to Terry Street	A grouping of both mid-20 century buildings, late 1990s retail development and car parking areas. The area has inactive frontage and a break in the continuous building line of the Conservation Area.
Pollard Court	The two blocks of buildings at the junction of Eldon Court contribute significantly as a negative development within the Conservation Area. The buildings do not contribute towards the streetscene and block views towards Eldon Court.
Rockliffe House	The historic setting of Rockliffe House has been harmed by development within its gardens.
Nos.361-373	The demolition of Nos.361-373 Beverley Road and their replacement development has resulted in a row of modern buildings extending from No.361 to 381 Beverley Road, consisting of a grouping of three modern properties. No.383 also features a poor quality modern ground floor frontage.



Figure 177 - Nos. 631 - 373



Figure 178 - 'In-active' street frontage to Supermarket.

34. Gap Sites

The Conservation Area contains areas of vacant building plots or areas of land used as car wash areas and garages, which are associated with bomb sites, post-war clearances, and undeveloped plots. These areas contribute negatively towards the special interest of the Conservation Area. The areas and their land use break up the historic building line and character of the built environment of the Conservation Area. The gap sites offer potential areas of re-development which could enhance the character and appearance of the Conservation Area.

'Gap' Sites	
Nos.119 to 127	Site now used as a car wash area. Historically was four dwellings, as part of the adjoining mid-19 th century terraces. Potential site for a re-instatement of the historic building line.
Plot between 2 Terry Street & Park Lane.	Car showroom. Historically a vacant site but an area of potential development
Nos. 394 & 396	Late 19 th century buildings and shop fronts lost post-2017. Potential for re-instatement of the historic buildings.
Lambert Street to Grafton Street	Petrol station, historically developed as housing. Potential for re-development as housing.
North of No.283 to Ash Grove.	Historically vacant site. Potential for re-development as housing.
Vermont Street to Brooklyn Street.	Historically site of a Church and Sunday School. Potential for development as housing.



Figure 179 Vacant site between Vermont and Brooklyn Streets.



Figure 180 Car Wash site between the terrace at Nos.119 to 127 Beverley Road.

35. Boundaries

Front boundaries are a historic feature of the domestic developments of Beverley Road, and predominantly featured within Zones 1, 2 and 3 and the sub-zone of Eldon Grove. The boundaries enclosed the front gardens of the houses of the area and contributed towards creating a strong building line along the street. A key feature of the boundaries would have been their continuous form along the extent of the terraces and building plots which would have provided a continuous building line and design features. Examples would have included ornate iron work and decorative finishes.

Historic boundaries were constructed of the following materials:

- Brick
- Render
- Railings
- Stone copings and capping.

And their form consisted of:

1. Full height walls or railings.
2. Plinth walls with railings.
3. Columns with railings in-between.
4. Decorative elements, such as finials.

The boundaries featured pedestrian access gates, defined with pillars and entrance gate. Vehicular access gates are not a historic feature of the area.



Figure 181 Retained boundary at Nos.37 & 389



Figure 182 Nos. 352-348 - Open, restored and timber boundaries - a negative example.

A survey of the Conservation Area has identified that a significant proportion of the properties along the street have however lost their historic boundaries treatments. This is for the associated reasons:

- Conversions to commercial use, both historic and modern.
- Conversion of dwellings to multi-occupancy.
- Road widening schemes.

The layout and siting of properties within the Conservation Area means that where boundary treatments are retained, they are a prominent part of its character and appearance. Where the historic boundaries and front gardens have been lost this has resulted in the public highway being deeper, and where poor-quality materials have been used, resulting in a negative element to the character and appearance of the area. A further negative aspect is where sections of boundary treatments are open in form, which break up the continuous boundary line of the area.

It is apparent that during the 1980s and 1990s a programme of reconstruction was undertaken. Many of the materials used reflect this period and do not match the quality of the 19th and 20th century buildings. In contrast there are good examples of replacement railings introduced during this period. Overall, the later 20th century interventions are fragmented and often resulted in the loss of uniformity along a terrace of buildings.

Timber boundaries are not in keeping with the 19th and early 20th century character and appearance of the Conservation Area. Where introduced they negatively contribute towards its character.



Figure 183 - Boundary treatments 1888/0 (NLS)



Figure 184 Lost and retained boundary treatments.

A significant **positive trend** within the Conservation Area between has been the boundary restoration programme of the Townscape Heritage Scheme. The Scheme restored historic boundary treatments to 20 properties within Zones 1 and 2 of the Conservation Area. Key examples include the restoration of the continuous boundary treatments at 72-84 and 85-93 and the influence of the historic boundary treatments in the restoration of the Trafalgar Street Church.

Negative Boundary Trends

- Open boundaries.
- Timber fences.
- Loss of uniform appearance to a terrace.
- Poor design and material use in re-builds.

Positive Boundary Trends

- Use of materials which match the age and design of the property.
- Retention of historic elements.
- Re-instate of uniform appearance along a terrace.

Positive Examples (*also see THS list*)

- Mayfair Cinema – Art Deco Railings.
- Masonic Lodge railings.
- Brunswick House – Wall and railings.
- 44 and 46 & 48 Beverley Road
- Railings at Nos. 37-39, 79 and 135 & 3 Strathearn Street.
- Nos. 86-96 features a uniform boundary treatment.

The restoration of historic boundary treatments has the potential to enhance the character and appearance of the Conservation Area.



Figure 185 Restored boundary treatments at the Kingston Youth Centre



Figure 186 restored boundary treatments at No.89

36. Natural Environment

Developed as a 19th suburb, Beverley Road followed the trends and fashions of the period to incorporate the natural environment with its built form, with the use of front gardens, natural boundaries, and tree planting. Changing trends during the 20th century have however resulted in the loss of many of the front garden curtilage of the Conservation Area, with the associated negative impact upon its character and appearance.

The natural environment of the conservation area serves the following elements:

- Form a part of the 19th and early 20th century character of the area.
- Provide balance to the massing of the built environment.
- Screen modern interventions into the Conservation Area.

Where elements of the natural environment are retained, they contribute significantly towards the character of the 19th century and early 20th century suburb. The character and appearance of a 19th century suburb is however significantly weakened where the front gardens have been converted to areas of hardstanding or extended to form part of the public highway.



Figure 187 Well maintained gardens & trees at Nos. 255-271 (Local Listed)



188 Greenery at Nos. 346.

37. Trees

Historic mapping shows the Conservation Area were once densely populated trees, which lined Beverley Road and were located within the grounds of the detached buildings along the street. Due to pressures to expand and re-align the carriageway, and a requirement to create parking areas, the Conservation Area now have a lower degree of tree planting. Historically, and currently, the edge of pavement retail district of Stepney is largely devoid of tree planting, with a more urban grain. Where trees are retained within the Conservation Area, they make the following contribution:

1. Contribute 'greenery' and colour when in season, which helps balance the built massing of the area.
2. Mature trees contribute towards a sense of history associated with the 19th century development of the area.
3. Create a sense of enclosure and channel vistas along the street.
4. Screen areas of negative contribution within the Conservation Area boundary.

The removal of trees contributes towards the reduction in the historic character and appearance of the area, and where they have been strategically planted their loss can bring into prominence the buildings of a negative value to the area. As an example, from the time of the last survey trees have been lost from the front boundary which screened Wellington House from view from Beverley Road, and as a result making this building which contributes negatively to the special interest of the conservation area a more prominent feature of the street scene.

Important character areas where tree coverage is retained within the Conservation Area includes:

- Mature street trees between College Street and Trafalgar Street.
- Mature Trees within the ground of Kingston Youth Centre.
- Zone 3 – Retains one of the most complete and traditional tree planting areas, with a good number of mature Common Lime trees, lining the road.
- Trees within the grounds of Rockcliffe House screen the modern developments within its settings.
- Mature street trees between Vermont Street and Brooklyn Street would help screen and integrate new development on the gap site into the character of the area.

Within the Conservation Area there is no identified historically associated scheme of planting. The predominant species to the area include Common Lime, London Plane and Norway Maple. Trees located outside of the public realm but of importance to the area also listed with the Tree Preservation Orders served within the area (see Appendix 12)

Within the setting of the northern boundary of the Conservation Area the mature street trees to the west and east of the street help to screen modern developments from view and channel views along the street towards the historic environment of Newland and Beverley High Road Conservation Areas. The lack of trees and planting within the garden curtilages within the St John's Wood Zone is a feature which could be enhanced within the Conservation Area.



Figure 189 Street Trees and Kingston Youth Centre Zone 1 (Google)



Figure 191 Grounds of Rockcliffe House (Google)



Figure 190 Mature trees with Zone 3 (Google)



Figure 192 Well maintained Garden at 79 and 81 Beverley Road

38. Front Gardens

Areas of open space within the Conservation Area are incorporated into the Conservation Area through the inclusion of front garden curtilages associated with the residential dwellings of the street, and within the grounds of the Kingston Youth Centre.

Beverley Road was developed in a period during which it was fashionable to construct dwellings set back within a garden curtilage. This layout contributes towards the character of the building line among much of Beverley Road, and how boundaries contribute towards the character of the street scene.

Where retained as well-maintained garden areas the front curtilages contribute positively towards the character of Beverley Road as late 19th and early 20th century suburb. A negative trend for the area, however, is that many of the gardens are not maintained or have been converted to hardstanding areas, and make a poor contribution to the public realm.

In many cases, however, the garden curtilages have been lost as part of both historic and current changes of use of the dwellings to commercial use or flats and HMOs. This has led to conversion of the garden areas into hard standing areas and the loss of boundary treatments. Overall, these trends weaken the character of the Conservation Area.

Positive & Negative Garden Features	
Negative Trends	
•	Loss of defined front garden area and loss of building line.
•	Loss of natural environment associated with soft landscaping and tree planting.
•	Use of garden area for car parking and bin storage.
•	Gardens do not respond to the architectural quality of their host building.
•	Are poorly maintained.
•	Collect litter and rubbish.
Negative Examples	
•	Masonic Lodge – Are given over to hard standing.
•	Nos.307-315 – All feature hard standing areas.
Positive Trends	
•	Kept clean and free of rubbish and litter.
•	Are well maintained.
•	Feature lawns and planting.
•	Include mature trees.
Positive Examples	
•	Kingston Lodge
•	Properties located within St John's Wood

A negative aspect of the Conservation Area is the loss of the open garden setting of Rockcliffe House by post-war developments.

The Area would benefit from a front garden re-planting programme.

39. Street Furniture & Highways

The Conservation Area predominantly does not retain features of historic or architectural interest associated with its highway, footpaths and street furniture. Historic features associated with Beverley Road's status as a main access route and the use of trams and trolley buses have not survived.

Beverley Road has evolved over the late 20th century to become one of the principal vehicular routes into Hull City Centre. A negative trend of the street is the high vehicular use of the area and proliferation of modern highway signage and signals.

Street infrastructure along the area is largely modern and not of a historic design. A small number of historic features do however survive:

- Mid-20th century lamp posts (albeit with replacement light heads) – Elm Terrace, Fitzroy Street & Providence Row.
- Road Setts – Providence Row.

