

Beverley Road Conservation Area Character Appraisal

Character Appraisal for the Beverley Road Conservation Area



Prepared by Urban Conservation and Design Team, Planning Services Division,
Group directorate for Regeneration and Development,
March 2002

BEVERLEY ROAD CONSERVATION AREA CHARACTER STATEMENT

1. Summary

- 1.1 Beverley Road is one of the most important radial routes leading into the City Centre. The Conservation Area, designated in 1994, stretches from Blundell's Corner, on the edge of the City Centre, to Inglemire Lane, a distance of nearly 2.5km. This designation incorporates part of the earlier Avenues/Pearson Park Conservation Area dating from 1974, which had included Pearson Avenue, and the section of Beverley Road between Grove Street, Eldon Grove and Queens Road. As part of the continuing review process, the boundary of the Conservation Area was further extended in October 1999 to include several Victorian properties lying close to the Cottingham Road junction.
- 1.2 Whilst some Conservation Areas have strong and uniform character, largely derived from the way and timescale in which development took place, Beverley Road is much more varied. This is because it is a radial road stretching from the edge of the City Centre to the suburbs, which were not developed until the 1920s and 1930s. It passes through various zones of development, the consequence being that there is a variety of styles of building along its length. This reflects the span of the main period of development of over 100 years, ranging from the early 19th Century to the early 20th Century as one proceeds further out from the City Centre. Since this time, some demolition has occurred and gap sites have been infilled with modern development, but despite this the historic characteristics of the area are still very much in evidence. Adding to the character of the buildings is the variety of road and footpath widths and building lines, each of which has a pronounced effect on the character of the vicinity.
- 1.3 There is no one 'character' to Beverley Road, except for that which derives from its historic function as an important route. One of the consequences of this variety is that each stretch of the road has a strong sense of place, each section has a different character made up from various elements including its land uses. Instead of a lack of uniformity being seen in negative terms, this diversity of local identity can be a positive feature and one which it is desirable to preserve and enhance. The exception to the general scale of buildings is the old village of Stepney, through which Beverley Road passes. Whilst the buildings which now comprise the frontage are not as old as the village itself they reflect its form in terms of their modest height and building line to the back of the footpath. This is the narrowest part of Beverley Road and the effect of a village street is still maintained.

1.0 Origins and Development of the Area

2.1 **Mediaeval to late 18th Century**

Beverley Road is an important and ancient way into Hull from the north, dating back at least to mediaeval times. The mediaeval property boundary known as 'The Kings Bancks' also followed the same line as Beverley Road and continued to Stoneferry.

Originally, the land through which Beverley Road now runs was salt marsh, subject to flooding by tidal waters that flowed up the River Hull. At some stage a route through this marsh was negotiated, presumably using a combination of natural features and artificial causeway. A change in level can still be clearly seen in the surviving open land in the vicinity of Cottingham/Clough Road junction, notably St. John's churchyard and the grounds of the former Endsleigh College where the ground level is several feet below that of the road surface. Further improvements to the route probably took

place when it was turnpiked in 1744. Drainage also continued with the construction of the Beverley & Barmston Drain in 1798.

Several of the lanes which lead off Beverley Road, such as Wellington Lane, Fountain Road, Stepney Lane, Park Lane, and probably Inglemire Lane, existed at least as far back as the 17th Century as property boundaries, as did the southern boundary of No. 74 Beverley Road.

2.2 Late 18th Century

By this time a Turnpike Cottage and small settlement existed around the crossroads at Newland. Bridge End Cottage on Inglemire Lane was also constructed during this period.

Stepney Village has also begun to develop, although the precise extent of development is unknown.

2.3 Early 19th Century

Suburban development began to occur along the southern section of the western side of Beverley Road, where at that time was at the edge of the town. To the north, Newland Village began to develop more substantially, with St. John's Church being constructed during this period.

2.4 Mid 19th Century

At the southern end of Beverley Road, relatively ornate, 3 to 4 storey terraces were developed along both sides of the street. The Sculcoates Workhouse, which used to form part of the Kingston General Hospital complex, was also established in 1844.

The Victoria Dock branch railway was opened in 1853 and crossed Beverley Road by means of a level crossing at Stepney. A station was opened here and this encouraged the further development of Stepney village.

Large Villas such as Dorchester House, and Rockcliffe House, were built within their own grounds. Short Cul-de-sacs were developed with substantial detached houses, including Eldon Grove and Beech Grove.

2.5 Late 19th and Early 20th Century

The late Victorian and Edwardian era was the most intense period of development with many of the residential terraces between Stepney and the Overhead Railway Bridge and Newland areas being constructed. Terraces with shops at ground floor level were also developed namely Brunswick Arcade and those at Stepney Village.

To the north of the area, more detached villas were built, for example those around Newland Village and Wyke House. The streets leading off Beverley Road were also laid out and began to see substantial residential development. Significant public and commercial buildings were erected:- Beverley Road School, Baths and Library all dating from this era.

The Hull & Barnsley Railway opened in 1885 and crossed Beverley Road by an overhead bridge to the north of the Queens Road/Sculcoates Lane junction. A new

railway station was opened on Fitzroy Street, just to the east of the Conservation Area boundary.

2.6 Post 1920

Most residential terraces were built particularly in the Newland and Endsleigh/Inglemire areas, though generally the pace of development began to slow down following the 1st World War, and economic decline started in the area.

2.7 Post 2nd World War

Following the war some sites in the vicinity of Beverley Road were cleared, some as a result of bomb damage, and others for purposes of redevelopment. The general reduction of built density in some parts of Beverley Road, led to a loss of containment and the creation of inappropriate spaces. Many of sites have been left undeveloped, only being used for car parking. Some sites were eventually redeveloped, but often in a way that paid little regard to the historic context.

Over this period there has been a steady decline in condition of the built environment, this being most pronounced in the Strand/Brunswick, Stepney and Newland areas. Many of the street trees have also been lost during this period. The designation of part of the area in the Avenues/Pearson Park Conservation Area perhaps stemmed any further erosion of character between Stepney and the Queens Road junction.

Undoubtedly, the biggest effect on the character of the area during this period has been the growth in motor traffic. The street scene has become degraded due to high levels of traffic, increased demand for car parking spaces and associated traffic management measures.

