

Hessle Road

Character Appraisal and Management Plan

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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 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 presently, there are 26 designated conservation areas.

The adoption of Conservation Area Character Appraisal and Management Plan plays a key role in defining the special interest and the character and appearance of the conservation area, and should be used to inform its 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. Hessle Road Conservation Area was first designated in 1994, with subsequent boundary amendments completed as follows:

1. Addition of 172-220 Hessle Road due to the similarity of form, architecture and detailing in comparison to other buildings of the CA.
2. The demolition of 363-375 Hessle Road and the subsequent creation of St Andrew's Retail Park, elevations of which were designed to reflect the character and appearance of the conservation area.
3. A character appraisal was first adopted on the 10th of September 1997 with boundary amendments adopted on the 21st of September 2006.

4. Between May and June 2024, a survey of the Conservation Area was carried out in order to update the existing Character Appraisal, and adoption of a Management Plan to maintain and enhance the character of the area.



Figure 1. Boulevard Junction (1994 and 2024), more trees planted and minor changes to advertisement quality can be seen.

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 of which is desirable to preserve or enhance and shall designate those areas as Conservation Areas.

Section 69(2) further states that the Local 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 for any parts of the conservation areas (commonly known as 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 the development should relate to the surrounding character and scale etc. as well as the local distinctiveness (Policy 15—Local Distinctiveness), including that the 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 on the views and vistas. 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 shopfronts 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 February 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 areas are outlined within appendices 1 and 2.

Part 1 - Character Appraisal

1. Statement of Special Interest

Hessle Road once formed the main route from Hull to Hessle. The development of Hessle Road was closely linked with the growth and expansion of the fishing industry, beginning with the opening of Albert Docks in 1869. Hessle Road developed rapidly in the mid to late 19th century and dense housing developed in the streets and courts on either side to create homes for workers of the fishing industry, making it a popular working-class centre. The 'shopping' street exhibits a variety of three-storeyed individual buildings and terraces, many of which have high levels of architectural detailing. The tree plantation carried out in the late 1900s has enhanced the area's character, thus adding to its special interest.

Hessle Road is a profound example of the urban expansion during the Victorian era which resulted in the proliferation of suburban retail developments. The architecture of the area reflects the vibrant Victorian shops and includes a mix of Victorian terraces with prominent architectural features and characteristic buildings which add to the historic and aesthetic value of the area. Elements of significance which contribute to the special interest of the area include:

- a) The prominent blocks of terraces of 19th and 20th century dwellings and commercial buildings laid out in a linear pattern.
- b) Symmetrical sense of enclosure formed along the street by the uniformity of building line and height, the built environment, and the tree lining on either side of the road.
- c) Retention of prominent late 19th and early 20th century buildings such as the Criterion hotel, (former) Yorkshire Bank on Eton Street.

2. Character and Extent

Hessle Road Conservation area is a prominent domestic and commercial suburb of Hull, developed in the mid-19th century, and redeveloped in the mid-20th century. The conservation area is formed by the primary Hessle Road and divided into smaller blocks by perpendicular streets of houses. The primary frontage onto Hessle road is formed by retail stores which contribute to the special character of the area.

Following major road improvements and other alterations carried out within Hull between 1950-80s, the central core of Hessle Road between Marmaduke Street and Gillett Street has still retained its original character, featured in a number of buildings throughout the stretch of the street which symbolise the changes and development in the city's character.

Hessle Road once formed the main route from Hull to Hessle, with a variety of three-storey individual buildings and terraces, many of which have a high level of architectural detailing. Hessle Road is dissected by the Boulevard, to form a grand four-way crossing, marking the Boulevard junction, and provides a generous tree-lined street setting and site for the Fisherman's memorial, depicting Hessle Road's connection to Hull's growth in the fishing industry and was developed as an important shopping and social centre for residents in the vicinity.

The variety of rich architectural details and materials used in the buildings further enhances the importance of the area, and thus, justifies its designation as a Conservation Area. The positive built features of the area include:

- a) Uniformity in the building materials, and facades with different architectural styles that complement each other throughout the streetscape.

- b) Streetscape features including landmarks and building corners used for advertising, the uniform building line and heights, and the characteristic building height to road width ration which is largely similar throughout the stretch of the Conservation Area.
- c) The quality of shopfronts which maintain the ability to attract residents for shopping and leisure. The mix includes one retained original shopfront with a number of good quality replacement dotted throughout the street such as 190-192 Hessle Road.
- d) Quality of public amenity is enhanced by the street furniture, accessibility, and visual appearance of the street. Shops with stalls and display along their forecourt improve user experience, adding to the area's uniqueness.

Much of the character of the conservation area is derived from its central core—the Boulevard junction with buildings designed to circle the intersection, creating visual prominence of the rich history of the



area through the Fisherman's memorial and the surrounding architecture.

The massing of the street is justified by the buildings on either side, trees and the central road are an important feature of the CA, however, the area's special interest is generated through the active shopfronts and bustling people.

The character of the area is weakened by the removal of original shopfronts, introduction of prominent advertisements that do not match the character of the area, replacement of original roofing materials and the addition of skylights. Modern developments such as St. Andrew's Retail Park was designed to match the character of the street but causes a large break in the massing and continuous building line of the street. The open frontage created by the development is not characteristic of the conservation area.

Extents of the Conservation Area

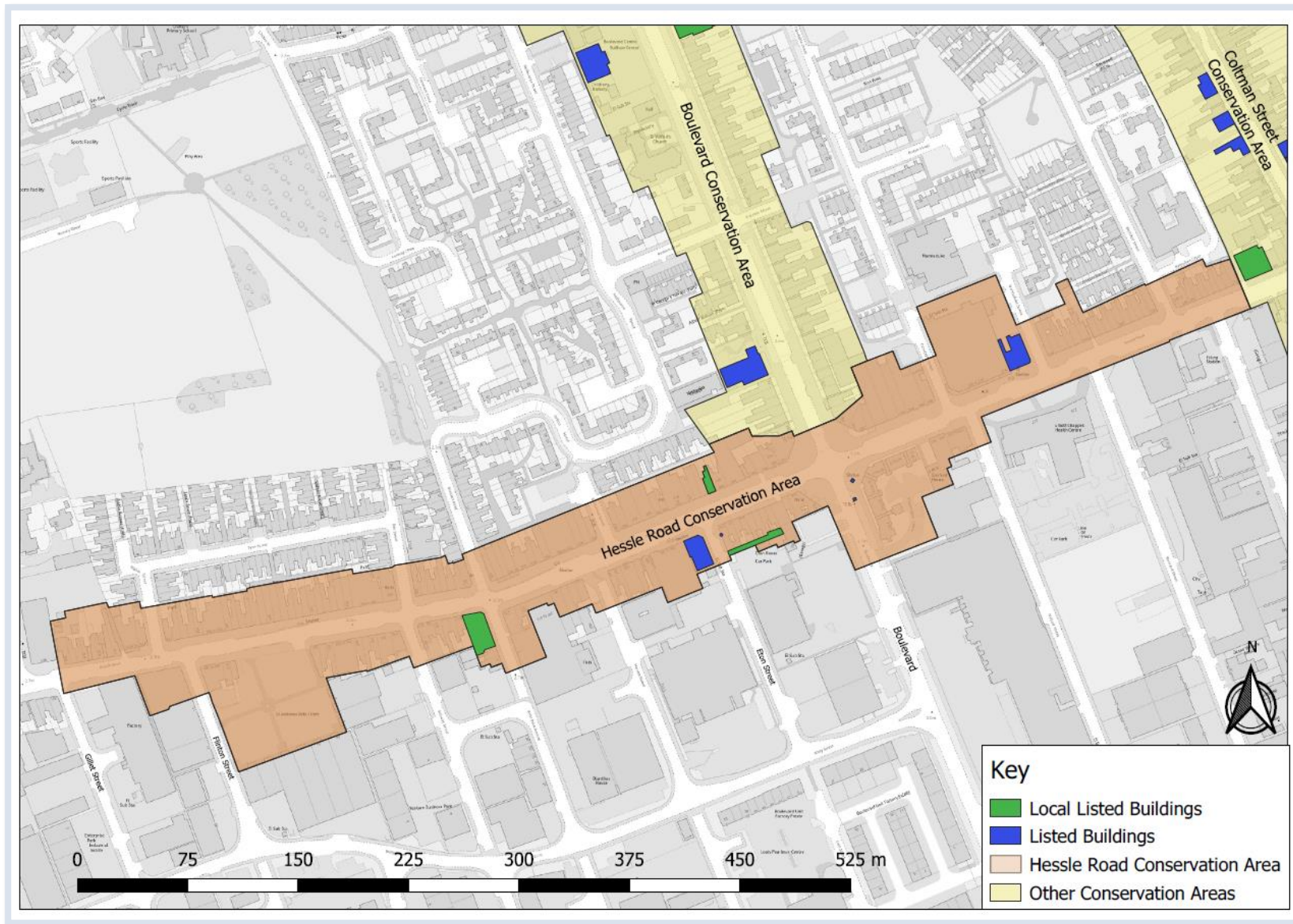
The Conservation Area extends from the junction of Wellsted Street and Hesse Road on the east, unto Gillett Street on the west. The buildings facing Hesse Road within the above-mentioned extents are considered within the character area, including the front façade of St. Andrew's Retail Park.