The character and appearance of the Conservation Area would benefit from an enhancement of its public infrastructure and street furniture to reflect the character of the area as being a Victorian and Edwardian Suburb.



Figure 193 c.1950s lamp standard at Elm Terrace



Figure 194 Historic setts in Providence Row (Google images)

40. 'SWOT' Analysis

Strengths	Weaknesses
Many individual buildings and terraces of buildings of architectural, historic, and local interest.	Shop fronts and advertisement are a significant weak area to the special interest of the Conservation Area (also identified within public feedback received in 2024).
The architectural styles, decoration and material use of buildings of the area (received from Public Feedback 2024).	Negative street environment formed by poor character of boundary treatments and front gardens.
The area retains strong groupings of key buildings.	Architectural quality of the buildings of the area reduced by loss of uniformity and poor-quality alterations to their windows and roofs.
New businesses.	Significant weak character areas associated with modern in-fill developments and gap sites.
Restoration of key buildings as a part of the THI Programme.	Traffic Noise and Pollution (Public Feedback 2024).
	Maintenance and condition (Public Feedback 2024).
	Cleanliness and litter (Public Feedback 2024).
	The variety of shops, businesses, and pubs (received from Public Feedback 2024).
Opportunities	Threats
Character of negative shops fronts could be removed by high quality residential conversions.	Harmful alterations to buildings improved as part of the THS
Presence of varied businesses and potential for re-branding the area as a leisure district.	Continued trends for online trading.
	Poor understanding of Conservation Area designation and planning requirements.

Part 2 – Management Plan



1. Introduction

As described within the Part 1 the character and appearance of the conservation area is formed by the following key elements:

- Prominence of 19th and early 20th century buildings.
- Inclusion of public buildings.
- Appearance of the strong building line.
- Prominence of architectural decoration.

Works of alteration and development which would remove or erode any one of these key elements has the potential to introduce individual and collective harm to the special interest of the Conservation Area.

The Conservation Area does however have significant weaknesses resulting from the following elements:

- Prominence of negative quality shop fronts.
- Loss of uniform appearance to the blocks and terraces of buildings.
- Poor quality ground floor alterations.
- Poor character of front boundaries and garden areas.
- Condition of buildings.

The approval of further applications which would reinforce these negative elements would further erode the special interest of the Conservation Area. The following sections outline the current condition of the individual elements of the conservation area and provides management policies for development within the conservation area which would allow for its preservation and enhancement.

2. Condition

The overall condition of the Beverley Road Conservation Area is classed as being **poor**. Whilst the Conservation Area retains its special interest associated with its architectural values as being developed during the 19th and early 20th centuries, it has significant weakness associated with:

- Weak Character Areas – Gap sites and poor-quality 20th century in-fill developments.
- Negative appearance of the ground floor of buildings - including shop fronts and extensions.
- Condition of Buildings – Loss of architectural details and lack of maintenance.

Some of these issues were inherent at the time of designation of the Conservation Area. However, there has been incremental negative changes to the Conservation Area over the last 20 years. A summary of negative characteristics of the area are:

2.1 Negative Characteristics
• Volume of negative quality shop fronts
• Poor-quality advertisements.
• Prominence of external roller shutters.
• Prominence of poor-quality windows.
• Poor quality of boundary treatments & front gardens.
• Loss of original roof materials.
• Loss of uniform appearance to terraces.
• Poor-quality ground floor conversions and extensions.
• Lack of maintenance and upkeep.

The Beverley Road Townscape Heritage Scheme achieved significant intervention into several key and positive buildings and improved the street scene with the re-introduction of positive boundary treatments, within Zones 1 and 2 of the Conservation Area. Accordingly, sections of the character and appearance of the Conservation Area are **improving**. However, overall, there are continuing **negative trends** impacting upon the special interest of the Conservation Area. The reasons for the ongoing negative trends have multiple reasons:

2.2 Factors for Negative Trends

- Lack of awareness of Conservation Area designation.
- Lack of awareness of planning requirements.
- High levels of Social Deprivation.
- Low rate of historic Enforcement Action.
- Low compliance with Enforcement Action.
- High vacancy rate of retail units.
- Type of housing provision within the area. .
- Absent landlords.

To tackle the ongoing negative trends in the Conservation Area, the Council should look for further inwards investment to provide grants for restoration schemes, along with implementing policies for improved development schemes and enforcement action within the area.

3. Enhancements

Section 72(1) of the Planning (Listed Buildings and Conservation Areas) Act 1990 introduces a requirement for a Council to give special attention to the desirability of preserving or enhancing the character and appearance of a Conservation Area. Enhancements to the Conservation Area can be achieved within the Planning Application process by the following means:

3.1 Planning Application Enhancements:

- Improving standards of design for:
 - In-fill development.
 - Residential conversions.
 - Shop fronts & external security.
 - Advertisements
 - Illumination.
 - Boundary treatments.
- Supporting the use of appropriate materials:
 - Slate roof materials.
 - Traditional bricks.
 - Timber or traditional joinery details.
- Discourage use of inappropriate forms of:
 - Advertisements
 - External security measures.
- Encouraging development schemes to:
 - Re-instate traditional roof materials.
 - Re-instate traditional shop fronts.
 - Re-instate traditional ground floor frontages.
 - Re-instate lost architectural features.
 - Re-instate the uniform appearance of a terrace.
- Refusing applications which include and promote the negative characteristics of the Conservation Area.

Further enhancements can also be achieved through introducing Planning Guides which serve as a material consideration in determining applications, which can be implemented by securing Grant Funding. The Town and County Planning Act 1990 also provides tools for enforcing the reversal of unauthorized developments within the Conservation Area and to enforce the maintenance of land and buildings. The following actions can be taken to achieve enhancements to the Conservation Area:

3.2 Promoting Enhancements

- Secure grant funding for:
 - Maintenance & Repair
 - Re-instatement of traditional Shop Front & Advertisements
 - Re-instatement of traditional boundary treatments.
 - Re-planting of front gardens.
- Implement an enforcement strategy:
 - S215 Notices
 - Planning Enforcement Notices
- Introduce Design Guides:
 - Shop Fronts
 - Advertising & Illumination
 - Residential Conversions.
- Securing schemes to plant street trees.

The Council will remain committed to securing enhancements to the Conservation Area by delivering best practice advice for maintenance works and schemes of development, including through the pre-planning process.



Figure 195 Scope for enhancements at No.61



Figure 196 Negative qualities at No.77

4. Preservation

Applications for development within the Conservation Area should also ensure that its character and appearance is 'preserved'. A strong approach to refusing harmful planning applications can achieve means of preserving the Conservation Area, which should also be balanced against delivering sustainable development in the form of new businesses and dwellings.

4.1 Considerations for Refusal:

- Where they would result in the demolition or significant alteration of a key or positive building.
- Would result in the loss of a shop front or element of a shop front where it makes a positive contribution.
- Would introduce advertising or security measures which would cover over or obscure positive elements of a building and shop front.
- Would introduce poor-quality ground floor conversions and extensions.
- Would result in the loss of key architectural features from a building and uniformity of design of a terrace of buildings.

The Council should also secure actions for preserving the character of the Conservation Area by the following means:

4.2. Achieving Preservation

- Promoting the Conservation Area Designation.
- Promoting planning permission requirements.
- Publicizing Enforcement Actions.
- Considering Article 4 Directions.

5. Appeals

Appeal decisions are an indicator of judging if applications for development should be supported. Recent examples include:

5.1 Beverley Road Conservation Area Appeals

22/00014/REF	Dismissed
Erection of canopy to front of shop Installation of roller security shutters to enclose canopy.	
21/00029/REF	Allowed
Change of use from sandwich shop to sui generis hot food take away (retrospective application).	
18/00010/ENF	Allowed
Without Planning permission, the installation of an Automatic Teller Machine (ATM) including signage, fascia, screen, illumination and a surrounding composite panel, to the front of the premises.	
17/00009/REF	Dismissed
Installation of Solar PV panels and equipment to roof of building fronting Beverley Road.	
16/00041/REF	Dismissed
Erection of 8 no. four storey houses and a 3-storey building to provide 6 flats; Construction of new access from Brooklyn Street and car park. (Revised Proposal)	
16/00016/REF	Allowed
Change of use of upper floors from 1 x 5 bedroom self-contained flat to a 5-bedroom house in multiple occupation (HIMO)	
16/00005/ENF	Allowed
Replacement of the front and side first floor windows and ground floor windows with non-matching windows without planning permission.	

6. Enforcement

A high contribution towards the poor status of the Conservation Area relates to unauthorized developments and the condition of individual buildings. Both items can be addressed by undertaking formal enforcement action. The Council have the option of serving Section 215 Notice, Planning Notices and Advertising Contravention Notices.

6.1 Section 215 Notices

A section 215 Notice can be served under the Town and County Planning Act 1990 *'If it appears to the local planning authority that the amenity of a part of their area, or of an adjoining area, is adversely affected by the condition of land in their area' etc.*

The Conservation Area would benefit from a wide range of intervention to improve the condition of the facades and front curtilages of its built environment.

6.1.2 Section 215 Priorities

- Re-painting building facades.
- Re-painting windows.
- Repairing gutters and rainwater goods.
- Removing graffiti.
- Removing outgrowing foliage and fauna.
- Removing rubbish and litter.

Targeted examples of pro-active enforcement action would be of benefit to the Conservation Area include:

6.1.3 Section 215 Examples

The Rose Hotel, Beverley Road	Remove Graffiti.
Land to south of No.74 Beverley Road	Removal of litter and rubbish.
Pentecostal Glad Tidings Hall No.209 Beverley Road	Remove Graffiti and foliage. Re-paint first floor bay window.
No.27 Beverley Road	Remove Graffiti.
No.61 Beverley Road	Repair first floor windows.
Land south of No.70 Beverley Road	Review options to clear or improve character of the site.

The undertaking of the removal of graffiti and clearing of rubbish should also be undertaken in liaison with the Environmental Crime and Pollution Department.

6.2. Un-authorized Developments

The character and appearance of the Conservation Area has negatively changed over the period of its designation because of the introduction of the following negative elements:

6.2.1 Negative Alterations

- Introduction of modern in design shop fronts.
- Introduction of box fascia and illuminated advertisements.
- Introduction of external security shutters
- Introduction of awnings and canopies.
- Erection of satellite dishes.

The Conservation Area would benefit from a full review of alterations undertaken to identify the extent of unauthorized development and compliance with Enforcement Notices within its boundary. A priority of Enforcement Action should be undertaken where key and positive buildings or positive quality shop fronts have been negatively impacted upon.

6.2.2 Priorities for Key and Positive Buildings & Positive Buildings

- Removing unauthorized shop fronts.
- Removing unauthorized awnings & canopies.
- Removing unauthorized roller shutters
- Removing unauthorized windows and re-instating traditional joinery.
- Removing unauthorized advertisements.
- Removing satellite dishes where they clutter building or impact upon key architectural features.