Since the 2nd World War there have been various proposals to widen the street to dual carriageway, though budgetary constraints and shifts in transport policy perhaps now make this unlikely.

The changes in the nature of retailing and increased mobility have led to many shop units becoming vacant through the 1980s and 1990s. More recently changes in the housing market have led to an increase in the number of empty residential properties. These vacancy levels are having an adverse effect on the character of some parts of the Conservation Area.

2.0 Archaeological Significance

The south side of Cottingham Road is considered an area of archaeological interest. This used to form part of the ancient settlement of Newland.

The National Picture Theatre, 144 Beverley Road, has recently been considered for designation as a Scheduled Ancient Monument. This is one of only three examples, nationally, of bomb damaged remains of a non-ecclesiastical building.

3.0 Analysis of Component Character Zones

The variety and length of Beverley Road are such that, for a more detailed description, it is convenient to divide it into physical character zones. The subtle curves, changes of direction and specific narrowings naturally break the road into sections.

Some aspects of physical character are constant throughout and others are better dealt with by looking more closely at each zone.

The Listed and other key buildings are examined in detail, to give an indication of the wealth of architectural and historic interest that exists in the area. However, the purpose of the Conservation Area is to preserve and enhance the quality of the area as a whole, and to protect the distinctive townscape qualities, as well as the setting for the various Listed Buildings.

4.1 **STRAND/BRUNSWICK – Norfolk Street to St. Hilda Street/Terry Street**

i) Nature of development

The characteristic building type in this part of the area is mainly that of large former houses from the early Victorian era. These are interspersed with 1950s-1970s infill developments, built at a time when there was little interest or desire to develop in sympathy with the existing buildings.

The predominant form is of long and wide plots laid out at right-angles to the road, of terraces of large 2 and 3 storey houses, on large plots set back to give a front garden, in some cases up to 13m in length. Many of these still remain, although some have now become a hard surfaced forecourt. There are also some sections of retail frontage without forecourts. These are mainly on the eastern side, are set further forward and directly abut the pavement.

The road here is wide; generally between 30 and 45 metres between opposing frontages. As a consequence of this, the pavement width is also relatively generous.

This distance is greater at the former Kingston General Hospital site, and the Kingston Youth Centre where the buildings are set back in their own grounds. The height of the frontages and presence of a large number of mature trees, result in these spaces making a positive contribution to the area's character.

However, the comparative openness of the large car park to the front of the Masonic Hall, and the adjoining forecourt result in a leakage of space. The poor level of containment has a negative effect on the quality of the street scene.

There is a succession of side streets which meet Beverley Road, usually at right angles, but sometimes at other angles, which relate to former property and field boundaries, and are thus a reflection of the history of the area.

There are two examples of where single storey extensions have been built in the front gardens of former residential properties, to create commercial floorspace. These additions, which date from well before the designation of the

Conservation Area, have a negative impact on the traditional spatial qualities of the street.

The north side of Somerscales Street comprises small 2 storey terraced houses, which extend to the back of a narrow pavement.

The roofline generally runs parallel to the road, with occasional gable end features, some in a 'shaped' or 'Dutch' style.

ii) Kingston Cottage, 44 Beverley Road

Dates from 1837. Painted stucco and slate roof. 2 storey, 3 windows in width and 2 canted bays. Originally a single storey structure, it appears to have been a lodge to Kingston College to the north, and was probably also designed by H.F. Lockwood.

Former Kingston College, now Kingston Youth Centre

Built 1836-7 to design by H.F. Lockwood. Red brick, Tudor style with mullioned windows and corner turrets. 'an essay in the Gothic style' – Georgian Hull.

Trafalgar Street Church (Grade II)

Former Central Baptist church, now evangelical church, and adjoining halls. 1904, by George Barnes & Son of London. Red brick, and moulded dressings with flint panelling, which is unique in the City. The Church has a perpendicular tower in a Gothic style, with an open wooden bell turret and small leaded spire.

This building is still in active use as a church, but its physical condition is steadily deteriorating.

York Parade, 53-63 Beverley Road (Nos. 53-55 Grade II)

Dates from about 1820. A much altered terrace, originally of seven 2-storey, 2-bay houses set back with sizeable front gardens. The properties possess a classical porch and are flanked by large semi-circular bay windows.

50-64 Beverley Road

1890 'Brunswick Arcade'. 3-4 storey brick terrace with Dutch gable details. This is a key group of buildings that have the potential to make more of a positive contribution to the street.

Unfortunately, some inappropriate alterations have been carried out to the frontage, which undermine the overall character of the terrace.

There is a high level of vacancy in the retail units at ground floor level, which does not project a positive image to prospective tenants or for the wider area. Some of the upper floors are still in use as flats, though several have begun to fall into disrepair.

Brunswick House, Strand Close

1890 by Botterill and Bilson. Brick and ashlar dressings, with the elevations in various styles. This was the first higher-grade school to be built in Hull.

Masonic Hall

1865 by William Botterill, a prominent local architect. This yellow brick Gothic building was originally Beverley Road Wesleyan chapel schoolroom.

Granville Terrace, 74-84 Beverley Road (Grade II)

Built in the early 1860's and attributed to Samuel Musgrove. These 3-storey houses have richly carved woodwork to porches, bays and eaves cornice; a particular feature of mid-Victorian houses in Hull.

York Terrace, 77-83 Beverley Road

A group of four 3-bay Grecian style villas, designed by David Thorp in 1832. Nos. 79-81 are the least altered.

85-93 Beverley Road

No. 89 Grade II – is a stuccoed 2-bay house with doric doorcase, dating from the 1820's.

109-121 Beverley Road

A row of 3-storey houses erected 1825-1830. Painted and exposed red brick. Ionic and Greek Doric portico features.

National Picture Theatre, 144 Beverley Road

Brick and stone façade built in 1914. Entrance flanked by pairs of Ionic pilasters. The building was bombed in the 2nd World War, and the only building in Hull to survive in its bombed state.

The Swann Inn P.H.

It has the usual fine brick and terracotta work and the decorative faience panels typical of Hull's splendid late Victorian pubs. The narrow frontage has a wide open entrance with an oriel window above topped by a Dutch gable.