Ordnance Survey maps from 1908 (see Figure 2) show the evidence of tramlines and the density of the road. The map also shows evidence of streets which have been lost due to demolition and other new development.



Figure 2. OS Map (1908). Source:Invalid source specified.

3. Conservation Area Map



3 - Conservation Area Boundary Map

4. Historical Development

The land to the west of Hull, on which Hessle Road now stands, was an open and marshy area originally known as Myton Carr. The position of division Road junction now marks the Anglo-Saxon boundary of Myton. The first formal lane along the line of Hessle Road appeared after Myton Carr was enclosed around 1800s. It was formerly known as the Patrick Grounds Lane and ran westwards from the position of Great Thornton Street to where Coltman Street now stands. The land provided and improved throughfare from Hull to Hessle but both the land and the areas on either side were exclusively rural at this time.

The subsequent development of Hessle Road along the line of Patrick Grounds Lane and further westwards, was closely linked with the growth and expansion of the fishing industry beginning with the opening of Albert Dock in 1869. Hessle Road developed rapidly in the mid to late nineteenth century and by 1890, it developed up to Dairycoates railway crossing. Simultaneously, dense housing developed in the street and courts on either side to create homes for workers of the fishing industry, thus making Hessle Road a popular working-class centre.

Authorised by the Hull Corporation Tramways Order of 1896, the city's first electric tramlines opened on 5 July 1899 along the former horse tram routes along Anlaby Road and Hessle Road. The City of Hull Tramways expanded the electrified tram network along the main roads of Hull up to 1927. By 1940, only Anlaby Road and Hessle Road tramway services remained, and by 1945, the tramway era was closed, to be replaced by trolleybuses.

In the twenty years up to the first World-War, Hessle Road became established as one of the main roads of the city as the fish docks and railways continued to boom, attracting more industry and many familiar shops moved to the area such as the Hull Co-operative

Society in 1910. Hessle Road reaches its peak as an important retail centre in the 1920's and 1930's.

From the 1950's onwards, the housing clearance programme resulted in the demolition of much of the fishing port worker's housing which was in poor condition back then, particularly towards the south of Hessle Road. As a result, much of the local population moved to the new suburban council housing on the outskirts of the city. Not all houses were demolished, and the 'three rivers' streets of the Tyne, Dee, and Ribble on the north-western end of the road remain as notable examples of the former fishing community housing. However, some new housing was erected in the place of the demolished housing in the north side of Hessle Road.

Development of flyover in 1962 caused much of the eastern section of Hessle Road to be cleared away. Later, completion of the Clive Sullivan Way and Brighton Street link-road in the 1980s have allowed traffic diversion, reducing vehicular congestion in Hessle Road. Many of the original frontage buildings remain, including the west of Rawling way roundabout and the central core of Hessle Road.

Boundary extensions proposed to Hessle Road character area were approved in 2006.

- New developments have filled gap sites and were designed to match the character of the conservation area.
- Street improvements made possible by the construction of Clive Sullivan Way and subsequent reduction in traffic, including pavement widening, street tree planting, repaving, and seating were designed to enhance the character of the area and improve the pedestrian environment.
- The pavement is now comfortably wide and contributes to the street life whilst the trees extend the tree-lined character of the boulevard circle.



Figure 4. Historic Map (1928). Source: <https://maps.hull.gov.uk/myhull.aspx>

The map shows tram lines along Hesse Road, and highlights the lack of trees, which are a later addition through the road improvement schemes.



5. Layout

The part of Hessle Road within the Conservation Area is roughly 0.8km (0.49miles), bounded by shopfronts on either side, lined with trees along the pedestrian pathways.

The extent of the road within the conservation area is dissected by the Boulevard, which forms a critical part of the character of the area, adding to the importance of the street as the road widens towards the large circus at the Boulevard Junction, forming the focal point of Hessle Road. The position of Fisherman's memorial in the junction lends prominence to the display of the area's rich history and distinct identity, maximising its impact in advertising Hessle Road as a primary street of the city. The character of the intersection also stems from its circular shape, the massing and detailing of buildings, and the wide pedestrian areas which it encloses and its shady tree-lining.

The entire street section includes the central Hessle Road, with on-street lay-by parking areas and pedestrian paths on either side. The footpath on the northern edge is wider than on the south, thus creating display areas for shops on the northern side.



Figure 5. Setting of Hessle Road Conservation Area with adjacent Boulevard and Coltman Street Conservation Areas.

6. Setting

Once a major arterial route, there are many features that remain to express the importance of Hessle Road such as the difference in scale between the wide high street and the narrow side streets running from it, imposing nature of buildings which line it, and the grand circle at its centre, marking the Boulevard junction.

The conservation area is adjacent to two other conservation areas, namely Coltman Street on the north-eastern edge, and Boulevard Conservation Area, edging Hessle Road towards the centre of the CA boundary.

The location of the Hessle Road CA in proximity to other conservation areas is a sign of the distinctive character of the area. The architectural style, material usage and street character of each of the mentioned conservation areas is distinguishable. The Boulevard features rows of similar looking houses on either side of the tree-lined street, whereas Coltman Street has a mixture of different architectural features lined throughout.

On the western edge of Hessle Road Conservation Area, Gillett Street marks the end of the character area, the buildings featuring extravagant architectural features such as decorative bargeboards and a positive attempt to maintain original-looking shopfronts. On the eastern edge, the buildings forming the corner of Wellsted Street have deteriorating original features on the upper floors, but form an important part of the character area, due to the uniformity in architectural features.

The Lord Line building, a part of St. Andrew's Dock can be seen through Subway Street, portraying the association of the use of Hessle Road as a market and residential area for the fishing communities mostly employed at the docks.

7. Building Character

Throughout the length of the character area, there is a sense of uniformity, formed by the architectural style, proportions and the use of space including street furniture. The area is also dotted with Listed Buildings that add to the strong character of the area.

The character of the area is identified by its linearity and the variety of services it caters to. In its use as a shopping centre in the late 19th century, Hessle Road is still a popular shopping street, servicing the locality, with most premises occupied by a variety of shopkeepers on the ground floor. Characteristically, the shops have forecourts at the back-edge of the pavement and have been used as goods-display spaces by many shops. This further adds to the 'active' street character of the area, as a healthy sign of footfall and usage of the street. Above the shops, a substantial number of the upper floors of the properties appear to be in use as residential units, further adding to the active front of the area, including a mix of shops, pubs and other leisure that can cater to the residential parts of the area.

7.1. Building height and roof form.

The mid-late Victorian terraces are commonly three storeys and have hip roofs. The variety of architectural detailing adds to the special interest of the area, and include details like stone windowsills, dentil cornices, rusticated brick pilasters and console brackets. These details are further enhanced in some buildings by the inclusion of cogged string course, brick corbel course, or a course of coloured bricks. 6/8/10 flued brick chimney stacks sit on top on the hipped roof. A number of buildings also feature dormers of various shapes, including pedimented dormers, triangular dormers featuring scroll details and decorative finials. Some buildings also feature bay windows on top floors. A mix of materials used as the building façade include red/brown bricks, gault bricks, as well as lime and stone like

marble and sandstone. Original roof materials include slate and clay tiles; however, these have widely been replaced with concrete tiles. The building thresholds were originally designed with York stone paving but have been widely replaced with concrete paving. Some examples still exist, as shown in

The locally listed 'scoria' paving is another preserved feature of Hessle Road Conservation Area.



Figure 6. York stone paving between 260-262 Hessle Road.



Scoria bricks were a kind of igneous rock, which proved to be durable, waterproof, frost proof and chemical proof, thus making it useful in drainage channels. They were identical in size and thus easily laid on flat roads.

Figure 7. Scoria paving. Source: (Clements Hall Local History Group, 2022)

7.2. Building form and plan.

Most buildings along Hessle Road have a rectangular plan with chamfered edges, which are used as advertisement panels in most cases, making the edge of buildings another prominent feature of the character area. The curtilage of buildings along the northern side of Hessle road is formed by a threshold (used as outdoor display areas) and the tree-lined footpath. Buildings to the south-side of Hessle Road have a much narrow footpath.



Figure 8. Building corners used as advertising panels.

7.3. Upper floors

Top floors typically featured sash windows with stone lintels and elaborate cornice details. Hipped roof with slate and clay tiles, and a 6/8 flued chimney was common. A few buildings had gable dormers which are a desirable feature to maintain. Replacement of bay windows and dormers with uPVC windows has negatively affected the character of the area.



Figure 9. Evidence of dormers on 360-390 Hessle Road, now lost. 2008 vs 2024. Source: Google Street View; Stephen Walker.

8. Window types

Windows are a prominent feature of the Conservation Area, but recent trends include the replacement of traditional windows with uPVC. These replacements often fail to match the historic form and design or the period of the building they are installed in. Historic windows are retained within several key and positive buildings and can be used as templates for new windows in the area.