Example of potential enforcement cases to investigate are outlined as follows:

6.3.3 Enforcement Examples

No.414	Review change in advertisements.
Nos. 400-404	Review negative changes to row of shops.
Nos. 388-392	Review negative changes to row of shops.
No. 308	Review introduction of shop front.
No. 147	Review boundary alterations.
No. 225	Review shop front alterations.
Brunswick Arcade	Review shop front alterations.



Figure 197 No.414 in 2010



Figure 198 No.414 in 2024



Figure 199 Nos.388-392 in 2010

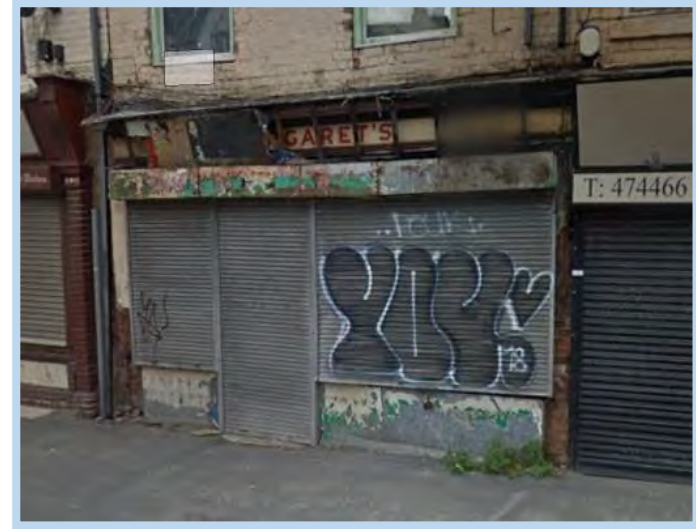


Figure 201 No.215 in 2010



Figure 200 Nos. 388-392 in 2024.



Figure 202 No.215 in 2024

7. Article 4 Directions

Article 4 Directions are a planning tool used to remove Permitted Development Rights within a specified area, such as a Conservation Area. They can be used to manage the preservation of individual elements of special interest of a Conservation Area. At present two Article 4 Directions are active for the Beverley Road Conservation Area:

7.1 Houses in Multiple Occupation Article 4 Directions

North (9.10.2012)	Area	Planning permission required for change of use from Class C3 to Class C4.
Southern (8.8.2019)	Area	Planning permission required for change of use from Class C3 to Class C4.

The existing Article 4 directions are used for controlling the type of housing provision within the Conservation Area, with the transient occupation of buildings being a contributing factor to the limited maintenance of buildings and gardens within the Conservation Area.

A survey of the Conservation Area has identified that in many instances there is no evidence base to introduce new Article 4 directions to preserve overall elements of special interest to the Conservation Area. Any such, Article 4 would be to reverse historic negative trends within the Conservation Area. One Article Direction to review at a future date is for the alteration of windows within local listed key buildings.

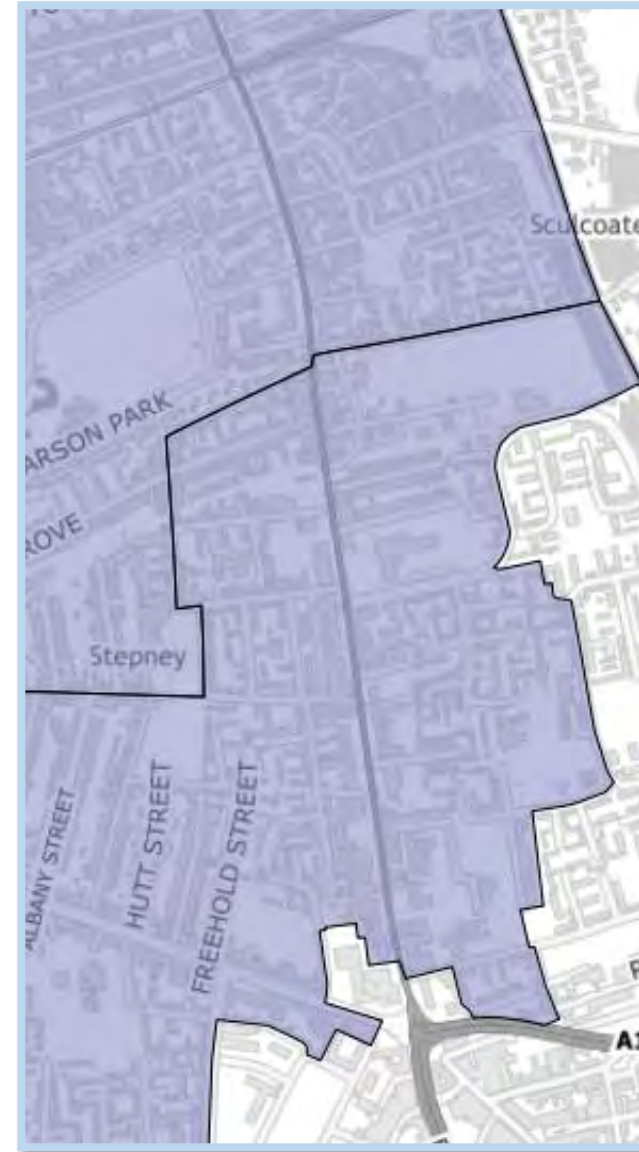


Figure 203 Article 4 Direction Coverage HMOs.

8. Demolition

The demolition of historic buildings within the Conservation Area, such as the former Sculcoates Workhouse, has resulted in the removal areas from its designated. Within it retained boundary there are weak character areas, associated with vacant sites. Demolitions within the Conservation Area therefore needs to be controlled and considered so that its character and appearance is preserved.

8.1 Demolition Policies	
Key, Positive & Focal Buildings	The Conservation Area retains a high volume of buildings developed during the 19 th and early 20 th centuries. The demolition of any building within these categories is likely to cause substantial harm to its significance by a reduction in its historic character and negative impact upon its pattern of development. Applications for demolition for buildings within these categories should be refused unless exceptional circumstances are provided.
Neutral Buildings – 19 th / early 20 th century.	Where applications are received for the demolition of a historic neutral building consideration should be given to refusing the application unless it can be demonstrated that there are exceptional circumstances for demolition and that the re-development would enhance its character and appearance.
Neutral Buildings – 20 th century.	Where applications are received for the demolition of a modern neutral building support should only be given for its demolition where the replacement development would not introduce harm to the significance of the Conservation Area.
Negative Buildings	Where applications are received for the demolition of a negative building consideration should be given to supporting the application, especially where the replacement development enhances the appearance of the Conservation Area. However, where any proposed replacement development would introduce further harm to the character and appearance of the Conservation Area the application should be considered for refusal .

9. Shop Fronts

Shop fronts overall are of a negative value to the special interest to the Conservation Area. The Conservation Area would benefit from the enhancement of the character of its shop fronts and a priority should be given for the preservation of its remaining positive quality shop fronts.

9.1 Shop Front Priorities

- Applications which propose the removal or negative alteration to shops fronts identified as making a positive quality shop fronts should be considered for refusal. Exemption should be made where clear and convincing justification is given for their removal or alteration, or a replacement shop front of equal or greater interest is being proposed.
- Applications for development should seek to remove negative elements of design to neutral and negative shop fronts.
- Applications for development should seek opportunities to replace negative and neutral shop fronts with designs which contribute positively to the conservation area and would re-instate the uniform appearance of a row of shops.
- Applications should take opportunities to provide integrated flood risk and accessibility requirements.
- Opportunities should be taken to re-instate a uniform appearance of a terrace or row of shop fronts.

9.2 New Shop Fronts

In designing new shop fronts the following elements should be considered:

- The design of the shop front should respond to the host building and its upper floors.
- The design of a new shop front should be considered as part of a building as a whole.
- Where being introduced within a building with multiple shop fronts it should replicate historic or existing positive shop fronts or should be designed based upon what was historically installed within the building.
- Where re-instating a shop front in a building of historic interest, its design should be based upon historic research of what was previously installed within the building or to reflect the architectural style of the building.
- It should be built in materials which are sympathetic to the age of the building in which it is being installed.
- Replacement shop fronts should retain the individuality of a single building or section of a building and should not extend across multiple units.
- Consideration should be given to re-introducing traditional design details, such as fascia boards, columns, and stall-risers.
- Where installing security shutters these should be fitted internally or integrated into the shop frontage. They should not create the appearance of a vacant building.
- They should be designed with flood risk requirements which integrate into the design of the shop front.
- They should consider accessibility requirements which integrate into the design of the shop front.

9.3 Alteration of Existing Shop Fronts

In considering applications for alterations to existing shop fronts:

- Elements which make a positive contribution should be retained. A specific reference is given to the retention of entrance lobbies.
- The proportions of a shop front should be preserved and should respond to the upper floor design of the building.
- Traditional elements such as stall risers, entrance lobbies and fascia panels should not be removed.
- New features should not be introduced where they cover over features of architectural or historic interest.

9.4 Awnings & Canopies

Historically late 19th and early 20th century buildings featured retractable awnings and canopies. These have been lost from the Conservation Area and in principle retractable examples can be re-introduced into the area. Recent examples of fixed canopies have however contributed negatively to the character and appearance of the Conservation Area.

In considering applications for the awnings and canopies:

- Where it is appropriate for awnings and canopies to be installed, they should be an integrated feature of the shop front and should not introduce prominent fittings.
- Where considered appropriate for installation they should incorporate high quality materials and be of a traditional or good quality modern design.
- Fixed canopies which extend outside of the building line should not be installed.

9.5 Roller Shutters

Whilst a prominent feature in the Conservation Area, they negatively impact its character and appearance. Enhancements should be made by encouraging their removal and refusing planning permission for further examples.

In considering applications for the installation of security measures:

- Consideration should first be given to the installation of internal security measures.
- If an external roller shutter is justified:
 - It should not cover other features of architectural interest.
 - The type of shutter should respect the architectural interest of the building.
 - Prominent shutter boxes and mechanisms should not be installed onto the shop front.
 - The shutter should not create a vacant appearance to the building when in a closed position.
- Solid external roller shutters should not be supported, and when installed externally should be of a light weight or semi-transparent appearance.

9.6 Shop Front Management Recommendations:

- The conservation area would benefit from a Shop Front Design Guide.
- The Conservation Area would benefit from an extended Shop Front Enhancement Programme.

10. Advertising

Advertisements, and associated means of illumination, are largely of a modern design within the Conservation Area and are a negative element of its special interest. The Conservation Area would benefit from an enhancement of the type of advertisement being introduced and an enforcement review of unauthorised advertisements undertaken.

10.1 New Advertisements:

In considering applications for advertisements the following items should be considered:

- The design of an advertisement should be sympathetic in design and material use to its host building.
- Consideration should be given to the use of painted lettering, or transfers of good quality, or appropriately designed individual cut out letters on advertisements applied directly to fascia panels.
- Advertisement should be applied to existing fascia where possible and should not introduce oversized or box fascia trays.
- Where new fascia trays are required, these should be in proportion to the building and be of a material which is sympathetic to its age.
- Advertisements should not clutter a building.
- Advertisement should not cover over or negatively impact upon features of architectural interest.
- Where projecting advertisements are considered appropriate, they should be appropriately placed on the building and should not clutter an individual building or street scene.