Northern Library (Grade II)

1895 by Cheers of Twickenham. Late Gothic building of brick with stone details. Many gables and interesting roof pattern.

iii) Uses, traditional and emerging

Many Victorian properties built as large single residences have now been converted to Office and commercial premises. These uses now predominate,

particularly at the southern end of the area. Some of the larger properties on the main road have been divided into bedsits, and there are few residential properties that now remain in single occupancy. In recent years the nature of retailing has changed, and the area is now less important for local shopping. There has been a continued move toward service and entertainment sectors, and typical businesses include furniture stores, car hire, and vehicle repairs. This is interspersed with numerous clubs, pubs, and takeaway restaurants. Also of note are the number of vacant retail units, which are falling into a dilapidated state, and the appearance of which is having a negative effect on the Conservation Area.

Public or institutional buildings are also prevalent in this part of Beverley Road. These include the Kingston Youth Centre, Salvation Army, Masonic Hall and Stepney Branch Library.

4.2 STEPNEY – St. Hilda Street to Stepney Lane

i) Nature of Development

Hull has few villages within its boundaries, but one of these is Stepney, which grew up along Beverley Road. Whilst the village has now been incorporated into the built up area of the city, it is still apparent visually and contributes its own particular character to the Beverley Road Conservation Area.

Whilst the buildings which now comprise the frontage to Beverley Road are not as old as the village itself, they reflect its form in terms of their more modest height; generally 2 storeys, and building line to the back of the footpath. Despite the relatively low height of the frontages they provide a high degree of containment to the street scene. This section is the narrowest part of Beverley Road, with a distance of only 18-20 metres between the frontages, which maintains (if the traffic is ignored) the effect of a village street.

The individual frontage elements, are generally smaller and narrower, and more simple in style in comparison to other parts of the area. The roofline runs parallel to the street, with gable ends mainly being found on the larger, more important buildings.

Unfortunately, there is a weakening in the level of containment in the vicinity of Station Drive.

The construction of this new road junction along the line of the old railway during the 1980s create a gap site on the eastern side. Industrial units were constructed to the rear, and although just outside the boundary, they fail to create a high quality backdrop to the Conservation Area.

Across the road, the Aldi car park forms another prominent break. The space resulted from the clearance of some low-rise buildings on the site during the 1970s. When the supermarket came to be developed, the site had already been used for informal car parking for many years. In the future care should be taken to prevent any further erosion of built frontage, and containment should be maximised as far as possible.

The housing development at the northern end of Stepney was built during the late 1990s for the Chinese community. This is domestic in scale, and is a pronounced contrast in height with the neighbouring public house 'The Rose Hotel'. However, the development does reflect the general character of the rest of Stepney.

ii) **Listed and other key buildings**

190 Beverley Road (corner of Pendrill Street)

Dates from 1901, and was probably designed by Gelder & Kitchen. The stone facing at ground floor level indicate the building's origins; it was developed as Hull Savings Bank. It possesses a renaissance gable and corner turret.

Stepney Railway Station (Grade II)

1852-3 by William Botterill, who came to Hull as architect to the York and North Midland Railway. This was one of the first buildings in Hull. Red brick with grey brick pilaster strips, 2-storey, 3-bay main block with gabled end bays projecting. Round-arched windows and distinctive arched central chimney stack. There are single-storey wings to either side of the main section.

Glad Tidings Hall, 219 Beverley Road

Opened in 1849, and believed to be the oldest Methodist chapel in Hull that is still being used for its original purpose.

The Rose Hotel P.H.

Constructed about 1900. Red brick and faience on the upper part of the elevation, with ceramic tiles at ground floor level. Rounded corner with Onion dome above.

The Bull Inn P.H. (Grade II)

1904-4 by Freeman, Son and Gaskell. Brick with stone and terracotta detail and faience panels. Double gable ends on the northern and western elevations, echoing those on the Beverley Road School next door. Handsome gilded figure of a bull projecting from the frontage.

iii) **Uses, traditional and emerging**

This is an important local shopping area – historically a village centre, and is characterised by a range of small retail units, at ground floor level, which are interspersed with several pubs and restaurants. Several of the retail units are currently vacant, and the upper floors of the buildings also appear to be largely underused, though some are in residential use.

However, despite being supported by Local Plan policy the area's role as a local shopping area does appear to have been declining, but this may be reinforced by the opening of a Supermarket and Drive-Thru Restaurant just to the south of the village, between Margaret Street and Terry Street.

4.3 STEPNEY LANE to OVERHEAD RAILWAY BRIDGE, and ELDON GROVE

i) Nature of Development

To the immediate north of Stepney Village, there is an abrupt change in the character of Beverley Road. Not only does the road widen to around 35 metres between frontages, it makes a long gradual left-hand curve as far as the Queens Road/Sculcoates Lane junction. In addition, the buildings fronting the road are a marked contrast to the intimate environment of Stepney. This is the location of the major public and commercial buildings in Beverley Road. These have largely survived and form one of the grandest groupings in the City. The area immediately to the north of Stepney is probably the main focus of Beverley Road and its Conservation Area as a whole. It is a good example of turn-of-the-century townscape that has remained relatively unaltered and exemplifies late Victorian development.

Like the public buildings, the residential properties are also of a relatively grand scale, with the taller frontages providing a greater degree of containment. The predominant form is that of large residential terraces, with regularly occurring gable ends facing the street, which creates a regular rhythm along the frontage. Also of note are the large detached properties in the vicinity of Pearson Avenue. Most of the properties here have a small front garden.

The large number of mature trees also makes a significant contribution to the character of this part of the Conservation Area.

Eldon Grove

This residential cul-de-sac lies at right angles to Beverley Road, and forms a separate visual entity, and comparatively quiet enclave.

On the southern side there is a group of detached houses, which possess relatively large front and rear gardens. To the north side lies a large terrace. These are separate by a line of mature trees, in the centre of the street.

ii) Listed and other key buildings

Beverley Road School (now Stepney Primary School) (Grade II)

One of the best remaining of the Hull Board Schools designed by Botterill and Bilson in 1887. This red brick structure has a central octagonal wooden bell turret with lantern and ogee dome. 'Queen Anne' style shaped gables.