Types of windows found in the area include traditional sliding sash windows, bay windows and dormers. Some buildings such as the Criterion public House also feature curved glass panes.

A small number of original 1x1 or 2x2 sliding sash windows are remaining within the conservation area, featuring elaborate stone lintels. The continued replacement of traditional windows with uPVC lack uniformity in style and do not match the building style and architecture. Transoms and mullions have been eliminated in most replacements, and do not maintain proportions as per adjacent unit windows.

Buildings along the Boulevard Junction feature distinctive dormer styles, such as the Boulevard Villa that features dormers with curved roofs.

More buildings along Hessle Road featured dormers, however, these have been lost to development. Refer to Figure 9. Evidence of dormers on 360-390 Hessle Road, now lost. 2008 vs 2024. Source: Google Street View; Stephen Walker. Figure 9.



Figure 10. Window types along Hessle Road

Key Building Characteristics

Scale and massing:

- Predominantly a mix of variations on two and three storey buildings.
- High ratio of terraces and blocks of buildings.
- Large-scale focal and public buildings.

Materials:

- Red and buff brick
- Stone including sandstone and granite.
- Slate and clay roof tiles.

Architectural elements:

- Shopfronts
- Windows
- Detailing in stone and timber

Siting:

- Edge of pavement retail developments.
- Dwellings on upper floors and off secondary streets.
- Strong linear building line.

Building types:

- Shops with residential
- Public houses

Roof types:

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

Positive elements:

- Strong, linear building line.
- Use of public space and amenity
- Variety of architectural detailing
- Maintenance of the street character as a shopping area.

Negative elements:

- Poor quality shopfronts and conversions.
- Loss of uniform appearance by the addition of oversized advertisements, etc.
- Change in window and roof material.

9. Building criteria

The character of Hesse Road Conservation Area is considered to be neutral since most buildings have retained original design features of top floors. The shopfronts, however, have seen declining quality of design detailing, with most original shopfront details lost. This has been exacerbated by the introduction of over-sized, illuminated advertisements and the addition of roller shutters to the shopfronts. The street also features a variety of disproportionate advertisements and hanging signages that clutter the area. Buildings within the Conservation Area can be defined as 'key', 'positive', 'neutral' and 'negative', depending on how they contribute to the special interest of the area, and reflects their individual architectural elements and condition.



9.1 Key (Listed) Buildings

The Criterion Hotel Public House

Grade II listed building, the three-storeyed building was built in 1860, with a few late 1800s alterations. The yellow brick building with red brick and ashlar dressings is topped with hipped and gabled slate roof with 2 ridge and single gable stacks. The window surrounds with elaborate keystones and moulded cornices portray rich architectural detailing. Windows are plain sashes and on the first floor they have round arched heads. The corner bay has a single window flanked to the left are four windows and on the right are five windows. The second storey window surrounds include segmental arches. The ground floor has a restored late 19th century wooden shopfront with panelled pilasters, shaped brackets with segmental pediments and moulded cornice. The 20th century corner door with panelled recess and curved transom has large 2-light windows on either side, with colonettes.



11 - The Criterion Hotel Public House

Yorkshire Bank

Grade II Listed Building, dated 1901. The façade is brick with Westmorland slate roof with terracotta dressings and faience tiled ground floor, portraying the French renaissance revival style. The corner building has angled corners and three storeys with additional attic space. The corner entrance bay has a 2-light window with stone mullions. Top windows are smaller, three light windows flanked by octagonal pilasters with ball finials. The segmental arched doorway is flanked by octagonal piers topped with finials in the form of heraldic beasts holding shield on which locations of the former bank are inscribed. The fielded panelled double doors with segment headed mullioned over lights, and a relief panel with a dated scroll. Main frontage facing Hessele Road has two pairs of shouldered sashes. Above, 2 groups of 3 sashes divided and flanked by octagonal pilasters with ball finials, under a ramped coped parapet with 2 segmental pediments, each containing an inscribed tablet.



12 - Former Yorkshire Bank

Fisherman's Memorial

Memorial statue built in 1906 by Albert Leake, a life size Portland stone figure of a fisherman, on a square pink granite pedestal with plinth, cornice, and inscription on a stepped stone base. The memorial was erected by public subscription in memory of 3 trawlermen killed in 1904 when the Russian Baltic Fleet fired on a group of Hull fishing vessels. This is known as the Dogger Bank Incident and ironically led to an improvement in Anglo-Russian relations.

War Memorial Street Shrine, Eton Street.

A rectangular white marble plaque, attached to the side wall of 275 Hessle Road (which is not listed), approximately 2m above pavement level. The plaque is subdivided into three panels by two metal bands with fleur-de-lys finials, and intaglio carved flowers to each corner. The two outer panels of the plaque have inset grey-blue granite columns with torus and scotia decoration. The names of the Fallen are listed on the three panels in metal lettering; the left-hand panel lists three who served in the Royal Naval Reserve Trawler Section (RNRT), the central panel lists seven who served in the East Yorkshire Regiment, and the right-hand panel lists the names of three men lost whilst fishing, including one member of the RNRT. The plaque has a moulded base resting on a plain shelf supported by two moulded corbel brackets. The face of the shelf has gothic lettering that reads - Father in thy gracious keeping leave we now thy servants sleeping. Marks on the wall above the plaque indicate that the memorial was originally crowned with a scrolled pediment, which is missing.

K8 Telephone Kiosk, Boulevard

As a nationally rare survival of a once common telephone kiosk, first introduced in 1968; the K8 is the last generation of the “red public telephone box” and as such makes an important contribution to the understanding of the historic development of the telecommunications industry in England before the introduction and subsequent widespread use of mobile phones; Hull had the only council-run public telephone network in Britain from the granting of a licence in 1902 until 2007, then continuing to be independently run, its independent status



Figure 13. Fishermen's Memorial (left); K8 telephone kiosk (right) on the junction of Boulevard and Hessle Road. Sources: Stephen Walker, Google.com

always visually marked by painting the kiosks cream rather than the red used elsewhere.

9.2 Locally listed key buildings

Rayners Public House, 325 Hessle Road.

Rayners public house is a key building within the conservation area. Comprising of a mix of brown granite with black granite detailing on the façade at the ground floor level, transitioning to exposed red brick façade on upper floors. The elongated corbel consoles look like engaged pilasters with pendants. Round topped Romanesque arches with mullioned lunette windows add to the appeal of the building. Stallriser is clad with black granite. The top windows have segmental arches with elaborate keystones on the second floor, a three-light window on the façade facing Hessle Road, and plain lintels on the third floor. Billet mouldings are featured on cornices on ground floor as well as at the top. Checkerboard patterned clay tile band on sill level of the upper floors is another intricate detail of the façade. Wrought iron lantern on entrance.

- *270 Hessle Road (Henry Hird Jewellers) to be added to local list, is the best surviving example of original shopfronts and windows on upper floors. (Refer to section 11.1.1. Positive Shopfronts)*
- *Scoria Paving Blocks in the ten-foot to the rear of 261-275 Hessle Road.*

Key Buildings:

Contribute highly towards the special interest of the 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 and may hold national interest listed building) or high local heritage significance (local listed).

Features of key buildings:

- *Date between mid-1800s- late 1900s development of historic significance.*
- *Retain their historic joinery details, materials, architectural detailing, and roofing materials.*
- *Display positive quality ground floor frontages.*
- *Include Listed Buildings and Locally Listed Buildings.*

Positive Buildings:

Buildings that feature positive or neutral shopfronts and maintain the historic character of upper floors, such as timber windows, dormers (where relevant), clay or slate roof tiles, chimneys, etc; contribute positively to the character of the area. Buildings dating back to the 19th century or 20th century and not identified as a key building will be a positive building unless identified below as being neutral or negative.

Positive (Focal) Buildings:

- *Winfields Megastore, 283-287 Hessle Road.*
- *Lloyds TSB Bank, 348 Hessle Road*

9.3. Positive Buildings (Focal Buildings)

Focal buildings are designed to integrate illustrious architectural features to complement the character of the area and are positioned such that they have a greater degree of prominence.

- **Winfields Megastore, 283-287 Hessle Road.**

The building is designed in Classical revival style. The first floor comprises of pilasters with fluting on base and partially on shaft. Two rectangular pilasters with garlands on the capital level. Doric frieze with guttae and triglyphs. Renaissance style cartouche with festoons. Rectangular /straight pediment with volutes on either side. Alternating 2-light and six light windows between pilasters. Presently the ground floor has panelled stallrisers and mullioned windows but cluttered with advertising.

296 Hessle Road

The octagonal turret with mock-Tudor detailing and pebbledash at the corner of Rosamond Street and Hessle Road has fish scale roof tiles and features advertisement panels on three road-facing sides. It is the only one of its kind within Hessle Road Conservation Area boundary.



Figure 14. Turret at 296 Hessle Road

- **Lloyds TSB Bank, 348 Hessle Road**

Prominent building at the corner of Dee Street and Hessle Road. The entrance of the building along Eton Street has elaborate decorative features such as black marble external skirting and pilasters that support a large segmental pediment, within which is an inlaid broken pediment. The gault bricked quoins add to the architectural prominence of the red-bricked building.