- Where projecting advertisements are considered appropriate, they should be hung from a traditional hanging bracket and should be slim in profile.
- Opportunities should be taken to remove historically introduced negative advertisements

10.2 Illumination

- Opportunities should be taken to improve the character of the area by the removal of prominent internally illuminated advertisements.
- Illumination, where required, should be achieved by discrete means of halo back lighting or discrete means of trough lighting.
- Illumination should not be a prominent feature on a shop front.

10.3 Opportunities

Opportunities should be taken to stop negative trends by refusing applications which include:

- The introduction of oversize fascia panels.
- Re-introducing a standard size or zone of fascia signs.
- The introduction of internally illuminated box fascia and illuminated projecting advertisements.
- Advertisements featuring out of scale mounted letters.

10.4 Advertisement Management Recommendations:

- The area would benefit from a review of unauthorised advertisements.
- The area would benefit from an Advertisement design guide.



Figure 204 Negative examples of altered fascia advertisements and an opportunity to re-instate a common advertisement zone.



Figure 205 Example of shops which retain their proportions and where advertisements should be applied directly to the fascia.

11. New Development

Beverley Road Conservation Area includes several gap sites, as identified within Part 1 of, which provide opportunities for new development. The quality of development introduced from the 1960s through to the current period have been varied in their quality and impact upon the special interest of the Conservation Area. Significant enhancements can be achieved within the Conservation Area by introducing good quality developments on vacant plots, gap sites and replacement of modern developments which negatively impact upon its character and appearance. Please also defer to SPD7 Residential Design Guide.

11.1 Negative Modern Development Trends

- Use materials which are overtly modern.
- Introduce modern joinery details.
- Do not follow established building line.
- Have poor massing.
- Do not follow the established roof scape.
- Feature minimal architectural decoration.

11.2 Positive Modern Development Trends

- Blend into the streetscape.
- Are not overly prominent.
- Are sympathetic to the built environment of the area.
- Match the architectural quality and material use of the key and positive buildings of the area.

11.3 New Developments Policies

Applications for new development within the Conservation Area should:

- Achieve a high standard of design by either:
 - Replicating the traditional architecture of the area.
 - Introducing good quality sympathetic modern design.
- Follow established building lines and plot widths.
- Follow established heights of buildings.
- Follow established eaves and ridge lines.
- Follow the pattern of design for street facing entrances.
- Replicate the built massing of architecture of the area:
 - Achieving the correct ratio of window to wall.
 - Defining individual properties.
- Use materials which are sympathetic to the special interest of the Conservation Area and Character Zones.
 - Traditional red or buff brick
 - Render
 - Traditional slates for roofs.
- Introduce high quality joinery details:
 - Traditional in design timber windows, or where justified good quality uPVC windows.
 - Traditional in design timber shop fronts.
 - Traditional in design doors.
- Traditional landscaped thresholds should be re-instated as part of conversion works and included in new developments, to improve the street scene, facilitate ecological movement and flood resilience
- Rhythms created at street level by the existing historical fabric should be included and interpreted in new developments. This includes reflecting the surrounding plot widths in the design of the façade; interpreting the articulation of the surrounding form where they are

projecting or recessed elements in the façade; and, continuing the pattern created by the arrangement of entrances, either located centrally in the facade, or paired with or opposite to, the adjacent plot's entrance

- Replicate the architectural quality of the area including eave details, window headers use of band courses.
- Include high quality boundary treatments and landscaping.
- Consider tree planting to screen the prominence of new developments.

Applications which do not conform with these principles should be considered for refusal.

11.4. Buildings Heights

The principal scale of developments within the Conservation Area have varying heights of two and three storeys. Where taller buildings have been introduced into the area, they are not in keeping with the pattern of development and have dominance.

In preparing applications for new development within the Conservation Area the following guidance should be considered:

- Developments of more than three stories will unlikely be acceptable within the Conservation Area.
- New development should not exceed the height of the traditional 2 - 3 storey height buildings. In particular, attention must be given to the eaves line which should be in line with existing historical assets, to ensure that from street level new and existing development are read coherently

- Historic development should take precedent, and new developments should respect the established ridge and levels of the area.

11.5. Focal Buildings

The Conservation Area features several focal buildings resulting from their architectural form and position within the heritage asset.

In preparing applications for new development within the Conservation Area the following guidance should be considered:

- Development should not be introduced which reduces the status of a focal building.
- Development should not be introduced which negatively impacts upon key views towards a focal building.



Figure 206 Consideration should be given to ridge lines and heights of side streets.

12. Residential Conversions

The conversion of commercial and retail buildings back to original residential use can introduce enhancements to the Conservation Area by the following means:

- Occupation of vacant buildings.
- Removing negative quality shop fronts and ground floor extensions.
- Providing opportunities to re-instate the uniform appearance of a block and terrace of buildings.

Several buildings within the Conservation Area have been already converted to residential use by the removal of shop fronts. The quality of these conversions has been mixed, with poor material use and low use of architectural decoration.



Figure 207 Nos. 213 & 314 Ground floor re-instatements without architectural decoration.

12.1 Applications for Residential Conversion

Applications for residential developments within the Conservation Area should:

- Be **supported** where they:
 - Remove negative attributes within the Conservation Area.
 - Provide opportunities to re-instate the uniform appearance of a block of terrace of buildings.
- Where applicable use good quality matching brickwork, including matching bonding patterns and mortar types, to the upper floors.
- Introduce good quality joinery details.
- Replicate and align with the upper floor architectural details.
- Replicate architectural features found elsewhere within a terrace or row of buildings.
- Where applicable include high quality boundary treatments and landscaping.
- Comply with flood risk requirements and introduce flood risk measures in a sympathetic manner.
- Include positive options for bin storage.

Applications for residential development within the Conservation Area **should not**:

- Result in the loss of positive historic shop fronts.
- Result in the creation of open boundary treatments.
- Resulting in front garden curtilages being converted to hard standing parking areas.
- Where the architectural finish and material use does not replicate the upper floors, application should be considered for refusal.



Figure 208 Potential to restore a residential façade and remove a poor-quality shop frontage at Nos.201-203



Figure 209 Potential restore the historic fronts of Nos.57-59

13. Development Policies

In determining applications for development within the Conservation Area consisting of changes of use, extensions, and alterations the Council should consider the following policies:

13.1. Uniformity of Design and Material Use

Opportunities should be taken to re-instate the uniform design and material used with terraces by re-instating:

- Standard or historic design of windows.
- Common use of roof materials.
- Common design of the ground floors and shop fronts.

13.2 Works of Alterations

- Applications which would result in the alteration of a key building so that it no longer warrants this status should be **refused**, unless in accordance with national and local policies.
- Applications which would result in the alteration of a positive building so that no longer warrant this status should be **refused**, unless in accordance with national and local policies.
- Opportunities to remove negative elements within key and positive buildings should be sought and **supported**.
- Opportunities to remove negative elements of neutral building should be sought and **supported**.

13.3 Cladding and Rendering

Brick – The introduction of render or cladding onto a brick building has the potential to lose the historic appearance of its brickwork and will likely result in the covering over of historic features. Permission should be **refused** for the cladding or rendering of a brick build unless the works can be clearly justified.

Render – The use of render should maintain character and architectural detail and colours should not be introduced or changed so that they alter the appearance and prominence of the building.

Insulation - The Application of insulation to all positive and keys buildings to the Conservation Area or cladding a brick building will likely have a negative impact upon the architectural appearance of an individual dwelling or how it forms part of a terrace or pair of dwellings. Applications for the cladding or insulation should be considered for refusal unless it can be demonstrated that the works can be achieved without being harmful.

Painting - Whilst Planning Permission is not needed for the painting of unlisted buildings such works should be discouraged. Painting a building can disguise features of architectural interest, requires ongoing maintenance, and introduces different colour finishes into the Conservation Area.

13.4 Chimneys

Are an important part of the design of buildings of the area. Applications for works of alteration and development which propose their removal should be amended or **refused**.

13.5. Roof Lights

Roof lights are not a typical feature of the architecture of the Conservation Area. Where installed on front elevations they contribute towards breaking up the continuous roof scape and often do not align with architectural features.

In considering applications for development which include roof lights the following guidance should be considered:

- Preference should be given against installing rooflights within the street facing elevations of the area.
- Where justified as being installed on a front elevation they should:
 - Align with architectural features and across a terrace.
 - Should be small in size and in proportion to the roof scape.
 - Should be of a conservation design – thin metal frame, with central glazing bar, which fits flush to the roofscape.

Roofs lights which are oversize, project prominently on a roofscape or do not align with architectural features should be considered for refusal.

13.6 Ground Floor Extension

Within the Conservation Area buildings have historically been altered and extended at ground floor. These works have often resulted in poor quality ground frontages and loss of architectural detail.

Ground floor extensions should not be introduced where:

- They would cover over features of architectural interest.
- Would develop forwards of the established building line.
- Introduce a ground floor frontage of negative value.

13.7 Satellite Dishes

The Conservation Area is becoming cluttered in places with satellite dishes. Poorly placed satellite dishes and buildings cluttered with satellite dishes should be a target for enforcement action.

- Applications for satellite dishes should be **refused** where they negatively impact upon key and positive buildings.
- Applications for satellite dishes should be **refused** where they clutter a building where visible from the public realm.

13.8 Solar Panels

Solar panels are not in keeping with the 19th and early 20th century character and appearance of the Conservation Area. Where introduced, they break up the pattern of the continuous roofscapes.

In considering applications for Solar Panels the following guidance should be considered.

- Where installed onto a street facing roof elevations, they may cause harm to the character and appearance of the Conservation Area and may be considered for refusal.
- Support should be given where they are located on a roof elevation or outbuilding not visible from the public realm or within key views

13.9 Dormers

Dormers are a feature of the post-1860s developments of the Conservation Areas but not a feature of early 19th century buildings of the area.

Applications for the introduction or alteration of dormers should only be **supported** where:

- They are designed to be in keeping with the architectural design of the host building or are designed to represent the type of dormer located within the area;
- Are of an appropriate scale and material finish;
- Maintain the uniform and/or symmetrical appearance of a terrace or pair of dwellings.

Applications for the introduction or alteration of dormers **should not** be supported where:

- They are out of scale with the typical form of dormer of the area or dominate a roof scape.
- They are of a modern or flat roof design.
- They negatively impact upon a historic roof form or remove the symmetrical or uniform appearance of a terrace or pair of dwellings.
- The rear elevation is visible from the public realm and the application does not meet the above requirements.

13.10 Windows

Windows are a prominent feature of the Conservation Area but in many buildings historic joinery have been replaced with uPVC replacements. Where replaced they have often failed to match the historic forms of windows once found in the area and fail to respond to the architectural design or period of the building. Historic windows are retained within several key and positive buildings and can be used as templates for new windows in the area.

In considering applications for development within the Conservation Area the following guidance should be considered:

- Where historic timber windows are retained, **priority** should be given to their retention, with **great weight** given to those in key and positive buildings.
- Where the removal of historic windows can be justified:
 - Preference should be given to re-instating traditional in design timber windows.
 - Where appropriate, consideration can be given to introducing timber double glazing.
 - uPVC windows should only be introduced when clear and convincing justification has been provided and,
 - Where it can be demonstrated that the replacement window matches the quality of the windows they are replacing.