Beverley Road Baths (Grade II)

1905, by Joseph H. Hirst. The building exhibits a strange mix of Edwardian Baroque/Art Nouveau styles, though the Art Nouveau detail is more evident on the interior. Red brick with stone dressings. The central tower, with copper dome forms an imposing landmark. There is a smaller domed cupola on the left-hand side.

263-269 Beverley Road

Four identical three-bay grey brick villas with hipped slate roofs and Corinthian porches. These date from the 1870s.

Claremont House, 271 Beverley Road

Also of the early 1870s, but this is a larger, more elaborate building with shaped gables and a corner turret.

Dorchester Hotel, 273-277 Beverley Road

Incorporates Dorchester House, and built 1861-2 by Bellamy and Hardy. Now painted brick with stone dressings. There is an abundance of shaped gables and corner turrets topped by slate covered spires.

iii) Uses, traditional and emerging

A stronger residential use pattern emerges to the north of Stepney Village, although there is a parade of shops at the junction with Sculcoates Lane. Many of the older properties that were built as single dwellings, are now used as shared accommodation or have been divided into bedsits. The two large detached Victorian properties on the corners of Pearson Avenue are now used as a hotel and nursing home respectively. The residential use has been consolidated with the development of several purpose built blocks of flats during the 1970s and 1980s.

4.4 NEWLAND – Overhead Railway Bridge to Haworth Arms P.H.**i) Nature of Development**Beverley Road

At this point the street width contracts slightly to between 25 and 30 metres. The predominant form of development is a mix of 2 and 3 storey Edwardian and Inter-war terraces, with some post war infill. Many of these terraces have steep, regularly occurring gables facing the street, and this creates a distinctive pattern along the roofline. There are also examples of more substantial, late Victorian terraces in the southern part of the area. Some of the detached properties on Beech Grove are also Victorian. Rockcliffe House, which is set back from the main frontage line, pre-dates most of the development, and was swallowed up as the City expanded rapidly in the early 20th Century.

Although there is an absence of street trees along this section of Beverley Road, there is a good level of planting in front gardens. Whilst the commercial properties have hard forecourts, those in residential use still retain their original hedges and boundary walls, with very few gardens being lost to car parking.

Cottingham Road junction

This location forms the original part of Newland Village which until the 1880s was an outlying settlement, surrounded by open fields. The road junction formed the northern Tram terminus, which probably resulted in early suburban development at this nodal point, pre-dating much of that along the northern part of Beverley Road.

Although the buildings along the south side of Cottingham Road are well set back from the pavement, the large number of trees and distinctive design and prominence of The Haworth P.H. give the location a sense of place. A group of detached Victorian properties, dating from the 1880s, lie to the southwest of the junction. Although unlisted, their size, substantial construction, level of architectural detail and strong front boundary treatment make a positive contribution to the character of the area. This type of property is also rare within the City boundary.

Unfortunately, the presence of the Club car park, which resulted from the demolition of further similar properties during the 1960s, and the large advertising hoardings, has undermined the townscape qualities of this important location.

Clough Road

St. Johns Church, the Vicarage and Grove House residential development are all set back a considerable distance from the road, behind an abundance of mature trees, which makes this part of the area an attractive green enclave.

ii) Listed and other key buildings

329-341 Beverley Road

An imposing 3-storey terrace of the early 1870's, red brick with stuccoed quoins. Elaborate decoration, and triangular pediments above the first floor windows. Corinthian porches remain on two houses.

Former Mayfair Cinema

Dates from 1929. Standard Art Deco façade remains, although a substantial part of the rear of the building was demolished when it was converted to a pub in 1998.

Rockcliffe House (Hull & East Riding Institute for the Blind) (Grade II)

A yellow-brick villa of 1864, constructed in a Gothic style. Central tower feature and ornate stone columns.

439 Beverley Road – Newland House

Believed to date from around 1880. Double-bayed frontage at ground floor level. Of yellow brick construction. Rear outbuilding.

Still possesses its original front railings, this being a rare example as most of these were removed to be melted down during the 2nd World War. Currently vacant and rapidly falling into disrepair.

25-31 Cottingham Road

Four substantial detached houses in red and yellow brick, dating from the 1880's.

Haworth Arms P.H. (Grade II)

Mock half-timbered, 1925, by Llewellyn Kitchen. Built into the Beverley Road elevation is a milestone in the form of a mounting block.

The building's position at the back of the pavement gives it an imposing presence at the junction.

St. John's Church, Clough Road (Grade II)

Built of white brick in 1833 to the designs of William Hutchinson. Originally a simple rectangular building, additions to the chancel and vestry were carried out in 1893, followed by extension to the nave and baptistery in 1902.

Vicarage, Clough Road (Grade II)

1862. Grey brick with hipped slate roof.

iii) Uses, traditional and emerging

Some retail and entertainment uses; mainly pubs and take-aways, are concentrated between the Railway Bridge and Alexandra Road. On the eastern side, small retail uses are represented to the Clough Road junction, whilst the western side of Beverley Road, Beech Grove and to the south of Cottingham Road the properties are mainly residential. The north side of the Cottingham Road is a local shopping area. Many of the upper floors above the retail units appear to be in active use.

4.5 ENDSLEIGH/INGLEMIRE – Haworth Arms P.H. to Inglemire Lane**i) Nature of development**

To the north-west of the junction lies a group of small 2-storey terraces, known as Bethnal Green, which probably dates from the 1890's. This development is the most northerly 'court' housing in Hull. When compared to the rest of Beverley Road, the form of development and spaces in between is of a much smaller scale.

To the north, lie the comparatively large Wyke House and former Endsleigh College buildings, which are set back in open grounds. Occasional glimpses can be seen of the building over and through the gaps in the impressive high wall and tree belt, which extends around the corner into Inglemire Lane. This creates an enclave from the activity of the surrounding area. The strong boundary treatment matches the scale and height of the opposite frontage buildings which are about 25 metres away. The grounds to the south of Wyke House have been allocated as Urban Greenspace in the Hull Local Plan. It would be desirable to retain the formal layout and features of this attractive garden.