Figure 15. Lloyds TSB Bank.

Buildings on the junction of Hessle Road and Boulevard:

a) *Lochearn House:*

Exhibits Victorian architectural characteristics such as grey brickwork with red brick detailing, categorizing the buildings on Boulevard junction as focal buildings. The building features pitched roof with slate tiles and gable ends. Sash windows with segmental arches.

b) *252-254 Hessle Road, 268-270 Boulevard:*

Ornate brickwork, gabled ends and the use of contrasting red and gault bricks with white stone lintels. Prominent gable ends with decorative bargeboards add to the special character of the buildings. Arched upper floor sash windows and bay windows on the ground floor. Prominent and positive quality shopfronts.

c) *Boulevard Villa and Hull Fishing Heritage Centre:*

Features gothic revival elements such as pointed gable with decorative bargeboards and arched windows. Hull Fishing Heritage Centre has a classical influence displayed through its symmetrical façade, pilasters and cornice details. Red brick with stone and stucco accents used in door and window surrounds. Dormers suggest a mix of functional and aesthetic considerations. The balustrade balcony adds to the classical elegance of the structure.

d) *St. Barnabas Court:*

Features contemporary architecture and was built on the site of former St. Barnabas Church but retains elements of Victorian design through the use of brick façade and detailed stonework. Includes use of other materials such as glass, brick, stone, metal, and concrete.

Corner Buildings with advertisement panels:

Buildings at corners (junctions of secondary streets and Hessle Road) are usually chamfered and have a display area created that is characteristic to the 'market street' character of Hessle Road. These display areas were widely used in the 20th century, and some shops still have elaborate advertising displayed here.

These panels are a characteristic feature of the conservation area, and usage to full potential for displaying advertisements will be encouraged, albeit within the conservation area character limits—the advertisements must be within the area provided, not be oversized, or cover over architectural details. The advertisements should not distract drivers and pedestrians.



Figure 16. Examples of corner buildings with advertisement panels.

9.4. Neutral Buildings:

These buildings date back to the post-1920 period and do not fit in with the 19th century aesthetic of street or include traditional design but use modern materials.

Buildings which portray neutral/negative quality shopfronts but may have good quality replacements on shopfronts, upper-floors and roof are classed as neutral. These buildings may also be modern built but maintain elements of the street such as building line, height, or façade detailing. Examples include Boyes, St. Andrew's Retail Park.



Figure 18. St. Andrew's retail park.

9.5. Negative Buildings:

These buildings negatively impact and alter the character of the area as they have no historic or architectural relevance to the conservation area and should be considered for improvement or removal from the conservation area. For example Babylon Supermarket (313-315 Hessle Road) does not contribute to the street scene and breaks up the character of the historic environment.



Figure 17. Babylon Supermarket (313-315 Hessle Road).

10. Public Realm:

Street furniture including seating at street corners, bicycle parking spaces, bus stops, litter bins as well as the trees, pedestrianised paths and crossings add to the coherence of the street. The display of goods on shop curtilages encourages interaction with the buildings and surroundings, reflecting old market spaces, making it ideal for a conservation area designation. The wide pavements, street furniture and trees significantly contribute to the aesthetic and functional quality of the street.



Figure 19. Public seating and bicycle parking. Source: Google Street View.

11. Shops

The shopfronts play a crucial role in maintaining the importance of Hesse road as a shopping centre, as well as a conservation area. The Victorian shopfronts were designed to cater to the fishing village as well as the larger surroundings.

Typically, the mid/late 19th century shops would have a recessed entrance which creating a threshold featuring mosaic tile detailing or York stone paving. Timber or brick stallrisers would feature timber beading or glazed tiles, with windows above it detailed with transoms and mullions. The entrance door would feature a transom, thus maintaining the proportions of the windows throughout the shopfront. Shop window surrounds had panelled timber columns to often match the stall riser design.

Advertisements featured directly on the fascia, or a timber panel that would be fixed on the fascia, but not completely hiding it. Corner shops featured advertisements on both sides, or all three sides on a chamfered building. These buildings would also have additional corner advertisement panels that would extend to the top floors, allowing the advertisement to be visible from a greater distance.



11.1. Shopfront Characteristics

Hessle Road, as a primary street of Hull was designed to provide necessary services to the surrounding areas. The street, populated by shopfronts, presently has a small proportion of the original shopfront details, and a few shops that have attempted to reinstate the original details. The widened footpaths post the improvement works to Hessle Road between 1950-80 are used as display areas by a few shops, further adding to the 'marketplace' character of the area.

11.1.1. Positive Shopfronts

The Conservation Area retains a small number of positive quality shopfronts which should be used as an example for re-introduction of historic shopfronts in the area. The positive shopfronts retain much of the historic character of shopfronts such as:

- Good quality historic materials used in façade such as timber panelling and surrounds, timber or brick stallrisers with panelling or tile cladding.
- Maintain the door and window proportions (may have transoms and mullions).
- Good quality advertisements on fascia board, advertisements do not harm or hide any aesthetic elements of the shopfront.
- Design detailing such as corbel, pilasters, cornices, transoms, and mullions are maintained.
- Coherence to the architecture of upper floors and adjacent units is maintained.
- Maintain entrance lobbies (recessed entrances).

Positive shopfront examples: 190, 192, 236, 245, 252-254, 270, 271, 289, 292-96, 332, 359, 381 Hessle Road.

Positive shopfront example: 270 Hessle Road

The only original shopfront within Hessle Road Conservation Area, it features timber panelled stallrisers and transom doors. The recessed entrance is retained with original mosaic flooring. Good quality



Figure 20. Positive shopfront-- 270 Hessle Road. Source: Stephen Walker, HCC; (Henry Hird Jewellers, 1852)

11.1.2. Neutral Shopfronts

These shopfronts lack design detailing, but maintain a few features of positive shopfront quality such as stall risers, pilasters, mullions, etc. These shopfronts may have replaced original materials with lower quality materials such as uPVC and may have oversized or illuminated advertising. The top floors may have original details or replacement of windows, roof and lintels. These shopfronts do not contribute positively or negatively to the character of the area, and thus deemed neutral.

Examples: 180-182, 188, 194-212, 218-220, 226-234, 238-244, 259-287, 268, 272, 278-284, 291, 298, 323, 327-351, 355-357; St Andrew's Retail park, Boyes.

- Boyes

Prominent neutral building. It features typical characteristics of early 20th century commercial architecture in Hull, including its brick façade and the use of large display windows. The design is considered utilitarian yet incorporates elements of the era's style such as symmetrical design and decorative brickwork.

- St. Andrew's Retail Park

A row of shopfronts along Hessle Road was cleared to pave way for a new retail park that could cater to the wider public by introducing national retail shops. The design and materials used in the retail park is influenced by the demolished buildings and features pitched roof on red brick façade and ochre brick details such as rounded arch windows, and stone lintels. The structure contributes negatively given its setting within the site, which is set back and thus breaks the common building line of Hessle Road. The architectural design however matches the character of the area, and thus, overall, the retail park has a neutral impact on the conservation area.

11.1.3. Negative Shopfronts

Within the Conservation Area, an increasing number of negative trends are observed in shopfronts, contributing poorly to the character and appearance of the area. It is often the case that the ground floor shopfronts do not respond to the architectural quality of the building and negatively contribute towards the street scene.

Negative shopfront examples: 172-178, 214-216, 239-241, 258-260, 262-266, 274, 388-390, 436 Hessle Road. 390 has fences on front which is not fitting to the character of the area.

Negative shopfront trends:

- Loss of stallriser.
- Oversized advertisements
- Loss of uniform appearance through proportions and lack of design detailing.
- Clutter by advertisements on stall-risers, windows and doors.
- Prominent external roller shutters.
- Advertisements extend to multiple units and may hide architectural details.
- Use of modern materials like uPVC windows and aluminium shutters.
- Lack of building maintenance.
- Incoherence to upper floors.
- Loss of roof details such as dormers, chimneys, ridge tiles etc.



Figure 22. Examples of negative elements in shopfronts such as oversized facias and cluttered advertisements.

11.2. Alterations and additions to shopfronts

Negative trends of alteration to shopfronts which include complete or partial removal of the shopfront, addition of elements that detract from the character of the street and contribute to the inactive street frontage pose a risk to the character of the Conservation Area.

11.2.1. Roller Shutters

A significant negative trend of the Conservation Area the prominence of external roller shutters. These detract from the quality of the shopfront and architecture of the buildings within the area. Where shops are vacant or have prolonged periods of closure, roller shutters contribute to the 'inactive' appearance of the streetscape. The Conservation area would benefit from the removal of external and solid roller shutters.



Figure 21. Roller shutters detract from the quality of shopfronts.

11.2.2. Awnings and 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 (example- 326 Hessle Road), they project forwards of the established buildings and introduce modern materials and poor design quality, thus harming the character and appearance of the Conservation Area.