When installing replacement windows:

- Consideration should be given to re-instating the historic or uniform pattern of windows across a terrace.
- Siting windows within the correct position within the window reveal.
- They should be designed to match the architectural style of the building.

- uPVC windows could be supported where they offer an enhancement, i.e., uPVC casement windows being replaced by traditional in design uPVC sash windows.

Planning applications should be **refused** where:

- They significantly reduce the architectural design associated within the windows they are replacing.
- They reduce the architectural interest of the building.
- They would further reduce the uniform design across a terrace of buildings.

13.11 Doors

Doors are a part of the historic character of buildings within the Conservation Area, but many examples have been replaced by uPVC or composite replacements and are of a modern design. Several of the key and positive buildings retain good example of timber historic doors, which should be used as examples for replacements and new developments in the area.

In considering applications which remove doors the following guidance should be considered:

- Preference should be given for the retention of historic doors or doors of a good design.
- New doors should be designed to replicate the architecture of the building.
- New doors should match retained positive examples within a terrace.
- Types of positive doors include:
 - Timber 4 or 6 panelled types.
 - Timber with solid and glazed panels.

13.12 Rainwater Goods

Applications for development **should**:

1. Support the introduction and retention of traditional in design and material type (i.e., cast iron or timber) rainwater goods.
2. Use traditional design elements such as decorative brackets or timber corbel.

Applications for development **should not**:

1. Result in the loss of historic features, such as original rainwater hoppers, or design details should as decorative brackets.
2. Introduce modern materials, such as plastic gutters and downpipes.



Figure 210 Nos.85-91 - Positive retention of historic joinery details and re-instated boundaries.

14. Front Gardens and Boundaries

14.1 Front Garden Curtilages

Front garden curtilages are a historic feature of the residential developments of the Conservation Area during the 19th and early 20th centuries. Many of the defined garden areas have been lost as part of subsequent changes of use or given over to car parking areas. As a result, where retained gardens contribute highly towards the special interest of the Conservation Area.

In considering applications for development which impact upon front gardens the following guidance should be considered:

- Opportunities should be taken to enhance the Conservation area by the retention of existing garden curtilages and their re-installment.
- The conversion of front garden curtilages to hard standing or car parking should be discouraged.
- Where the change of use of a front garden can be justified:
 - Options for landscaping should include permeable paving, such as 'Grasscrete' or grass paving grids.
 - Include planting schemes.

14.2 Front Boundaries

Boundaries are a historic feature of the Conservation Area and help to establish a continuous building line. Where removed they disrupt the pattern of development within the area. Opportunities should be taken to re-establish the boundary treatments of the area.

Applications for boundaries **should** consider:

- Matching the materials of the property, or
- Continue the material use and design across a terrace, or should,
- Re-instate lost boundaries based upon historic photos or surviving elements.

Materials **should** include:

- Traditional brick or rendered walls.
- Railings.
- Brick or render plinth walls and railings.
- Hedges.
- Make use of copings and capping.

Boundaries **should not** include:

- Timber fences or gates.
- Poor quality materials.

The height of boundaries **should**:

- Continue those of a historic or good design in a terrace of buildings.
- Walls should not exceed approximately 1.2m in height or 1.5 in height for gate columns.

15. Energy Efficiency

15.1 Energy Efficiency & Adapting to Climate Change

The Council are supportive of the requirements to adopt to climate change and to make buildings energy efficient. Works should however be undertaken in a way which are sympathetic to and preserve the character and appearance of the Conservation Area.

Air Source Heat Pumps	Applications for Air Source Heat Pumps should: <ol style="list-style-type: none"> 1. Not be visible from the public realm. 2. Not impact upon features of architectural interest.
Windows	Where it can be demonstrated that an application will not result in the loss of historic fabric and the proposed replacement type of window is of an acceptable design and material, support could be given for the installation of double-glazed windows. Where a window cannot be replaced without harming the character of the conservation area, consideration should instead be given for the installation of secondary glazing to improve the energy efficiency of a building.
Electric Vehicle Chargers	Electrical vehicular chargers should be sited in a position where they are not a prominent feature from within the public realm and should not be a prominent visible feature with the front garden or on street facing elevations of buildings within the conservation area. Support should be given for their installation where they are a discrete feature of the area.

16. Setting

16.1 Development with Setting

Development within the setting of a conservation area has the potential to introduce harm to its character and appearance and elements of significance such as key views. In developing within the setting of the Beverley Road Conservation Area consideration should be given:

- The impact of development within keys views through the Conservation Area.
- The potential for the negatively impacting upon the scale of development within the Conservation Area.

Development within the setting of the conservation **should not:**

- Introduce large scale developments which would negatively change the sense of proportion and scale of the Conservation Area.
- Introduce prominent new developments which would harm the significance of key views and vistas within and through the Conservation Area.
- Harm the prominence or status of key and focal buildings within the Conservation Area.

17. Trees

17.1. Trees

Street trees and trees located within front gardens contribute highly towards the creation of the character of the area being a Victorian suburb. Trees also contribute towards screening negative buildings within the Conservation Area.

In determining planning applications include works to trees and Tree Preservation Orders the following guidance should be considered:

- Applications which propose the removal of mature trees of positive heritage or street scene value should be considered for refusal. An exemption should be given where the tree is diseased or causing unacceptable damage to a building or public highway, which cannot be mitigated. In both instances an application should be supported by a report by an experienced Arboriculturist or Ecologist.
- Where approval for the loss of a mature trees is granted, this should be mitigated by a replacement tree of an appropriate species.
- Applications should be considered for refusal where trees providing natural screening against buildings of a negative contribution to the Conservation Area are proposed for removal.

18. Summary

18.1 Management Recommendations:

In managing the Conservation Area, the Council should implement the following actions:

- Planning applications should be determined in accordance with above referenced Character Appraisal & Management Plan.
- That the Council should consider refusing planning applications of a poor quality and should instead seek enhancements to the Conservation Area.
- The Conservation Area should be monitored within a four-year period to allow timely review of planning enforcement matters.
- Enforcement action should be undertaken where relevant to rectify breaches of Permitted Developments Rights.
- That an Enforcement Management Plan is completed for the Beverley Road Conservation Area.



Figure 211 - Securing Enhancement to the Beverley Road Conservation Area as part of the Beverley Road Townscape Heritage Scheme.

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Appendix 1 – National Planning Policy Framework (February 2025)

Paragraph 135: Planning policies and decisions should ensure that developments:

- a) will function well and add to the overall quality of the area, not just for the short term but over the lifetime of the development;
- b) are visually attractive as a result of good architecture, layout and appropriate and effective landscaping;
- c) are sympathetic to local character and history, including the surrounding built environment and landscape setting, while not preventing or discouraging appropriate innovation or change (such as increased densities);
- d) establish or maintain a strong sense of place, using the arrangement of streets, spaces, building types and materials to create attractive, welcoming and distinctive places to live, work and visit;
- e) optimise the potential of the site to accommodate and sustain an appropriate amount and mix of development (including green and other public space) and support local facilities and transport networks; and
- f) create places that are safe, inclusive and accessible and which promote health and well-being, with a high standard of amenity for existing and future users; and where crime and disorder, and the fear of crime, do not undermine the quality of life or community cohesion and resilience.

Paragraph 139: Development that is not well designed should be refused, especially where it fails to reflect local design policies and government guidance on design, taking into account any local design guidance and supplementary planning documents such as design guides and codes. Conversely, significant weight should be given to: a) development which reflects local design policies and government guidance on design, taking into account any local design guidance and supplementary planning documents such as design guides and codes; and/or b) outstanding or innovative designs which promote high levels of sustainability, or help raise the standard of design more generally in an area, so long as they fit in with the overall form and layout of their surroundings.

Paragraph 141: The quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

Paragraph 210: In determining applications, local planning authorities should take account of:

- a) the desirability of sustaining and enhancing the significance of heritage assets and putting them to viable uses consistent with their conservation;
- b) the positive contribution that conservation of heritage assets can make to sustainable communities including their economic vitality; and
- c) the desirability of new development making a positive contribution to local character and distinctiveness.

Paragraph 220: Not all elements of a Conservation Area or World Heritage Site will necessarily contribute to its significance. Loss of a building (or other element) which makes a positive contribution to the significance of the Conservation Area or World Heritage Site should be treated either as substantial harm under paragraph 201 or less than substantial harm under paragraph 202, as appropriate, taking into account the relative significance of the element affected and its contribution to the significance of the Conservation Area or World Heritage Site as a whole.

Appendix 2 – Local Policies - Hull Local Plan 2016 to 2032 – Adopted November 2017

Policy 14 – Design:

Development should demonstrate how its design supports the delivery of a high quality environment in Hull, particularly with regard to:

- a. The relationship of the development the surrounding built form of the city in terms of:
 - i. Character
 - ii. Use and surrounding uses
 - iii. Layout and connectivity
 - iv. Setting and relationship to key heritage assets
 - v. Scale
 - vi. Massing
 - vii. Grain and density
 - viii. Architectural structural and enclosure
 - ix. Detailing and materials
- b. Encouraging active and healthy lifestyles;
- c. Providing landscaping which retains natural features where possible;
- d. Providing inclusive access
- e. Opportunities to promote public safety and minimise the risk of crime.
- f. The creation of inclusive public spaces which encourage community interaction thorough:
 - i. Inclusive design
 - ii. Active frontages
 - iii. High quality public realm.

- iv. Appropriate soft and hard landscaping
- v. Minimising the potential for anti-social behaviour.
- vi. Providing public art where appropriate.
- g. Ensuring where development is proposed in the city centre, its design and landscaping complements the 2016/7 materials in the public realm. Where possible, this will involve the use of the same palette of materials.

Policy 15 – Local Distinctiveness

1. Development should promote local distinctiveness where appropriate, with particular reference to:
 - a. Improving access to and making effective use of the Port, the city's waterfront and maritime assets along the River Hull and the Humber Estuary whilst taking account of flood risk;
 - b. Creating a network of landmarks in prominent or gateway locations to develop legible local references that distinguish parts of the city;
 - c. Encouraging contemporary architecture that respects the city's heritage, creating positive and distinctive contributions to enrich the built fabric;
 - d. The setting, character and appearance of Listed Buildings, Conservation Areas and other heritage assets.

g) Development of tall buildings (above 30m in height) in and around the city centre, as shown on the Policies Map, must demonstrate that:

- a. A would not harm the character and appearance of the city centre Conservation Areas which are characterised by their low rise nature.
- b. Would not harm the setting of heritage assets.
- c. They would not harm the distinctive, historic skyline;
- d. There would be an acceptable impact on views and vistas across and within the city centre.
- e. They are providing a positive contribution to the skyline through a high standard of design.
- f. Locations in the wider city which define the development of Hull such as the historic cores of medieval villages and settlements, such as Sutton and Marfleet, the later nineteenth and early twentieth century suburban developments such as the Avenues/Pearson Park and Anlaby Road, and planned garden suburbs at Broadway and Garden Village.
- g. Local Listed Buildings and sites identified on the local Historic Environment Record.
- h. Archaeological remains and deposits in the city walls, Beverley Gate, Hull Citadel and nationally significant military defences dating from the mid-fourteenth to the mid-nineteenth centuries on the east bank of the River Hull;
- i. Archaeological remains and deposits relating to Romano-British riverside settlements lining the banks of the River Hull from Kingswood to Stoneferry; and
- j. The University of Hull Quarter as shown on the Policies Map.