The eastern side of the road is characterised by Edwardian/inter-war terraces and semi-detached properties, which have generous front and rear gardens. They include a terrace with strong gable ends facing the street, some with half timbered detail. At the northernmost end of the Conservation Area, Bridge Cottage on Inglemire Lane is situated within a sizeable garden, planted with mature trees.

ii) **Listed and other key buildings**

Wyke House and former Endsleigh College

Dates from c. 1877. An Italianate villa, of grey brick with a central tower. The overall character of the Wyke House site is still that of a large villa in its own grounds, surrounded by a high wall and belt of trees. It is laid out as a formal garden, orchard, tennis court and kitchen gardens and retains this formal structure on a scale unusual in Hull, outside the public parks. Wyke House and the group of buildings, arranged around the courtyard, to the rear formed the original part of St. Anthony's Convent (R.C.) established in 1899. In 1905 this became Endsleigh Roman Catholic College, and the complex continued to expand in stages through the 20th Century.

Bridge End Cottage, Inglemire Lane

Dated 1785, although it has been fairly substantial alterations. Painted brick with pantile roof. The building is one of the few remaining 18th Century buildings in the Conservation Area. The large garden surrounding the property gives this location a rural character.

iii) **Uses, traditional and emerging**

Retail uses at ground floor level with flats above on the eastern side, with small residential terraces on the western side until Haworth Street/Beresford Avenue.

Beyond this point the nature of residential development begins to change, and the area takes on a leafier suburban feel.

Much of the former Endsleigh College site is now being redeveloped for residential use.

4.0 Positive attributes of the area

A) DISTINCTIVE ASPECTS OF TOWNSCAPE

5.1 Scale of built form and plot size

These give an impression of importance in terms of the character of the street as a whole.

The ample plot width and scale of the built form is particularly evident in the Strand/Brunswick and the part of the area between Stepney – Queens Road junction. Although in Stepney Village the scale of the built form is more domestic, and generally extends to the back of the pavement. This form of development probably resulted because there was a demand for impressive properties and this was the first development on what was in effect a 'green field' site, so there was little pressure to economise on space. There were usually large gardens, both front and back. The back ones were frequently walled and the front ones contribute in large measures to the character of the street scene by providing a more spacious feel, increasing the distance between building frontages and softening the hardness of the urban street by the introduction of grass, shrubs and hedges.

5.2 Boundary treatments

In addition to the positive contribution made by the building frontages to the area's character, the various boundary walls, railings, fencing and hedges and planting to the front of many properties also play an important role. Whilst some of the original front gardens and boundaries have been turned over to hard forecourts or car parking spaces, many still remain. There should be a general presumption against the further erosion of these features. The design of new boundary treatments, particularly at the back of the pavement requires careful consideration. These need to be of sufficient quality – low walls with railings or hedgerows, and should make reference to the original plot pattern. Historically the height of railings usually relate to a building's importance, and this should be reflected in any replacement or new development.

5.3 Landmarks buildings

There are various public buildings that could be considered as 'landmarks', these are buildings which are sufficiently distinctive in some way and prominent enough to act as an indicator of your whereabouts. This feature seems to derive from two basic characteristics.

Firstly, public buildings each have a particular function and this is reflected in their design. Thus there is more distinction between swimming baths, public houses and churches than there is between different styles of private housing and shop fronts. Secondly, public buildings were often more opulent than

private housing, with more money to spend on them, not least on good architects. Also, there was probably an unspoken assumption that public buildings should make a statement of importance. Consequently, these buildings have a stronger character and distinctive design, including more elaborate and idiosyncratic decoration and architectural features, such as roof shape.

5.4 Vistas

These can be categorised in three ways:-

- 1) The linear nature of the route, without significant changes in direction, and the flat topography make it possible to see a considerable distance along some sections of Beverley Road. These views are effectively framed by the presence of the high frontages and mature trees.

More extensive planting of trees along the street could also reinforce the area's character, and soften the appearance of less appealing aspects. The reduction of clutter, created by commercial signage and street furniture both at a high and low level would also allow the townscape qualities to be more positively felt.

- 2) The subtle curves and narrowings at several points along Beverley Road create vistas which are more closed in nature.
- 3) The framed and closed views along the various side streets are also of note. For example, from Grove Street to Stepney Primary School, Pearson Avenue to the Park Gates, along Terry Street to shopping terrace opposite, and from Beverley Road into Beresford/Wellesley Avenues. The design of development at sites in the Conservation Area which are visible along the side streets is particularly important and should terminate distant views in the best manner possible.

5.5 Trees

Until the late 1970's/early 1980's much of Beverley Road was lined with trees. The effect of disease saw many Elms and Limes being removed, and this left only two sections where trees still form a significant part of the street scene. These are the Park Gates area, between Stepney and the Queens Road junction, and the Newland area. The predominant species are Planes, Sycamore and Limes. There are a few mature trees in the street scene in the Brunswick/Strand area, but their wide spacing, and width of the street results in them having a lower strength of presence than those in the areas to the north.

There are a number of sites where tree planting within the grounds makes a positive contribution to the character of the street scene. These include: the Kingston Youth Centre, Oughtred & Harrison premises at 108 Beverley Road, former Kingston General Hospital/Endeavour High School site, Rockliffe House, Grove House residential development and the Wyke House/ Endsleigh College site.

In the future the further removal of street trees should be resisted unless they are diseased.

If street enhancement works are to take place, it would be desirable to see some reinstatement of trees in some parts of the area, where services allow. Tree planting, using appropriate species should be considered as part of the landscaping scheme for any site redeveloped which takes place.

5.6 Sympathetic New Developments

These buildings use contemporary features and materials and whilst they vary in terms of architectural quality they generally relate well to the context of the Conservation Area.

- *297 Beverley Road*, residential development at the corner of Queens Road.
- *386 Beverley Road*, 'The Zachariah Pearson' Public House development by J.D. Wetherspoon.
- *334-336 Beverley Road*, Residential Home at the Sculcoates Lane junction.
- *Grove House*, Residential development.

5.7 Surface Treatments

Small areas of Yorkstone paving can still be found along the south side of Cottingham Road, and on the eastern side of Beverley Road to the north of Clough Road. The former is in reasonable condition, although the other stretch of pavement is uneven and in a poor state of repair. Any renewal of these pavement surfaces should be carefully considered.