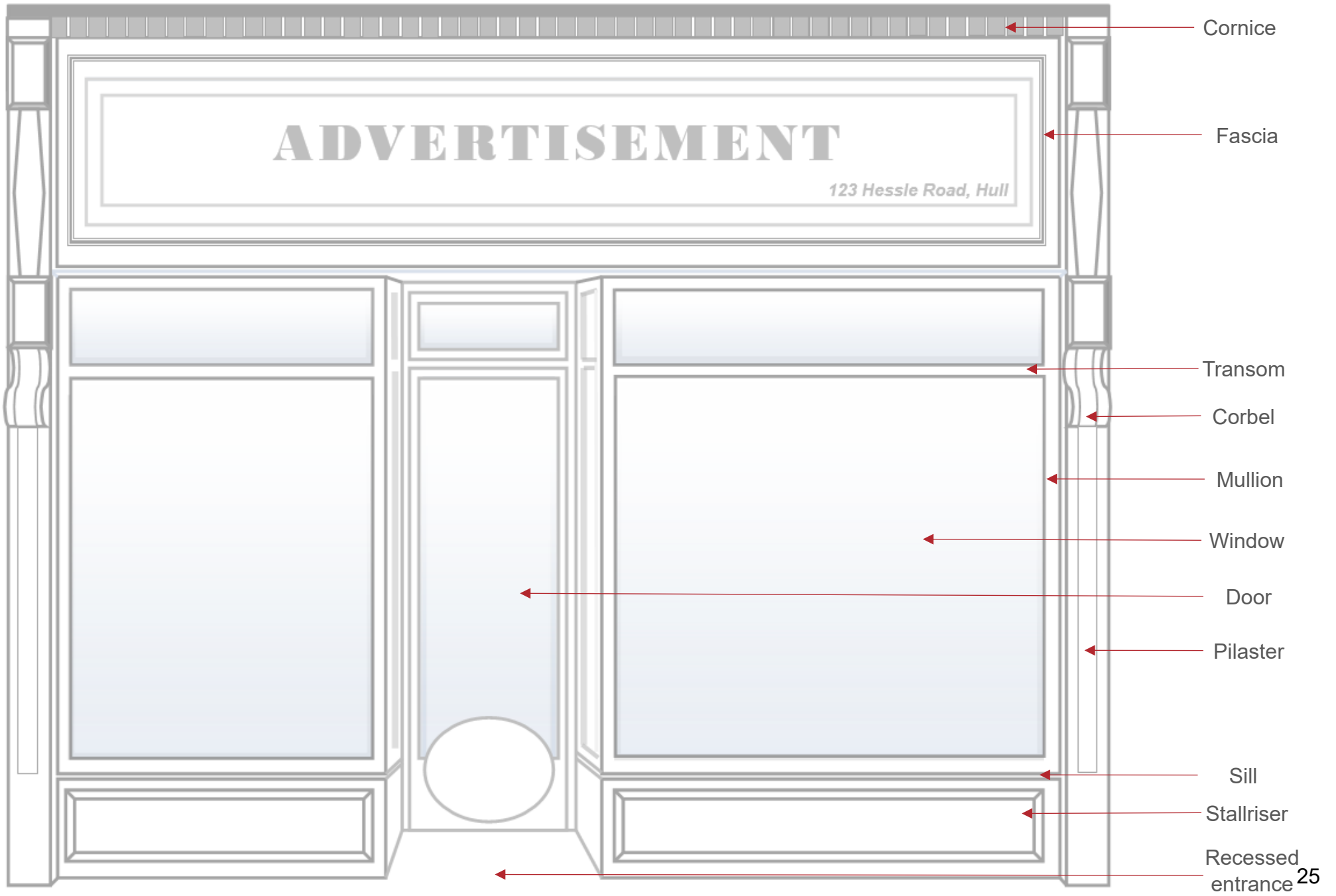
Figure 23. Negative trends introduced in the conservation area-- oversized advertisements and canopies.

11.2.3. Advertisements

Given the number of retail units within the Conservation Area, advertisements and signages contribute highly towards its character. Traditionally, advertising of the period would have been created by painted or cut-out lettering applied directly to the fascia board and hanging signs. The Conservation area has evolved, introducing modern advertisement techniques which contribute to the poor quality of advertisements in the area. The Conservation Area would benefit from an enhancement of the appearance of new advertisements to be installed in 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 shopfront or architecture of the building.
- Use of prominent build-up lettering
- Lack of uniformity of the size of advertisements within a terrace or row of shops.
- Advertisement clutter.



12. SWOT ANALYSIS

STRENGTHS

- The Conservation Area features a variety of Victorian and Edwardian buildings, adding to the character and visual appeal of the area.
- Architecture of the area has evolved over the years as per the area's usage as a market street and the presence of tramlines, converted to the present carriageway.
- Street upgrades including street widening, paving improvement and tree plantation between 1950-80 has further added to the character and appeal of the area. Street furniture, crossings and paving indicate pedestrian friendliness, thus encouraging interaction with the surrounding buildings.
- Historic pubs, shops and residential building contribute to the special interest of the area.

WEAKNESSES

- Alterations to front facing elevations, including external rendering and replacement of windows that do not match the existing design and proportions, and use modern materials such as uPVC and aluminium fixtures and the addition of roller shutters.
- Alterations to shopfronts that do not conform to the shopfront style and architecture of upper floors.
- Maintenance of buildings: many buildings require significant maintenance and repair, which may be complex due to the unavailability of historic materials.
- Loss of original design detailing such as cornices, slate roof tiles, finials/bargeboards, and alterations to the shape of windows, affecting the character of surrounding buildings.

OPPORTUNITIES

- Promote community engagement in maintenance of the Conservation Area.
- Restoration of original detailing by following good design and material standards as exemplified in appendix 7.
- Enforcement of conservation area management standards.
- Promoting the area's historic architectural and historic significance by improving the quality of shopfronts and the public realm, maintaining the uniformity in architectural elements.
- Integrate modern sustainability practises with heritage considerations to enhance the area's appeal and ensure long-term viability of historic building while promoting adaptive reuse of buildings for different retail uses.

THREATS

- External rendering and changing overall architectural style of individual blocks by the addition of modern architectural elements and materials.
- Neglect and decay: long-term vacancies, although not prevalent, have led to the deterioration of the structural integrity of buildings. Example includes the lopping turret on 296 Hessle Road.
- Inappropriate development such as changes made to shopfronts and new developments such as St. Andrew's Retail Park which alters the uniform building line of the CA.
- Accelerated deterioration of buildings due to harsh weather and climate change effects.

Part 2: Management Plan

Repair rather than Rebuild.

Reusing existing building materials and elements before considering replacement will make the area more sustainable. Responsible, thoughtful adaptation improves energy efficiency.

(Historic England)



2.1. Introduction

The character and appearance of the conservation area, as described in Part 1 is formed by the following elements:

- Prominence of the mid-late Victorian terraces
- Appearance of a strong, linear building line
- Prominent architectural details.
- Characteristic shopfronts.

Works of alteration and development which would remove, erode or alter any of these key elements has the potential to introduce individual and collective harm to the special interest of the conservation area. A number of significant weaknesses that have been observed in the conservation area include:

- Prominence of negative quality shopfronts, including the addition of roller shutters, awnings and oversized fascias for advertisement, and the loss of detailing such as stallrisers, mullions and transoms as well as alteration to the shape of the shopfront (removing the entrance threshold such that the door is in line with the shopwindow).
- Loss of the uniform appearance of blocks of terrace buildings.
- Poor quality alterations including loss of materials and detailing, introduction of materials that are not relevant to the character of the conservation area.
- Condition of buildings.

The approval of applications which 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 which would allow for its preservation and enhancement.

2.2 Condition

The overall condition of the Hessle road Conservation Area is classed as being neutral. The conservation area retains its special interest associated with its architectural style, and the introduction of new shopfronts in-line with the character of the area contribute positively to its character. However, significant weaknesses associated with discontinuity of building line in spaces, negative appearance of the building exacerbated by the introduction of shopfront, doors and windows that do not align with the character and material specification of the street, the loss of architectural details and lack of materials.

Some of the above-mentioned 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 past 20 years.

Negative characteristics
• The volume of negative quality shopfronts and advertisements.
• Addition of external roller shutters.
• Poor quality top floor windows.
• Loss of original materials including roof, façade, doors, and windows.
• Loss of uniformity of fascia and shopfront proportions.
• Lack of maintenance and upkeep.

The street improvements that widened the paving to promote walkability, addition of trees and the use of footpaths as display area to enhance user-engagement has improved the street-scene. There are however, continuing negative trends that impact the special interest of the conservation area.

Factors causing increasing negative trends:

- Lack of awareness of Conservation Area designation.
- Lack of awareness of planning requirements.
- Low rate of historic enforcement action.

Key priorities for Hessle Road Character Appraisal and Management Plan (CA&MP) as per SWOT analysis (Page 26):

- Shopfronts
- Relevance of shopfront design to upper floors.
- Preservation of key building features.
- Improve advertisement standards and quality.
- Maintain building line and character.
- Seek to reinstate original building details such as shopfronts, windows, and roof materials.