Policy 16 – Heritage Considerations

1. Development that would cause harm to the significance of a designated heritage asset will only be approved where it has been convincingly demonstrated that the harm cannot be avoided and there would be public benefits sufficient to outweigh the harm or loss caused. Schedule Monuments, Registered Parks and Gardens and Conservation Areas are shown the policies map.
2. Development affecting non-designated heritage assets must demonstrate that it has taken account of the particular interest of the asset. Development which would result in harm to or the loss of a non-designated heritage asset must demonstrate that:
 - a. It would not be economically viable for the asset to be retained and that harm could not be avoided; and
 - b. The economic or community benefits of the proposed development outweigh the loss.
3. Where development is acceptable in principle but would affect an archaeological deposit of less than national importance, the Council will seek to preserve the remains in situ. If this is not achievable, adequate provision for excavation and recording before and during development and publication, curation and dissemination of findings after development, will be required.
4. Where evidence supports it, Article 4 directions removing permitted development rights will be introduced to preserve the character of an area.
5. Development and initiatives which preserve/or enhance the significance and setting of the city's heritage assets will be supported, especially those elements which contribute to the distinct identity of Hull.

In addition to the city's designated heritage assets, important heritage assets include:

- a. Buildings with heritage value, wet and dry docks, wharves and ancillary structures, features relating to Hull's fishing, maritime and industrial heritage;
- b. The city centre as defined on the Policies Map, with particular reference to the surviving medieval and early post-medieval settlement, the Georgian townscape, and Victorian and Edwardian public buildings, especially within the Old and New Towns, and in the Charterhouse Conservation Area;
- c. Locations in the wider city which define the development of Hull such as the historic cores of medieval village and settlements, such as Sutton and Marfleet, the later nineteenth and early twentieth century suburban developments such as the Avenues/ Pearson Park and Anlaby Park, and planned garden suburbs at Broadway and Garden Village;
- d. Locally Listed Buildings and sites identified on the local Historic Environment Record.
- e. Archaeological Remains and deposits including the city walls, Beverley Gate, Hull Citadel, and nationally significant military defences dating from the mid-fourteenth to the mid-nineteenth centuries on the east bank of the river Hull;
 - a. Archaeological remains and deposits relating to the Romano-British riverside settlements lining the banks of the river Hull from Kingswood to Stoneferry; and
 - b. The University Quarter as shown on the Policies Map.

Policy 19 – Shop Fronts

1. Shop fronts should be designed with regard to the character of the building on which it is said to be sited and the character of the surrounding area. Particular care should be given to the proportions and alignment of the building or surrounding area should be retained and refurbished wherever practical.
2. Existing shop fronts which make a particular contribution to the character of the building or surrounding area should be retained and refurbished where practical.
3. Shop fronts should be designed in a way that maximises their accessibility. Applications that fail to do this will be refused.
4. The installation of permanent security features must show why less intrusive security measures would not be appropriate. Security features must be designed as integral features of the shop front and must be treated in such a way as to provide an active frontage when lowered. Applications for solid, untreated shutters will be refused.

Policy 20 – Advertisements

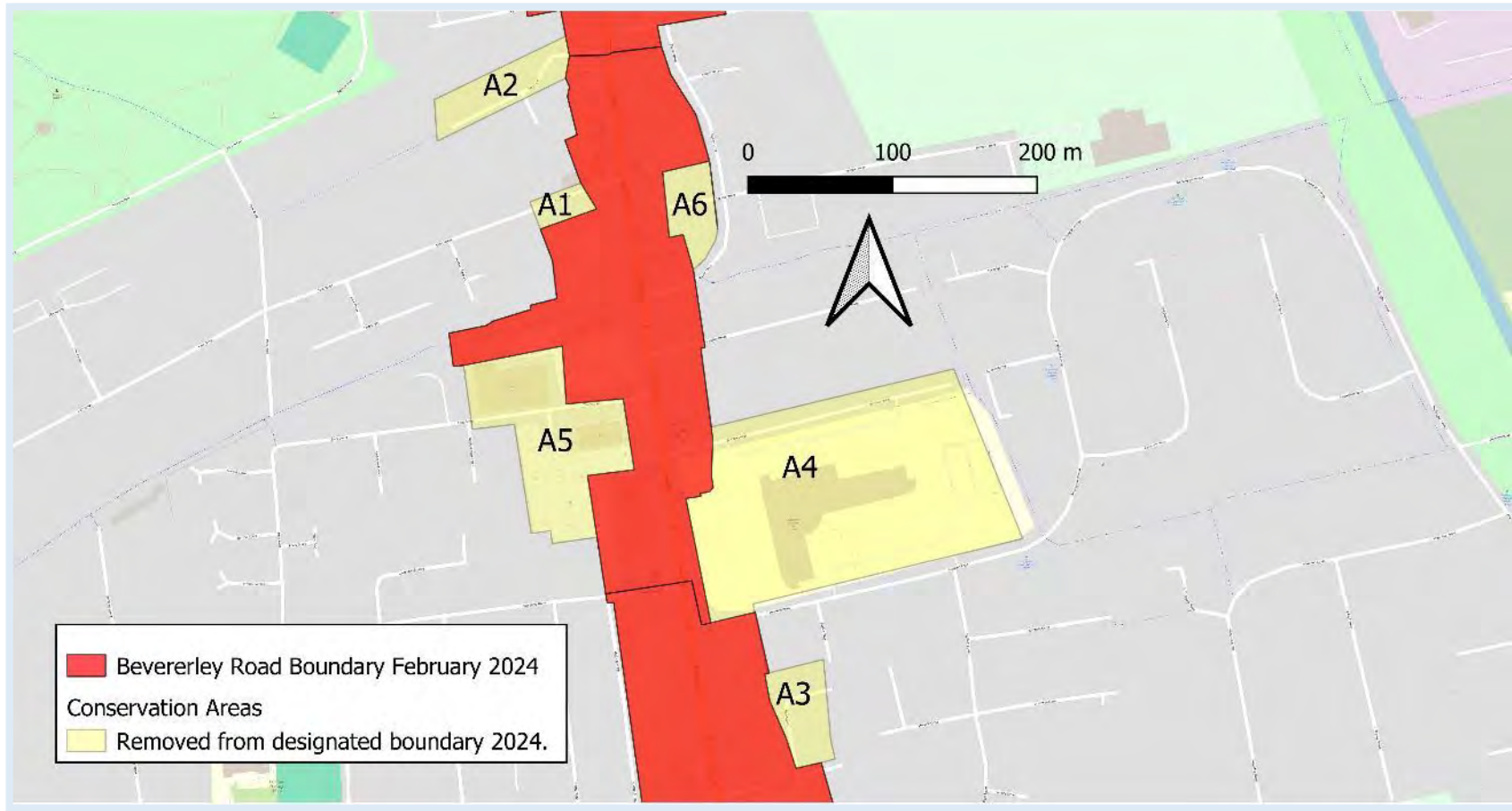
Advertisements should have an acceptable impact on public safety and amenity. Assessment of impact will have particular impact to:

- a. The impact of advertisement on the safe movement of vehicles and pedestrians;
- b. The impact of the advertisement on CCTV coverage;
- c. The relationship of the advertisement to features of the building it is placed on;
- d. The character of the surrounding area, particularly in Conservation Areas and in proximity to heritage assets;
- e. Advertisement clutter.

Appendix 3 – Building Typology

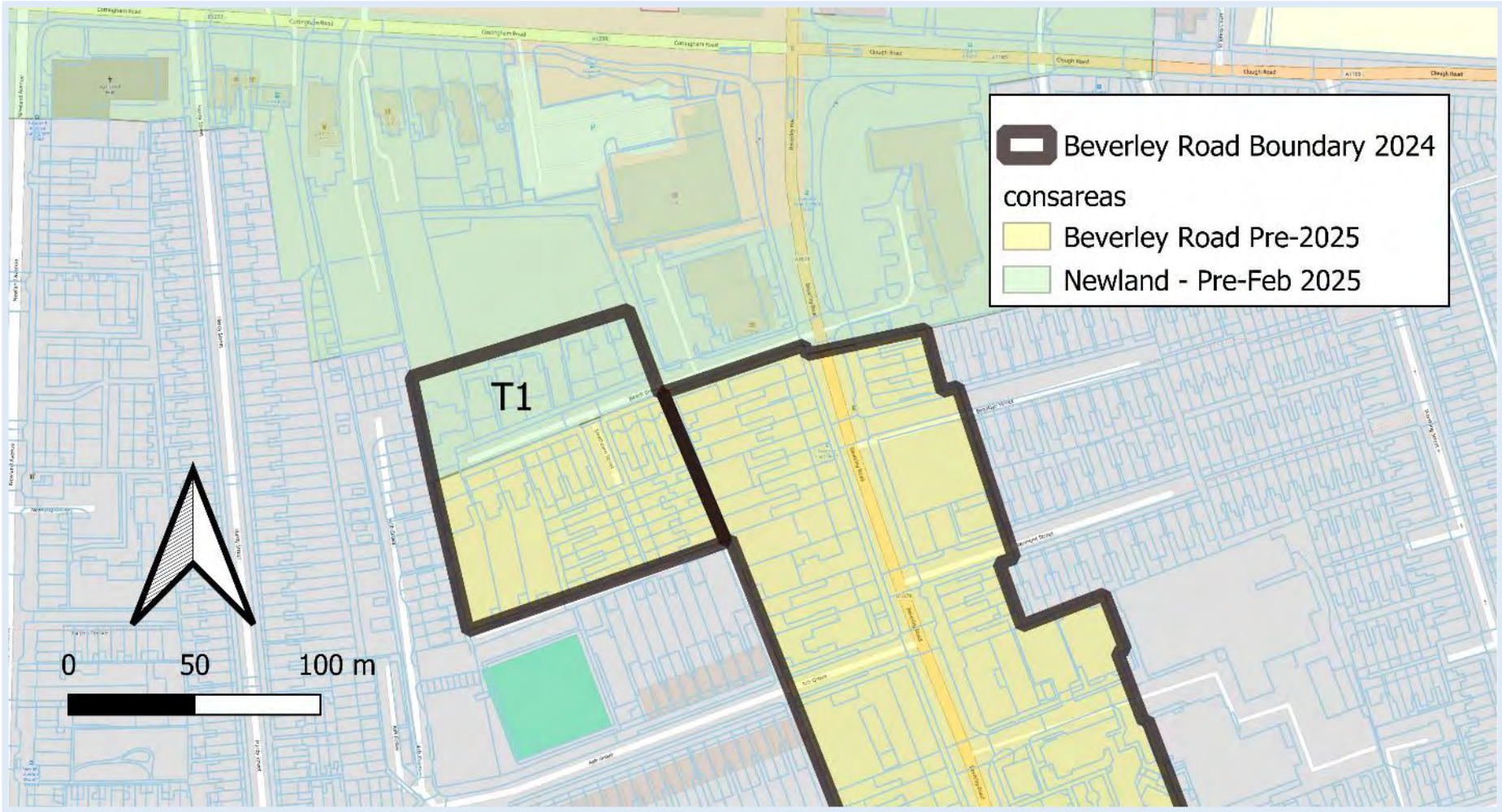
Zone	Total Number of Buildings	Dwellings	Shop/Commercial Frontages	Former dwellings in Commercial Use	Care Home	Blocks of Flats	Warehouses	Clubs	Pubs	Hotel	Public Buildings	Church	Cinema	Supermarket	Station	Office	Bank (Historic)
1	49	26	46	16		1	1	3	2	1	2	1	1	1		1	1
2	25	1	39						2			1		2	1	1	1
3	37	43	12	1		3	1		1	1	3			1			
4	31	12	41	9		2			1			1	1				
Beech Grove	11	30															
Eldon Grove	9	10			1												
Elm Terrace	1	4															
Grovesnor Street	9	4				2	4										
Somerscale Street	2	11															
Total	174	141	138	26	1	8	6	3	6	2	5	3	2	4	1	2	2