5.8 Quality street furniture

Decaux bus shelters

A well designed product, but unfortunately this description and the standards of maintenance they receive, does not extend to other items of street furniture.

B) DISTINCTIVE ARCHITECTURAL FEATURES

The range of building styles which exist along Beverley Road, are largely as a result of its length, the fact that it forms a main route out of the City and the extended period of time over which development took place. In other words, style varies according to where on Beverley Road a building is situated, which to a large extent is a reflection of its date – from the early 19th Century town houses in York Parade, towards the southern end of Beverley Road, to early 20th Century semi-detached houses north of Clough Road.

However, there are a number of features which are distinctive to character of the Conservation Area as a whole. These include:-

5.9 Domes, Towers, Turrets and Spires

The Victorians had a penchant for using such features, and many act as focal points at the corner of blocks and street corners. They are particularly important in terms of the townscape quality in the area, as they provide visual interest and variety in the flat topography.

Examples include:-

Domes – *Rose Hotel P.H., Beverley Road Baths,*
Towers, Turrets and Spires – *Trafalgar St. Church, Northern Library, 190 Beverley Road, Dorchester Hotel, 414 and 430 Beverley Road, Rockcliffe House, Wyke House.*

Such features have been encouraged in new developments, e.g. *334-336 Beverley Road*, at the corner of Sculcoates Lane, and *161-171 Beverley Road*, as a result of planning control.

5.10 Gable ends facing street frontage

Steep gables, generally with a pitch in excess of 60 degrees to accommodate attics, are a feature of many of the late Victorian/Edwardian terraces, and their regular occurrence produces a distinctive rhythm along the roofline.

Generally, these extend to, or at least close to, the full height of the roofline. There has been a trend in some of the modern developments for squat gable features, as they are cheaper to construct, but visually they produce weak elevations, and undermine a distinctive aspect of the area's character. These should be resisted and where full gables cannot be achieved, a roof without gables might be preferable.

Some of the larger public buildings or commercial premises have examples of '**Dutch**' or '**shaped**' style gables'.

Examples include:-

- *Brunswick Arcade*
- *Swan Hotel*
- *178 Beverley Road*
- *228 Beverley Road*
- *The Bull P.H.*
- *Stepney School*
- *Rose Villa, 269-271 Beverley Road*
- *Dorchester Hotel, 273-277 Beverley Road*
- *Vineyard Church, 383-385 Beverley Road* (Over large arched window)
- *HSBC Bank premises, 548-550 Beverley Road*

5.11 Bay Windows

Splayed and Square bay windows exemplify much of the Victorian, Edwardian and Inter-war residential development throughout the area. Rounded bays can also be found in some of the early residential properties at the southern end of Beverley Road. Many of these possess distinctive stone, timber and iron decoration.

5.12 Materials -

i) Colour of the Brickwork

Hull is predominantly a brick City, and Beverley Road is no exception. Until the developments of the early 20th Century, a **white or yellow brick** predominates. In some cases the effect of natural weathering and pollution has now given the material a grey or buff appearance. This was a fashionable alternative to red stock brick from the 1780's onward, and in the following decades when stucco was in vogue, a fine white brick served as an acceptable alternative for town terraces along suburban roads such as Beverley Road. This was generally used on the more prestigious properties because of its relative expense. It is common in developments from late Victorian era, and almost the exclusive material in the area between Stepney – Queens Road junction.

These white/yellow bricks are thought to be either locally produced or to have originated in the London area and brought up as ballast in coastal ships. Probably both explanations are true to some extent.

From the late 19th Century, **red bricks** became common and were used particularly in public buildings, such as Beverley Road School and Beverley Road Baths. The characteristic red brick, which is generally used, possesses a smooth, rather than a rough finish.

Across the area, there is roughly even split between exposed red brick (c.40%) and white/yellow brick (c.40%). The remaining 20% is either Stucco, painted brickwork or render.

In the future, the choice of brick colour should be determined by that which is most appropriate to the various component character zones of the Conservation Area.

ii) Stucco/Painted render

The use of this treatment is more common around the Strand/Brunswick area and Stepney Village, and less prevalent in the northern parts of the Conservation Area.

Muted colours should be generally be used e.g. white, grey, cream and beige, whilst very garish colour schemes should be avoided.

The painting or rendering of exposed original brickwork is generally best avoided for both visual and practical reasons.

iii) Roofing Materials

Roofs are predominantly of **Welsh Slate**, which was in mass production during the period of major development on Beverley Road.

In many cases modern roof tiles have been used inappropriately to replace Welsh slates on some older buildings. It would be desirable to use slates, or products that give the appearance of slate, when roofs require renewal.

A few earlier buildings retain the **clay pantiles** which were the characteristic roofing material in the city before the introduction of Welsh slate in the late 18th Century. These are used on some of the more domestic properties around Stepney, one example being at *244 Beverley Road*; (the fish and chip adjoining The Bull P.H.)

Plain tiles can be found on some of the Edwardian and Inter-war development, particularly on the Public Houses dating from that era, namely *The Haworth and Banks Harbour*.

5.13 Decoration

Decoration is a common way of showing the importance of a building and there is ample evidence on many buildings of decoration of window heads and spandrels. More ornate detail can be found on many of the larger commercial and public buildings, for example **stone and faience detailing** and **ceramic tiling**. These treatments are particularly evident on some of the Pub frontages in the area.

Where details are missing it is often possible to tell what they were from similar buildings nearby, and it would be beneficial to reinstate them where possible.

5.14 Traditional shop frontages

Older Pub frontages tend to be the most distinctive and largely unaltered. Unfortunately, many older properties in commercial use have seen many alterations to the frontage at ground floor level. Probably the only remaining original shop frontage in the area is that of *321-327 Beverley Road*, on the corner of De Grey Street.

The Conservation Area designation has enabled a higher standard of design to be sought in planning applications. Over time these controls will have a marked effect on improving the quality of design in the area. Some recent examples have seen the frontage treated as a more integral part of the building. These include:-

- Public House, *361-363 Beverley Road*. When the building was converted to a pub, the modern glass fascia was replaced, and the original bays reinstated at ground floor level.
- *Selles Dispensing Chemists* and *adjoining shop unit, 206 Beverley Road*.
- *William Hills, 214 Beverley Road*

5.0 Neutral aspects

6.1 Surface treatments

Many of the pavements along Beverley Road are surfaced with Asphalt, particularly in the northern part of the area away from the City Centre. This is considered to have a neutral effect on the appearance of the area. However, it is important that this is laid to a high standard and kept in good condition.