2.3. 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:

Planning Application Enhancements
<ul style="list-style-type: none">• Improving the design standard for:<ul style="list-style-type: none">○ Residential conversions and alterations.○ Shopfronts and external security○ Advertisement○ Reinstating architectural details such as windows, dormers, and cornices.
<ul style="list-style-type: none">• Supporting the use of appropriate materials:<ul style="list-style-type: none">○ Slate roof○ Traditional bricks for facades○ Timber and traditional joinery details○ Timber/brick for stallrisers and shopfronts.○ Timber framed windows.
<ul style="list-style-type: none">• Discourage the use of inappropriate forms of:<ul style="list-style-type: none">○ Advertisements○ External Security measures○ Doors and windows
<ul style="list-style-type: none">• Refuse applications which include and promote the negative characteristics of the Conservation Area.

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

2.4. Preservation

Applications for development within the Conservation Area should also ensure that its character and appearance is preserved. A strong approach to refusing 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.

Considerations for Refusal

- Where the proposals would result in the demolition or significant alteration of a key or positive building.
- Would result in the loss of shopfront or element of a shopfront where it makes a positive contribution.
- Would introduce advertisement to security measures which would cover over or obscure positive elements of a building and shopfront.
- 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:

Achieving Preservation

- Promoting the Conservation Area Designation
- Promoting planning permission requirements.
- Publicising Enforcement Actions.
- Promoting Article 4 directions.

2.5. Enforcement

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

Unauthorised Developments

The character and appearance of the Conservation Area has negatively changed since its designation due to the introduction of the following negative elements:

- Modern design shopfronts
- Box-fascia/ oversized fascia and illuminated and/or hanging signages.
- External security measures—roller shutters.
- Introduction of awnings and canopies.

The Conservation Area would benefit from a full review of alterations undertaken to identify the extent of unauthorised development and compliance with enforcement notices within its boundary Priority should be given to key and positive buildings or positive quality shopfronts that have been negatively impacted upon.

Priorities for key and positive buildings:

Removal of unauthorised shopfronts, advertisements, canopies, roller shutters.

The removal of unauthorised windows and the reinstatement of traditional joinery and window surrounds.

2.6. Shopfronts

Shopfronts overall are of neutral value to the special interest of the Conservation Area. The Conservation Area would benefit from the enhancement of the quality of its shopfronts, and priority should be given to the preservation of its remaining positive quality shopfronts.

Shopfront Priorities

- Applications which propose the removal or negative alteration to shop fronts which have been identified as 'positive' (original shopfronts/ good quality replacements) should be considered for refusal. Exemption should be made where clear and convincing justification is given to the removal, replacement, or alteration of a shopfront, where equal or greater interest elements of design to neutral and negative shopfronts is being proposed.
- Applications for development should seek to opportunities to replace negative and neutral shopfronts with designs which contribute positively to the conservation area and would reinstate the uniform appearance of a row of shops, and/or remove negative elements.
- Applications should take opportunities to provide integrated flood risk and accessibility requirements.
- Seek opportunities to reinstate a uniform appearance of a terrace or row of shopfronts.

New Shopfronts

In designing new shopfronts, the following elements should be considered:

- The design of the shopfront should respond to the host building and its upper floors and should be considered a part of the whole building.
- Where being introduced in a building with multiple shops, it should replicate the historic or existing positive shopfronts, or

should be designed based on the historic shopfront of the host building.

- Where re-instating a shopfront in a building of historic interest, its design should be based on historic research of what was the original shopfront style of the building and should reflect the architectural style of the building.
- Should be built in materials that are sympathetic to the age and context of the host building and should retain the individuality of the building.
- Consideration should be given to reintroducing traditional design details, such as fascia boards, columns, and stall-riser, and maintain shopfront proportions.
- Where installing security shutters, these should be fitted internally or integrated in the shopfront. They should not create the appearance of a vacant building.

Alteration to existing shopfront

- Elements which make a positive contribution should be retained. A specific reference is given to the retention of entrance lobbies, and stallrisers.
- The proportions of a shopfront should be preserved and should respond to the upper floors 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 other features of architectural or historic interest.

2.6.1. Awnings and canopies

Historically, the late 19th and early 20th century buildings featured retractable awning and canopies. These have been lost from the Conservation Area, and recent additions to the conservation area, including fixed canopies have negatively contributed to the character and appearance of the conservation area. New applications should consider:

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

2.6.2. Roller Shutters

A significant negative trend of the Conservation Area is the prominence of external roller shutters. These detract from the quality of shopfronts and architecture of the buildings within the area. Where the shops are vacant or have extended periods of closure, they contribute to creating an illusion of inactivity in the streetscape. In considering applications for the installation of security measures, consideration should first be given to 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.

2.6.3. Advertisements

Given the number of retail units within the Conservation Area, advertisements and sign 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. Introduction of modern advertisement techniques contribute to the poor quality of advertisements of the area. However, there a few examples of good quality advertisements retained within it. The Conservation area would benefit from an enhancement of the appearance of new advertisement being introduced into the area.

New Advertisements

- Design of the advertisement should be sympathetic in design and material use to its host building.
- Consideration should be given to the reinstatement of traditional advertising such as the use of painted lettering, good quality transfers, 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 using traditional hanging brackets and should have a slim profile and should not clutter an individual building or street scene.
- Opportunities should be taken to remove historically introduced negative advertisements.

Negative Advertisement Qualities

- Use of box advertisements which cover over and project forwards of architectural details.
- Use of internal illumination; prominent external illumination
- Over-sized advertising
- Use of materials and designs that do not respond to the shopfront, or the architecture of the building.
- Use of prominent lettering such as boxed, protruding lettering, highly glazed, etc.
- Lack of uniformity of advertisement signages within a terrace or row of shop units.
- Advertisement clutter.

Opportunities should be taken to stop the negative trends in advertisement and signages by refusing applications which include:

- Introduction of oversized fascia panels.
- Introduction of internally illuminated box fascia and projecting advertisements.
- Advertisements featuring out of scale mounted letters.



Figure 24. Example of a 'negative' canopy introduced at 328 Hessle Road.

Advertisement management recommendations:

- The area would benefit from a review of unauthorised advertisements.
- Introduction of an advertisement design guide.
- Reintroducing a standard size of fascia.

Dormers and Bay Windows

Dormers are an important aspect of the roofscape of the Conservation Area. Where removed, they have reduced the architectural interest of the building and can remove the group value and uniformity of the street.

Applications which propose the removal of dormers and/or bay windows which form a part of original design of the building or forms a part of the grouping should be considered for refusal.

Applications which seek to reinstate lost features and group value of the buildings will be supported.

Conditions for refusal:

- Flat roof dormers
- Oversized dormers and/or bay windows
- Dormers and bay windows which do not match the architectural style of the host building and adjacent units.
- Poorly aligns with architectural features of the area.
- Uses modern materials which may not be in keeping with the character of the area.

2.7. Focal Buildings

The Conservation Area features several focal buildings resulting from their architectural form and position within the heritage asset. In preparing applications for alterations or new developments within the conservation area, the following guidance should be considered:

- The alterations or new development should not be introduced such that it reduces the status of a focal building.
- Should not negatively impact the key views towards a focal building.
- Should not cover over the architectural features of focal buildings or alter their form and scale.

2.8. Trees

Trees add to the aesthetic and environmental value of the area and are an integral part of the character of the area. They also contribute towards screening negative buildings within the conservation area.

In determining applications that 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 with a report by an experienced Arboriculturist or Ecologist.
- Where approval for the loss of 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.
- Planting new trees along the current treeline will be supported by the council. Provided that the proposed trees are of a suitable species and do not harm the character of the street.

2.9. Energy Efficiency and 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 the character and appearance of the Conservation Area.

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 be instead given for the installation of secondary glazing to improve the energy efficiency of a building.
Electric Vehicle Chargers	Electric Vehicle Chargers should be sited in a position where they are not a prominent feature of the public realm and should not be visible on the 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.

2.10 – Future Actions

At time of next survey of the Conservation Area:

- Review the impact of the painting of buildings and to determine in an Article 4 Direction should be introduced.

Appendices

Appendix 1 – National Planning Policy Framework

(December 2023)

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 203

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 213

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.
 - e. Waymarking arterial routes.
 - f. Ensuring proposals, including those on allocated sites, accord with any adopted masterplan, development brief or local development order.
 - g. Development of tall buildings (above 30m in height) in and around the city centre, as shown on the Policies Map, must demonstrate that:
 - i. A would not harm the character and appearance of the city centre Conservation Areas which are characterised by their low-rise nature.
 - ii. Would not harm the setting of heritage assets.
 - iii. They would not harm the distinctive, historic skyline.

- iv. There would be an acceptable impact on views and vistas across and within the city centre.
- v. They are providing a positive contribution to the skyline through a high standard of design.
- vi. 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.
- vii. Local Listed Buildings and sites identified on the local Historic Environment Record.
- viii. 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.
- ix. Archaeological remains and deposits relating to Romano-British riverside settlements lining the banks of the River Hull from Kingswood to Stoneferry; and
- x. 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.

Appendix 3 – References

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Appendix 4 – Historic Maps



Figure 25. Hesse Road Map (1890) showing former cricket ground, St. Barnabas Church (now replaced by St. Barnabas Court), and tramlines for horse-pulled trams. Source: MyHull maps.