Appendix 4 – Boundary Changes (Removed February 2025)



212 - February 2025 Boundary Removals

Boundary Removals					
A1	Cave Street – 1A-1E	A2	Park Lane - Nos. 2-26 (even)	A3	Rose Mews – 1-10
A4	St Hilda Street and Endeavour Learning and Skills Centre	A5	Terry Street – Land & retail buildings.	A6	Temple Street 1-9 (Cont) (north side) and 1-6 (Cont) (South side)



213 - Transfer from Newland to Beverley Road Conservation Area

Transfer of north side of Beech Grove from Newland Conservation Area to Beverley Road Conservation Area – February 2024.

T1	Nos.1-7 (cont) Beech Grove
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Appendix 5 – Map Regression

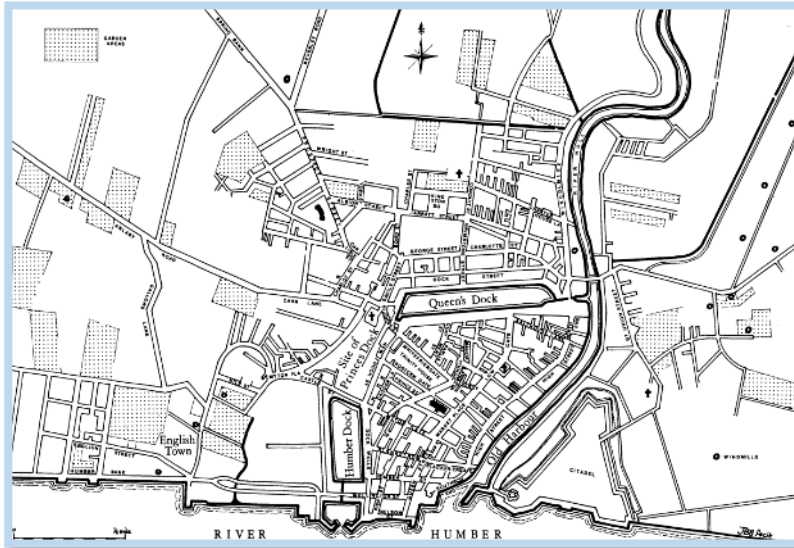


Figure 214 Mountain's Plan of Hull 1817 (Beverley Road n-w) (Hall, I)



Figure 215 Stepney Area 1853 Survey



Figure 216 - Zone One 1853 Survey

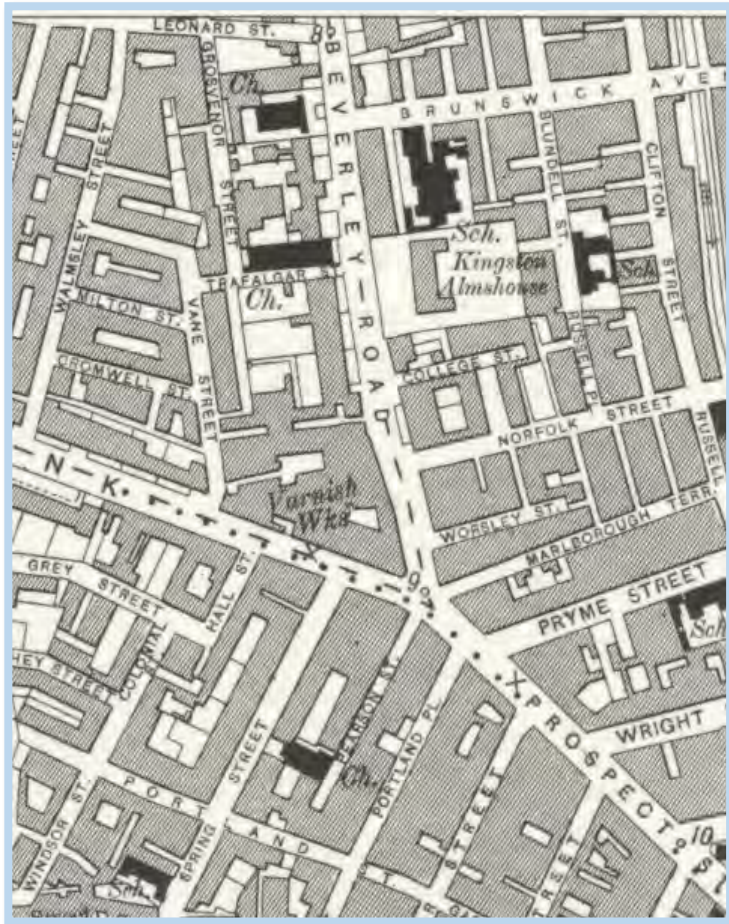


Figure 219 Zone 1- 1906 Survey

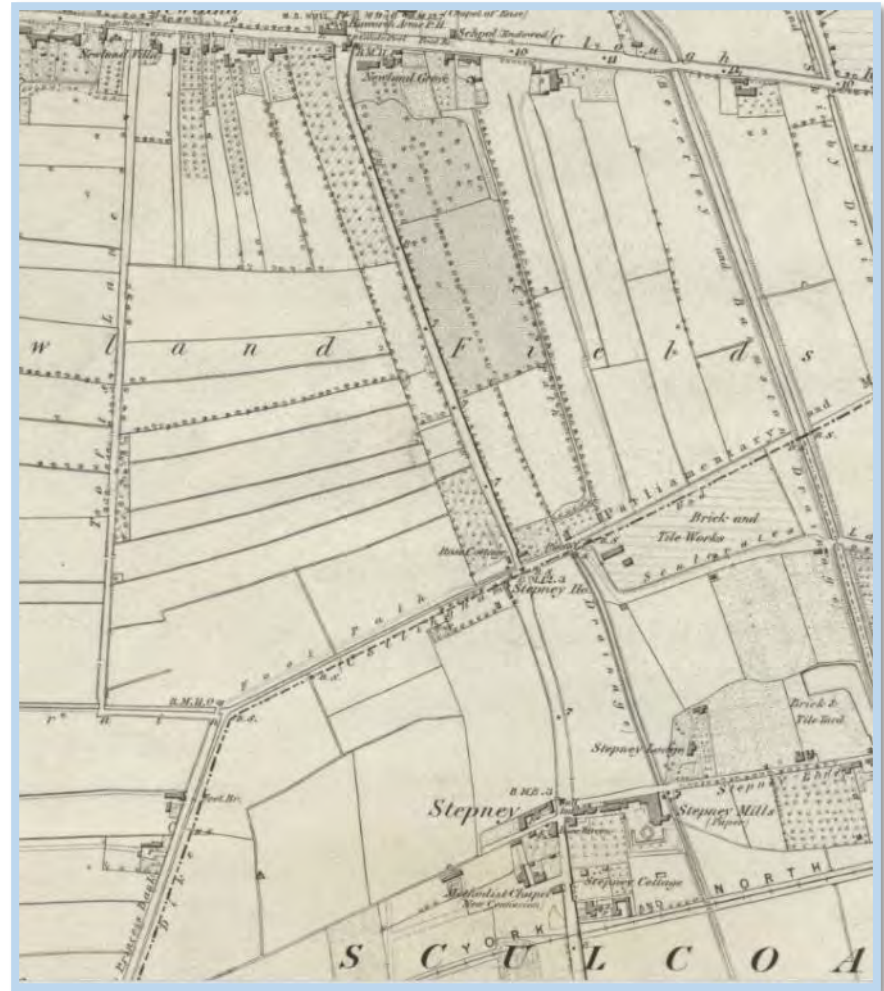


Figure 220 Zones 3 and 4 - 1852 Survey



Figure 221 Zones 3 & 4 - 1888 Survey



Figure 222 Zones 3 & 4 - 1908 Survey

Appendix 6 - Development of Hull Street (Markham)

Location	Development
Cave Street	Canon John Jarratt, a member of a prominent property owning family in Hull in the 18 th and 19 th centuries, owned land in this part of Beverley Road and gave the valuable site for the Victorian All Saints Church in Margaret Street. The three streets developed round his property, i.e. Cave, Margaret and Terry Street.
Pendrill Street	The trustees of John Platford of York Parade, Beverley Road, a wholesaler brewer, who died in 1838 and is commemorated by a memorial in St Charles Church, developed a number of streets on the land he owned in Beverley Road, including St Hilda Street, Adderbury Grove, Epworth Street and Melwood Grove. There could be a personal or family connection with all these names – particularly St Hilda of Whitby – but so far these links have not been discovered.
Stepney Lane	Stepney was formerly a rural area well outside the boundaries of Hull. Bryant's map of 1829 shows Old Stepney Hall. The word 'Stepney' presents problems and it is not clear how ancient the name is. Richardson suggests that it is comparatively modern and that a toll bar house which attached stone for mounting horses, originally known as Stepping Stone House, eventually became, 'Step Stone' and finally 'Stepney House', the name Stepney being applied to the surrounding area. If it is older, then, by comparison with Stepney, London, it is possibly derived from two words stybba and hyth, this second word describes a landing place (which is appropriate to Stepney's nearness to the river Hull). Etc.
Temple Street	Joseph Temple of Palmerston House De Grey Street, was an owner of property on Beverley Road and a disputatious member of the Cottingham Local Board before Hull's boundaries were extended in 1882. Etc.
Trafalgar Street	Named in 1852 in Honour of the Battle of Trafalgar by W.A.Gunnell who owner property there.

Appendix 7 – Building Information (Copied from 2013 Character Appraisal)

Blundell's Corner (Junction of Beverley Road and Spring Bank) - 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

44 Former British Legion. 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.

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 (put in Appraisal) was at entrance to rear track [now grassed area] leading to stables etc of Brunswick House.

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

Masonic Hall originally Beverley Road Wesleyan 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.

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 avenue of trees was planted shortly before 1883.

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.