A higher quality form of paving might be appropriate for some parts of the Conservation Area, as an enhancement measure. Flags or resin bound gravel products would probably be most suitable for use along some pavements, with block products being reserved for forecourts and as a banding material.

6.2 Modern developments

- *41-45 Beverley Road.* A 3 storey office development, with pitched roof, dating from the 1970s. This building broadly reflects the character of the adjoining buildings.
- *Pollard Court,* at the corner of Eldon Grove. This residential development dating from the late 1970s, pays regard to the materials, height and building line of the surrounding buildings but not the scale. The buildings appearance are also let down by bland elevational details.

6.0 Negative Aspects

7.1 Buildings which integrate poorly into the Conservation Area in visual terms

There are several incongruous developments, which are not in keeping with the area's historic character. These were all developed before designation of the Conservation Area in 1994, some from a time when there was little interest or desire to develop in sympathy with existing buildings.

In some cases, single storey extensions have been built over the front gardens of former residential properties, to form commercial floorspace:-

- *57-59 Beverley Road*
- *138-140 Beverley Road*
-

Other developments which detract from the prevailing characteristics of the area include:-

- *Sports Hall – extension of the Kingston Youth Centre*
- *'The Ringside', 147-149 Beverley Road*
- *Strand House office development, 75 Beverley Road*
- *Health Club, 106-104 Beverley Road*
- *Oughtred & Harrison – Office premises, 108 Beverley Road*
- *Garage development, 148 Beverley Road, corner of Fountain Road*
- *Kingston General Hospital – single storey annexe*

- *Kwik save Supermarket – 243-248 Beverley Road. The building is satisfactory in terms of scale, but awkward gaps have been left in the street frontage, with a car park situated to the south and poorly maintained area of open space to the north.*
- *Beech Holme Court – residential development in the former grounds of Rockcliffe House. The frontage is probably too domestic, although the building is set back and largely hidden by foliage.*
- *Institute for the Blind – single storey trading outlet.*
- *'The Turnpike' P.H. Beverley Road/Cottingham Road junction – single storey extension.*

7.2 Other sites which break the frontage line or result in a poor level of containment

The built form is interrupted at several points by surface car parks, forecourt areas, projecting canopies and low-rise development. Although many perform a functional role, these generally have a detrimental impact on the visual character of the Conservation Area.

It would be desirable to redevelop these in a more appropriate manner if the opportunity ever arises.

- *Forecourt/Car park – Car repair workshop, 65 Beverley Road*
- *Car Park – Masonic Hall, 67-69 Beverley Road*
- *Car rental centre – 119-127 Beverley Road*
- *Gap site – landscaped area at the corner of Station Drive*
- *Car sales lot – 259 Beverley Road, corner of Grove Street*
- *Filling Station – 261 Beverley Road, corner Grove Street*
- *Car sales lot – 295 Beverley Road, corner Queens Road*
- *Gap site, eastern side to the north of the Overhead Railway Bridge*
- *Filling station – 343-357 Beverley Road, between Lambert and Gratton Streets*
- *Newstar Buildings premises, corner of Ash Grove*
- *Car park, corner of Vermont Street*
- *Car park, between 'Main Event' Club and 25 Cottingham Road*

7.3 Vacant retail and residential properties

This is resulting in neglect and it encourages fly posting, which reduces the aesthetic quality of the street scene, and perception of the environment as a whole. The increasing number of empty properties is probably also reducing the vitality of the area.

The weak demand for small retail units, and the contraction of the student housing market in the area over the past few years has exacerbated the problem. In addition to the high vacancy rates on the ground floor of properties, there is a significant amount of unused or under-utilised space on the upper floors of some buildings.

In some cases conversion of retail units for residential may be appropriate, but careful redesign would be required.

7.4 Other vacant or derelict sites/properties

- *168-182 Beverley Road.* Part terrace of vacant shops which have now fallen into a derelict condition, and is now supported by scaffolding.
- Former Filling station, *298-306 Beverley Road.* Planning permission recently granted on appeal, to provide a new petrol filling station. The open nature of this site reveals an unsightly gable end of *308 Beverley Road*, which is also vacant and in a dilapidated condition.
- *396 Beverley Road.* This end terrace building at the corner of May Street is in poor physical condition and is now supported by scaffolding.
- *Newland House, 439 Beverley Road.* This large Victorian property, is now vandalised and in a poor state of repair.

7.5 Design of Shop frontages

Many older properties in commercial use have seen alterations to their ground floor frontage. These are often unsympathetic to the context, and have a poor relationship with the upper parts of the elevation, which have often seen few alterations. There are various bad examples of this, one example being the *R.A.O.B. Club at 131-133 Beverley Road.*

An issue that may arise in the future is the conversion of former shop units to residential use, which should be encouraged. Such work will need to be carried out in a manner sympathetic to the building.

7.6 Building alterations

Examples of the following can all be found to a greater or lesser extent:-

- **Roller shutters, solid, unpainted and projecting boxes** (SPG 9)
- **Security grilles** (SPG 9)
- **Fascia signage.** These can often be out of scale with the rest of the frontage. The use of some types of plastic signage can result in a low grade appearance (SPGs 9 and 14).
- **Exposed Aluminium frames in shop frontages** (SPG 9)
- **Timber/steel girder shoring.** This has sometimes been necessary temporary measure, as a result of the demolition of an adjoining property, but can create an unsightly gable end.
- **Replacement windows.** In many cases modern frame designs, particularly **uPVC** with comparatively broad sections, have been used which differ greatly from the original style.
- **Removal of original architectural features,** e.g. Column details and bays.
- **Inappropriate dormer window extensions** (SPG 5)
- **Blanking out of original upper elevations with cladding.**
- **Artificial stone block facing.**
- **Satellite TV dishes** – fronting the public highway (SPG 11).
- Poorly installed **CCTV security cameras.**

* Please consult the Supplementary Planning Guidance note (SPG) referred to in brackets for more detailed design advice on these particular issues.