Figure 26. Hessle Road map (1928) shows the extensive developments within the area in the early 1900s. Source: MyHull Maps.

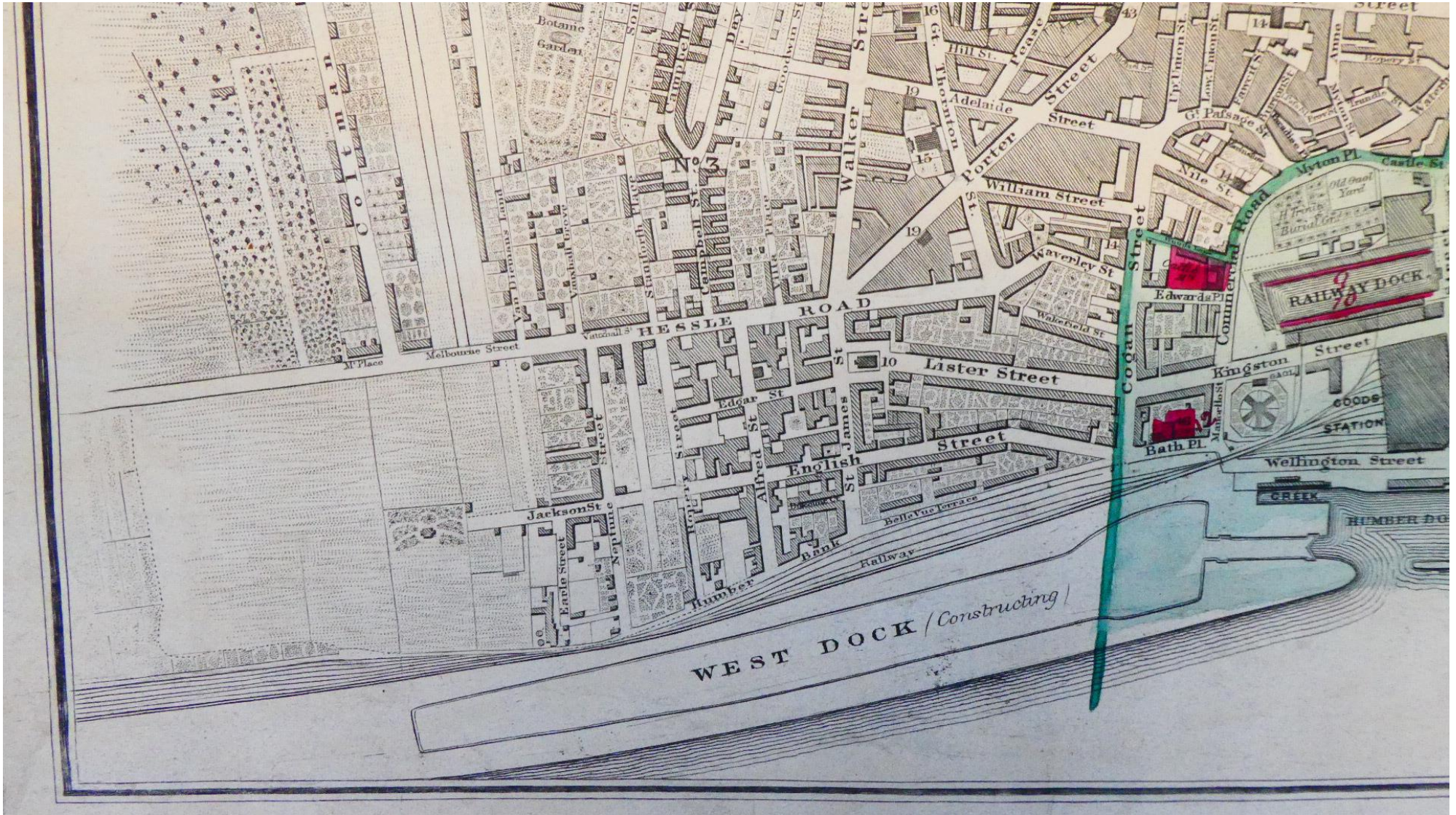


Figure 27. Goodwill & Lawson's 1867 Map of Hull. Source: Hull History Centre.



Figure 28. Peck & Son's Map of Hull 1857. Source: Hull History Centre.