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 8 - Townscape Heritage Grant Scheme Properties

Location	Works Achieved
Rose Villa	Works delivered include : <ul style="list-style-type: none"> • Like-for-like replacement of pitched roof coverings including felt and slate.
Stepney Station (183 Beverley Road)	Works delivered include: <ul style="list-style-type: none"> • Repairs to slate roof, chimneys and rainwater goods. • Repointing with lime mortar of stonework and brickwork, replacing bricks and stonework where necessary. • Replacement of boarded up front door. • Repairs to sash windows. • Replacement of doors. • Introducing a new decoration scheme across timber windows, doors, frames, soffits, fascias, reflecting original 1850s appearance.
Station Inn	Works delivered include: <ul style="list-style-type: none"> • Repair and replacement of distinctive roughcast render. • Replacement and repairs to decorative timber works. • Repair and replacement of windows and doors. • Repair and replacement of roof coverings.
Pendrill House (190 Beverley Road)	Works delivered include: <ul style="list-style-type: none"> • Repairs to slate roof, repointing of chimneys, and repairs to rainwater goods. • Repair and lime mortar repointing to stonework and brickwork including parapets, stone lintels and sills, as well as walls. • Repairs to the decorative timber. • Rebuilding of pediment gable. • Repairs and replacements to windows including traditional sash windows. • Repairs to the gable wall around shoring removal.

129-133 Beverley Road	<p>Works delivered include:</p> <ul style="list-style-type: none"> • Installation of new traditional shop fronts to the ground floor elevations, including heritage-appropriate shutters, signage, double-glazed windows with timber frames, and detailing to reinstate the appearance of three adjoining properties. • Replacement of six first floor and six second floor windows. • Repairs and reinstatement of cast iron gutters and rainwater foods. • Repair to stone sills.
78 Beverley Road	<p>Works delivered include:</p> <ul style="list-style-type: none"> • Repairs to sliding sash windows including replacement of damaged glazing panels, and repairs to bay windows including timber repairs and draught proofing. • Repairs to entrance door and portico to retain and protect existing architectural and historic details and install new portico roofing. • Repairs to entrance steps. • Repointing to brickwork and stonework. • Repairs to gutters, fascia, rainwater pipers. • Refreshed heritage-appropriate paint scheme.
72 Beverley Road (Gleadow Arcade)	<p>Works delivered include:</p> <ul style="list-style-type: none"> • Reinstatement of the traditional timber framed shop front, including cornice, frieze, architrave, fascia, pilasters, stall risers, windows and shop door. • Parapet gutters reformed with new frameworks and linings. • Installation of open-grid internal roller shutters. • Reintroduction of traditional hand-painted sign.
Trafalgar Street Church, 49-51 Beverley Road	<p>Works to be delivered include:</p> <ul style="list-style-type: none"> • Repairs, repointing and like-for-like replacement of flint walling; brickwork; and terracotta parapets and sills. • Roof repairs; replacement of PVC gutters and downpipes with cast iron; like-for-like replacement of lead flashing. • Repairs to windows and six external doors; renewal of protective sheeting. • Refurbishment of cupola including replacement of lead roof covering. • Refurbishment of turret including like-for-like replacement lead roofing and GRP where needed. • New railings to north boundary and relocation of north boundary gate.

	At the time of writing works are on-site with some key works delivered and inspected by Hugh Massey.
53-55 Beverley Road	<p>Works delivered include:</p> <ul style="list-style-type: none"> • Replacement of the slate roofing and repairs to chimney stacks. • Repairs to all windows, sills, stringcourse and lintels, as well as rainwater goods. • Spot repairs to brickwork and stone. • Repair and refurbishment of historic sash and bay windows to the front elevation. • Introduction of heritage-appropriate decorative colour scheme.
52a-54 Brunswick Arcade	<p>Works delivered include:</p> <ul style="list-style-type: none"> • Complete demolition of no. 52a-54 due to dereliction, instability, and dangerous condition of surviving structure. • Full reconstruction of the buildings including the rebuilding of the street façade based on the original historic façade – to include specialist and detailed stonework, terracotta, brickwork, timber windows and traditional shop fronts.

Appendix 9 – Building Survey & Status

See Addendum.

Appendix 10 – Nationally Listed Buildings

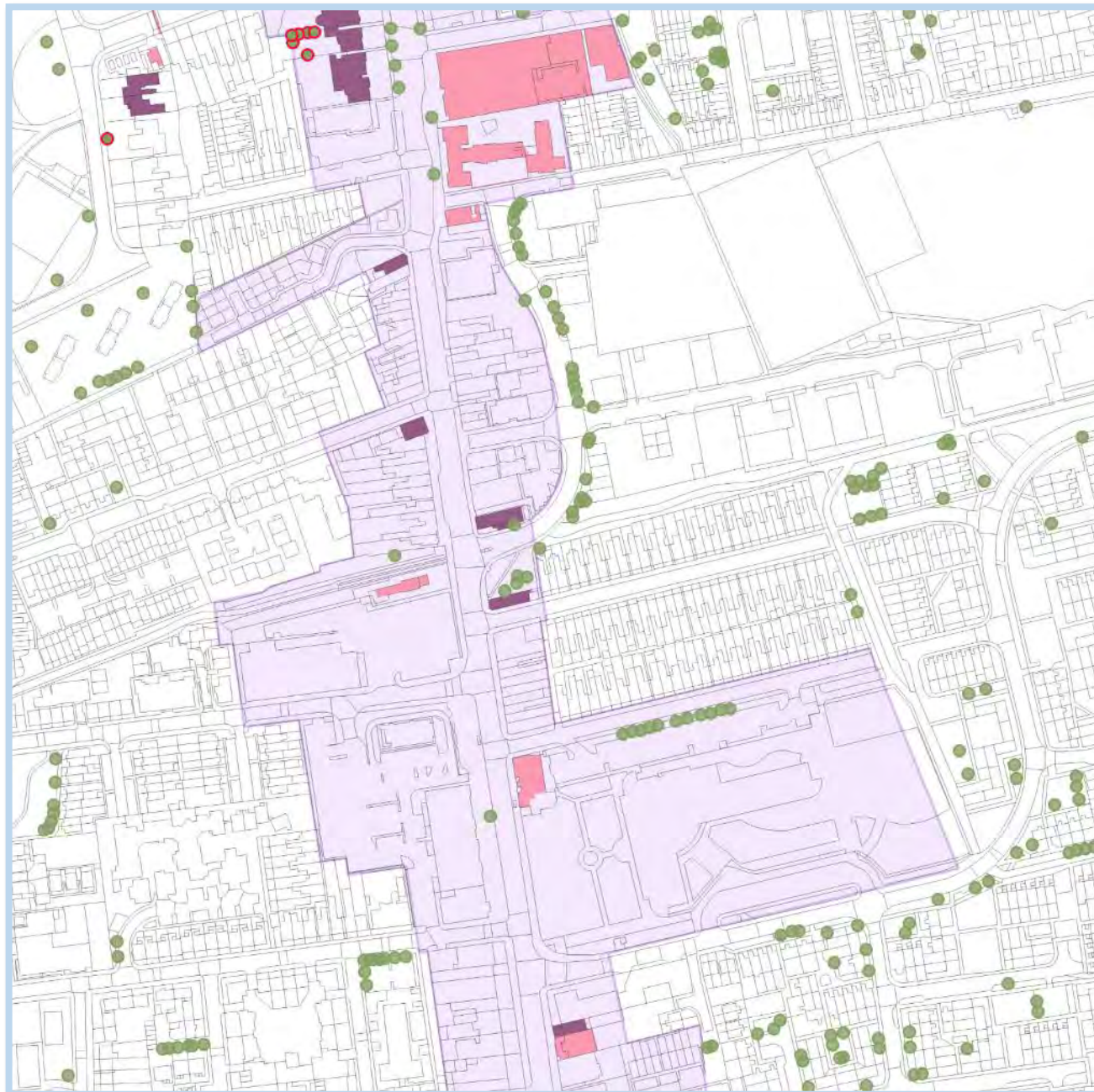
1	Trafalgar Street Evangelical Church, adjoining Halls and Boundary Wall, Beverley Road (1207962)		
	Date of Listing:	18/01/1991	Grade: II
2	53 Beverley Road (1197615)		
	Date of Listing:	12/11/1973	Grade: II
3	55 Beverley Road (1297033)		
	Date of Listing:	12/11/1973	Grade: II
4	74-84 (Even) Beverley Road (1197616)		
	Date of Listing:	21/01/1994	Grade: II
5	89 Beverley Road (1297034)		
	Date of Listing:	21/01/1994	Grade: II
6	Former National Picture, Beverley Road (1391850)		
	Date of Listing:	02/01/2007	Grade: II
7	Northern Branch Library, Beverley Road (1197621)		
	Date of Listing:	21/01/1994	Grade: II
8	Stepney Station House, 183 Beverley Road (1197617)		
	Date of Listing:	15/05/1989	Grade: II
9	The Bull Public House, Beverley Road (1197622)		
	Date of Listing:	21/01/1994	Grade: II
10	Stepney Board School and Adjoining Infants School and Boundary Wall (1207932)		
	Date of Listing:	21/01/1994	Grade: II
11	Beverley Road Swimming Baths (1297036)		
	Date of Listing:	03/07/1990	Grade: II
12	Rockcliffe House		
	Date of Listing:	21/01/1994	Grade: II

Appendix 11 – Hull Local Heritage List

1	Royal British Legion, Kingston Cottage, No.44 Beverley Road	Date Added:	15.05.2007
2	Kingston Youth Centre, Beverley Road	Date Added:	May 2023
3	Brunswick House, Strand Close	Date Added:	19.09.2006
4	The Swan Inn, Beverley Road	Date Added:	19.09.2006
5	Pendrill House, 190 Beverley Road	Date Added:	19.09.2006
6	The Station, 202 Beverley Road	Date Added:	19.09.2006
7	Pentecostal Glad Tidings Hall (former Stepney or Zion Chapel), 219 Beverley Road	Date Added:	19.09.2006
8	The Rose Hotel, 245 Beverley Road	Date Added:	19.09.2006
9	263-5 Beverley Road	Date Added:	19.09.2006
9	267 Beverley Road	Date Added:	19.09.2006
10	269-71 Beverley Road	Date Added:	19.09.2006
	286-296 Beverley Road	Date Added:	19.09.2006
11	The Dorchester Hotel, 273-7 Beverley Road	Date Added:	19.09.2006
12	The Old Picture House (former Mayfair Cinema), 386 Beverley Road	Date Added:	19.09.2006
13	46 and 48 Beverley Road	Date Added:	18.02.2025
14	85-97 Beverley Road	Date Added:	18.02.2025
15	Masonic Lodge	Date Added:	18.02.2025
16	Nos. 321-327 Beverley Road	Date Added:	18.02.2025

Appendix 12





Tree features mastersheet Confirm 7.3.2024

- TR: Group of Trees
- TR: TPO (Private Tree)
- TR: Tree
- Hull area only

consareas-2023-12 — Listed_Buildings.shp

II

consareas-2023-12 — Local List.shp

consareas-2023-12 — consareas.shp

Beverley Road