In their own right some of these alterations/additions are not always serious, however, their cumulative effect can begin to detract from the qualities of the area. Whilst some of these issues are outside Planning Control e.g. replacement windows and CCTV cameras on unlisted buildings, quality design and materials must be sought in any new development.

7.7 Street furniture –

i) Bollards and galvanised railings

In some cases up to 6 different designs of bollards, in various materials, colours and heights can be found in one short section of pavement. The end result looks messy and uncoordinated and is particularly noticeable in the Strand/Brunswick and Newland areas. This is partly as a result of forecourts being in private ownership, but largely because of the lack of a consistent approach.

Single sections of guardrail are used throughout much of the area to prevent traffic overrunning and causing damage to pavements. Their cumulative effect has a negative visual impact on the street scene.

ii) Poor condition of traffic signage

The signage and pedestrian guardrail receive very little maintenance once they have been installed, much of it becoming bent, rusty or simply redundant altogether. Although painting, and the reduction of unnecessary street furniture would have revenue implications, it should be considered a basic enhancement measure.

Following a decision taken by Cabinet Committee, 22/12/2000, it was agreed that all new pedestrian guard rail and traffic signposts in Conservation areas and along radial routes would be finished in black.

7.8 Messy, uneven and broken pavements

The lack of adequate maintenance along footways detracts from the appearance of some parts of the Conservation Area. Many of the private forecourts at the back of the pavement are also in poor condition.

In some parts of the area, particularly towards the City Centre, large ugly concrete flags are still in use. Marshalls 'Saxon' paving has been used in a small area of Stepney Village. In the future it might be preferable to avoid this product, as its appearance quickly deteriorates.

7.9 Boundary treatments

The ornamental railings and gates at the front of many properties were removed during the 2nd World War. In many cases they have never been reinstated, although railings have been used in several modern developments.

The loss of attractive front walls and hedges to create car parking spaces should be resisted where possible.

The use of security measures such as razor wire along the top of walls, and unpainted 'palisade' fencing should be discouraged where possible. Whilst these have not been used along the frontage itself there are instances where it has been used for site boundaries, and is visible within the street scene. If security measures are required a sympathetic design should be sought.

7.10 Advertisement Hoardings/Signage (Refer to SPGs 9 and 14)

There are several examples of prominent 48 sheet displays, on the ends of buildings and in front of open sites. These large hoardings are often a symbol of blight and economic decline, and have a considerable visual impact. It would be desirable to serve Discontinuance Notices relating to some of these displays, in order to improve the appearance of the Conservation Area.

Garish corporate colour schemes of the advertising agencies, and the design of the hoarding can be problematic, and in some cases these cause greater visual harm than the advert itself.

Possible sites could include:-

- *Above car sales lot on the corner of Queens Road*
- *Cottingham Road junction, north of the Main Event Club*
- *Side wall of Jacksons, Clough Road*
- *Vicinity of the Overhead Railway Bridge*

There should be a general presumption against the granting of further consents for poster displays in the Conservation Areas, e.g. 16/48 sheet.

Signage should generally be kept at or below fascia height, and be of an appropriate size and design.

High-level totem signage, usually associated with Filling stations can have a significant impact on the street scene. The linear nature of Beverley Road means that they could be visible from a considerable distance. These signs should if possible be set back behind the frontage line, and their height and width should be in keeping with the surroundings.

8.0 Conclusions

- 8.1** New development should generally pay regard to the generality of the building line unless there are good reasons to create other solutions.
- 8.2** Existing frontage which makes a positive contribution to the character of the Conservation Area should be protected where possible. But at the same time the area will be allowed to evolve, whilst paying regard to the historic character.
- 8.3** The design of new buildings should generally be sympathetic to the character of the buildings in the vicinity, and pay regard to the height, form and materials used in neighbouring buildings. Features which are particularly characteristic of the area such as gable ends, bay windows, towers and domes will be encouraged where appropriate.

- 8.4** Car parking spaces in new development should be integrated into the urban form, and in most cases be placed at the rear of the buildings, out of the street scene.
- 8.5** Efforts should be made to enhance the quality of the streetscape, as the route forms an initial impression of the City when approaching from the north. There is a need to co-ordinate and improve the appearance of bollards, guardrail, posts and traffic signage. A single type of bollard should be chosen and used consistently. Unnecessary signage clutter should be reduced where practicable. There may be scope for combining 20mph-zone/street name signage, particularly in future Local Safety Schemes. This could considerably reduce clutter at the entrance to side streets.
- 8.6** Pedestrian guardrails should only be used where absolutely necessary, and newly installed sections will be finished in black. Comprehensive painting of all other items of street furniture might also be given consideration.
- 8.7** Consider the use of area identity measures. Branding/logos could be applied to street furniture in any feature enhancement works. These could possibly relate to the sub areas identified in this document.
- 8.8** Whilst the use of asphalt on footpaths does not always detract from the character of the area, better quality paving would be appropriate for some locations as an enhancement measure. Flags, or resin bound gravel products, would probably be most suitable for use along the pavements, with block products being reserved for forecourts and as a banding material.
- 8.9** Tree planting will be encouraged, both in the footway and in new development if underlying conditions allow.
- 8.10** The retention and new use of metal railings along property boundaries, to recreate a traditional street scene should be encouraged.
- 8.11** Improvements to shop front design should be encouraged. Use quality fascia signage which is sympathetic to the building. Roller shutters should be perforated and coloured, with the shutter housing mounted internally. Projecting shutter boxes are unacceptable other than in exceptional circumstances.
- 8.12** Advertisements should be in keeping with the character of the Conservation Area.
- 8.13** Conversions of shop units to residential use should be carried out in a manner sympathetic to the building.
- 8.14** Existing residential uses should be respected where they predominate, and the introduction of uses which are out of character with the immediate surroundings, particularly late night uses should be avoided.

Approved by the Development Management Committee, 6th March 2002.

Addendum

02.01.2007

Former National Picture Theatre, Beverley Road - Added by the Secretary of State to the 'List of Buildings of Special Architectural or Historic Interest' at Grade II.