Appendix 5 – Maps

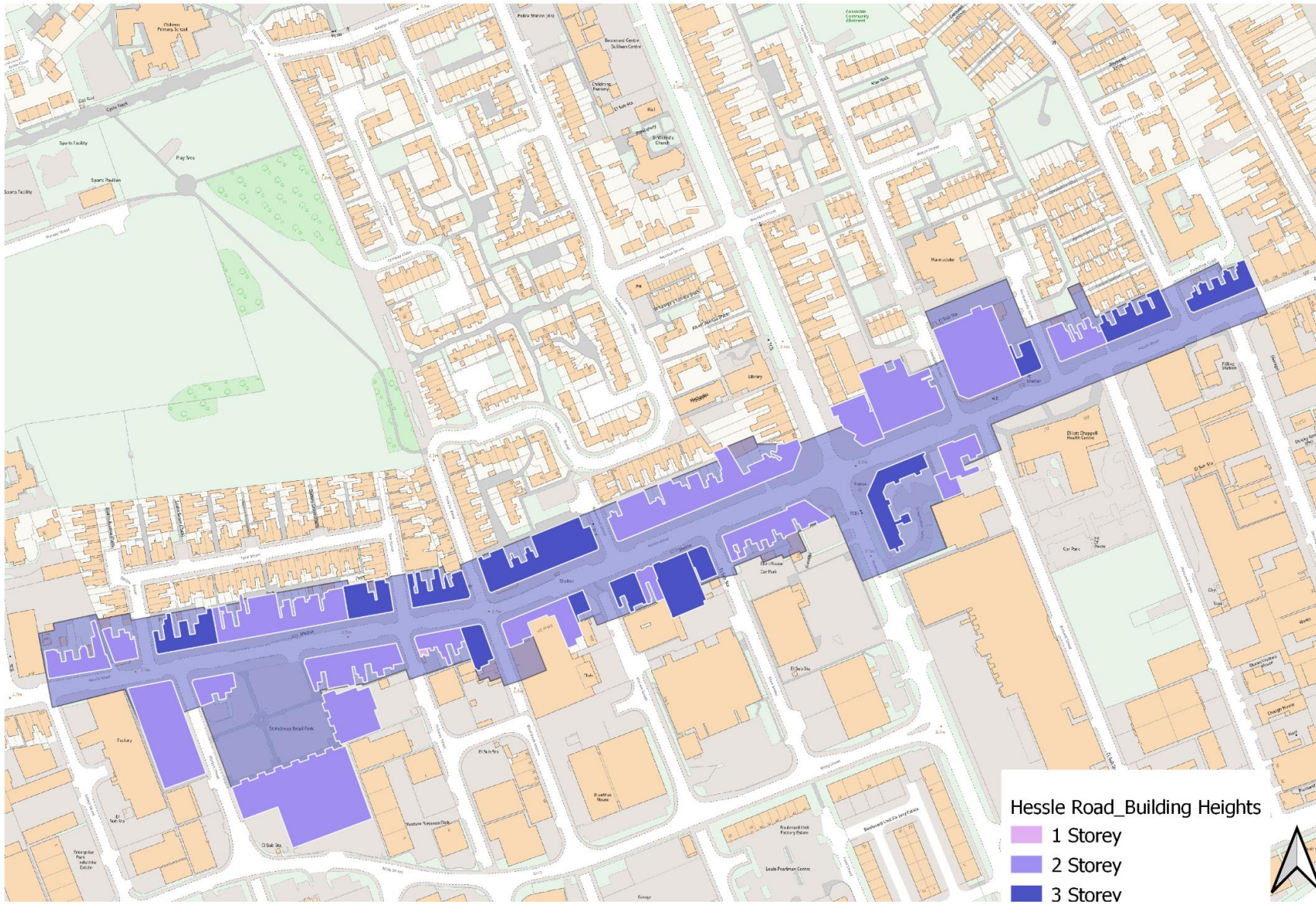


Figure 29. Building Heights

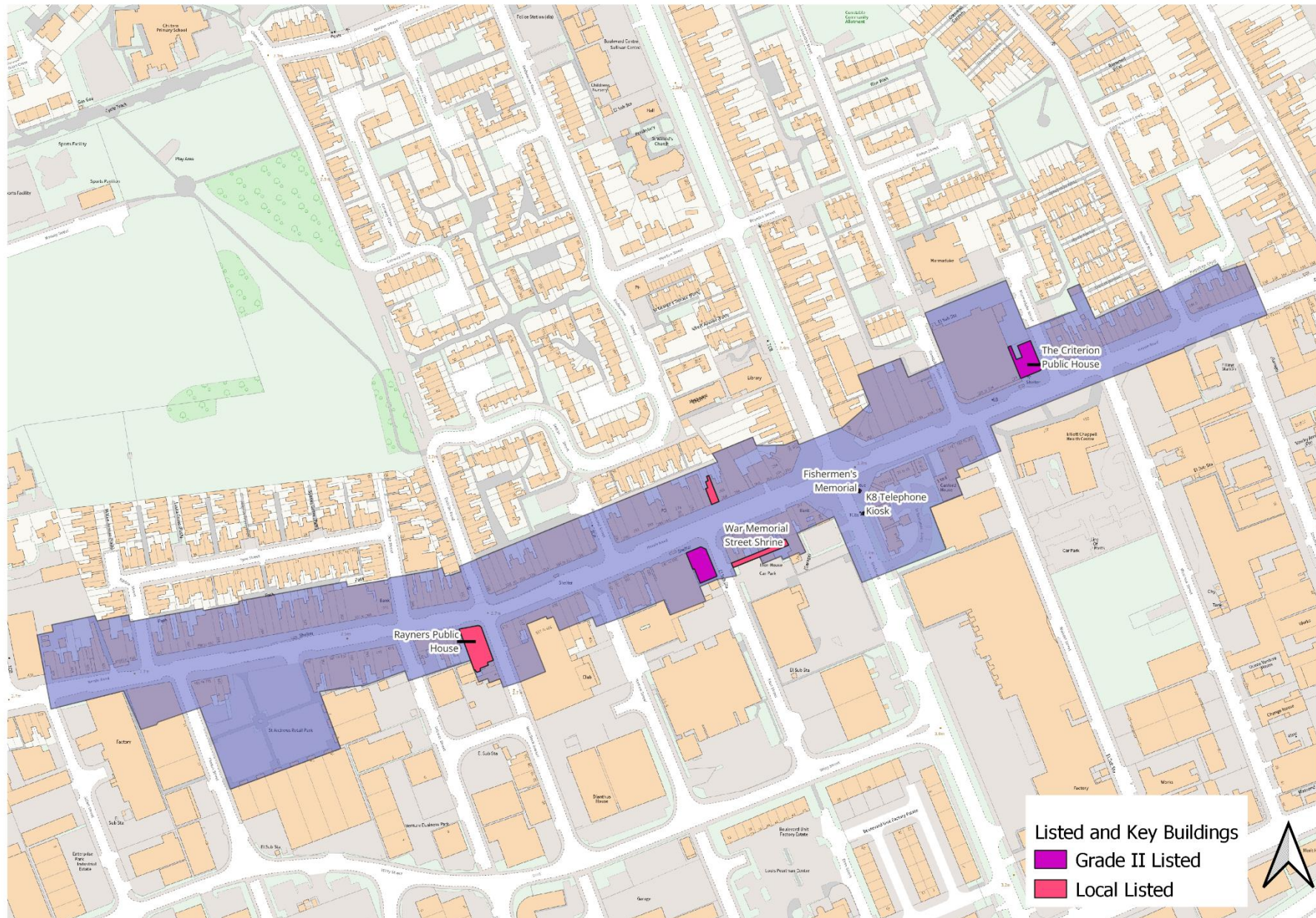


Figure 30. Listed and Key Buildings.

Appendix 6 – National Designations

Criterion Public House, Hesse Road

Entry No.: 1292884

Designation: Grade II

Date of Listing: 21/01/1994

Listing description: Public house. c1860, with late C19 alterations, restored late C20. Yellow brick with red brick and ashlar dressings and hipped and gabled slate roof with 2 ridge and single gable stacks. Polychrome sill bands, window heads and moulded cornice. 3 storeys; 4x5 windows. Windows are plain sashes, those to first floor with round heads and keystones. Corner site with rounded angle. Corner bay has a single window, flanked to left by 4 windows and to right by 5 windows, then a 2-storey block with a single window. Above, a blank window flanked on either side by 4 windows, all with segmental heads. Ground floor has a restored late C19 wooden shop front with panelled pilasters, shaped brackets with segmental pediments, and moulded cornice, returned along both fronts. C20 corner door with panelled recess and curved overlight. To its left, a large 2-light window, then a doorway with blocked overlight. To left again, 2 round-headed sashes, then a larger segment-headed sash, then a round-headed blocked doorway. All these openings have keystones. To right, two 2-light windows, then 2 doorways. Beyond, a C20 door with fanlight, flanked by single round-headed sashes. All these openings have keystones. INTERIOR altered late C20. Moulded cornices remain.

Yorkshire Bank at corner of Eton Street

Entry No.: 1292577

Designation: Grade II

Date of Listing: 21/01/1994

Listing description: Bank. Dated 1901. By JR Whitaker of Leeds for the Yorkshire Penny Bank. Brick with Westmorland slate roof with terracotta dressings and faience tile ground floor. French Renaissance Revival style. Plinth, ground floor cornice, string courses, coped gables. 3 storeys plus attics; 4x4 windows. Corner site with angled corner. First and second floor windows are plain sashes. Corner entrance bay has a 2-light window with stone mullion. Above, a smaller 3-light window flanked by octagonal pilasters with ball finials. Below the window, a cartouche. Above again, a steep pitched gabled dormer with a single light shouldered window flanked by coats of arms and with a cartouche below. Above and behind, a steep pitched pyramidal roof topped with a wrought-iron crest. Below, a segment-arched doorway flanked by octagonal piers topped with finials in the form of heraldic beasts holding shields. Fielded panelled double door with segment-headed mullioned overlight, and above it, a relief panel with a dated scroll. Main front, to Hesse Road, has two pairs of shouldered sashes. Above, 2 groups of 3 sashes divided and flanked by octagonal pilasters with ball finials, under a ramped coped parapet with 2 segmental pediments, each containing an inscribed tablet. Below the second-floor windows, a band of relief decoration. Below, 2 segment-headed 3-light cross casements, under a cornice with 3 heraldic beasts holding shields. Left return front, to Eton Street, is of similar design with simplified ornament. To its left, a parapeted 2-storey range with a pair of sashes, and below, to left, a door.

Fishermen's Memorial at Junction with Boulevard

Entry No.: 1197743

Designation: Grade II

Date of Listing: 21/01/1994

Listing Description: Memorial statue. 1906. By Albert Leake. Life size Portland stone figure of a fisherman in a defiant attitude, on a square pink granite pedestal with plinth, cornice, and inscription. Stepped stone base. The memorial was erected by public subscription in memory of 3 trawlermen killed in 1904 when the Russian Baltic Fleet fired on a group of Hull fishing vessels. This is known as the Dogger Bank Incident and ironically led to an improvement in Anglo-Russian relations. (Palmer, A: A Dictionary of Modern History: Harmondsworth: 1962-: 108).

War Memorial Street Shrine, Eton Street (Attached to 275 Hessle Road, Eton Street, Hull, HU3 4BE)

Entry No.: 1446791

Designation: Grade II

Date of Listing: 26/09/2017

Listing Description: War Memorial Street Shrine, marble and granite wall plaque, unveiled October 1916.

MATERIALS: marble and granite.

A rectangular white marble plaque, attached to the side wall of 275 Hessle Road (which is not listed), approximately 2m above pavement level. The plaque is subdivided into three panels by two metal bands with fleur-de-lys finials, and intaglio carved flowers to each corner. The two outer panels of the plaque have inset grey-blue granite columns with torus and scotia decoration. The names of the Fallen are listed on the three panels in metal lettering; the left-hand panel lists three who served in the Royal Naval Reserve Trawler Section (RNRT), the central panel lists seven who served in the East Yorkshire Regiment, and the right-hand panel lists the names of three men lost whilst fishing, including one member of the RNRT. The plaque has a moulded base resting on a plain shelf supported by two moulded corbel brackets. The face of the shelf has gothic lettering that reads - Father in thy gracious keeping leave we now thy servants sleeping. Marks on the wall above the plaque indicate that the memorial was originally crowned with a scrolled pediment, which is missing.

K8 Telephone Kiosk, Boulevard (east side), Near junction with Hessle Road, Hull HU3 4DA

Entry No.: 1482741

Designation: Grade II

Date of Listing: 27/02/2023

Listing Description: K8 telephone kiosk. Designed by Bruce Martin and introduced from 1968.

MATERIALS: cast iron and aluminium.

DESCRIPTION The K8 telephone kiosk stands in Boulevard, a wide, tree-lined street laid out in 1870, close to the crossroads junction with Hessle Road. It is located near the Fishermen's Memorial statue of 1906, Grade II (National Heritage List for England: 1197743).

The Mark 1 design has a square plan and stands on a concrete base. It is built of six cast iron parts and an aluminium door. Three sides of the kiosk, including the door contain large sheets of toughened glass set in rectangular frames with rounded corners. The rear panel has a blind rectangular frame with rounded corners and below an attached cast iron plaque with the manufacturer's name CARRON / COMPANY in relief letters. The four sides of the flat roof dome have rectangular framed signage panes with rounded corners glazed with toughened glass, each bearing the word TELEPHONE on a white background. The kiosk is painted cream.

Appendix 7 – Shopfront Examples

Positive Shopfront Examples



Example of positive enhancements to shopfront—maintains recessed entrance and proportions.

Negative Shopfront Examples



Oversized advertisement, shopfront elements do not replicate original.



Panelled stallrisers, timber fascia.



Poor quality advertisements and awnings.