

# Holderness Road (West)



## Conservation Area Character Appraisal



Adopted June 2004

# Holderness Road (West)

## 1. Summary

- 1.1 The purpose of this character appraisal is to define and record what makes Holderness Road (West) an “area of special architectural or historic interest”. This is important for providing a sound basis, defensible on appeal, for local plan policies and development control decisions, as well as for formulation of proposals for the preservation or appearance of the area. The clear definition of the special interest, and therefore of what it is important to retain, also helps to reduce uncertainty for those considering investment or development in the area.

## 2. Introduction

- 2.2 The west end of Holderness Road preserves a rare microcosm of life from early-19<sup>th</sup> to mid-20<sup>th</sup> century Hull and it is the variety of overlapping references or ‘touchstones’ to previous lives, events and land usage that gives the appraisal area its local distinctiveness and special sense of place. ‘Touchstones’ to the past are therefore an essential ingredient in maintaining the character of the appraisal area and, as a consequence, future development and change within the Holderness Road (West) conservation area should use the past to enrich schemes and make them relevant to the future. This does not mean, however, that new design has to replicate the old. Distinctiveness, memory and association can be achieved in a variety of ways including the use of traditional local materials and references to previous built forms and historic patterns. Such an approach can create new local distinctiveness and offer continuity in challenging, contemporary yet sympathetic ways.

## 3. Background

- 3.1 The Holderness Road (West) Conservation Area is located at the west end of Holderness Road in the Drypool ward. It was designated by Hull City Council as a conservation area in January 2004. The Road is named for the regional hinterland of Holderness – an Anglo-Scandinavian name meaning ‘ness (headland) ruled by a *hold* (nobleman)’.
- 3.2 In area, Holderness Road (West) covers about 6 hectares (15 acres). It contains 1 Listed Building and several unlisted buildings of historic townscape value. It is also part of an important historic and modern radial route into the City Centre.

## 4. Topography

- 4.1 The Conservation Area occupies a flat low-lying site a third of a mile (0.5km) east of the River Hull. The ground on which it sits is former wetland and is on average 2.5m above sea level (Ordnance Datum Newlyn).

## 5. Archaeology

- 5.1 The Conservation Area is a potential area of interest in the field of industrial archaeology and may contain, for example, the buried remains of windmills, steam engine-houses and corn and seed drying kilns from the late-18<sup>th</sup> & early-19<sup>th</sup> century. Several examples of standing industrial archaeology also survive including a former flax mill, iron foundry and steam engine-house.

## 6. History & Development of Holderness Road

- 6.1 Until the construction of Hedon Road under an Act of 1830, most traffic into and out of south Holderness travelled along Holderness Road. The origin of Holderness

Road is uncertain but it is known that the lord of the Manor of Sutton, Sayer de Sutton, granted a right of way from Bilton to Drypool to the nuns of Swine Priory sometime before 1260. In the charter granted to the town by Edward I in 1299 there was no provision for road links with Holderness, but in 1302, after a Royal Commission headed by William de Carleton and Geoffrey de Hotham, a royal highway between Hull and Bilton Bridge, just beyond the Saltshouse Road/Diadem Grove roundabout, was made.

- 6.2 The royal highway was 40 feet wide, more or less following the line of the modern Holderness Road, and it eventually linked Hull with Hedon via Bilton and Preston. Responsibility for the upkeep of the new road generally fell on the parishes through which it passed. Sometimes, however, they were aided as in 1373 when they were granted the right to collect tolls to meet the cost of road repairs, known as pavage, for three years. In 1603 the corporation of Hull also permitted the people of Drypool and Southcoates to make a collection in the town towards the repair of the road.
- 6.3 A recurrent cause of damage to the road was flooding, which also left the road frequently impassable to all but the most determined traveller. In such conditions, it also meant that farm produce from Holderness could not be brought into Hull in sufficient quantity. In 1577, for example, the roads to Hull, especially Holderness Road, were so bad that the corporation was forced to amass a store of corn to ensure that supplies were available in case of scarcity.
- 6.4 As early as 1316, some roads to Hull were raised to form causeways, or high roads, to combat the problems of flooding. The name Holderness High Road persists for the stretch beyond Ings Road indicating that at some time in the past at least this part of the road was once a causeway.
- 6.5 During the 18<sup>th</sup> century two major changes took place which brought Holderness Road closer to its present form. One was the enclosure of the large open commons either side of the road into smaller units, some of the boundaries of which are still in evidence today, and the other was the 'privatisation' of the road by the Turnpike Act of 1745.
- 6.6 The Turnpike Act of 1745 allowed for the road from Hull to Hedon (via Preston) to be turnpiked and for a turnpike trust to be established with the power to levy a road toll for its maintenance. Two toll houses were built to collect the tolls levied and each was provided with a toll gate (bar) to control the passage of traffic. One of these was situated at Ings Road corner, and was known variously as the Summergangs or Holderness Bar, and the other was situated at Wyton Holmes (near Bilton) at a point still known as Wyton Bar, although neither building now survives. The Trust was wound up in 1878.
- 6.7 For much of its history, Holderness Road was a quiet country road passing through the large open commons of Summergangs & Sutton Ings. The commons were enclosed in the 18<sup>th</sup> century and by 1775 the first of 11 windmills had started to appear along the roadside. By the middle of the 19<sup>th</sup> century many of the mills were being operated side by side with steam mills or, as in at least one case, being replaced completely. Of all the mills constructed, however, only one windmill and one steam mill survive to this day as a public house and a hotel respectively.
- 6.8 A large country residence and estate was also laid out on part of the old Summergangs common, following its enclosure, on a site now occupied by Holderness House & the Garden Village. The first house, called Summergangs Hall, was in existence by 1785, was remodelled in about 1800 and demolished in c.1838. The house was immediately replaced with the present one which has been known

variously as Jalland Hall (after the Jalland family who lived there), Orange Hall (because of its associations with the Liberal party) and Holderness House.

- 6.9 In 1837 the parish of Drypool-cum-Southcoates, through which Holderness Road ran as far as Ings Road corner, was formally incorporated into the borough of Hull. Radial development along Holderness Road quickly followed and by 1890 development extended as far as Summergangs Road, at that point in time still a farm track.
- 6.10 Beyond Summergangs Road, on the north side of Holderness Road, where a series of fields, some of which were used for the extraction of clay for a small number of brick and tile works thereabout. Much of this land eventually became the East Park, the first element of which was laid out in 1887.
- 6.11 With urbanisation came improvements in public transport and in the 1870s a single tram line for horse drawn trams was laid along Holderness Road up to Jesmond Gardens. This was later extended up to the point historically known as 'Mile House' (now occupied by the Crown public house). In 1900 this was replaced with an electrified double line that initially extended as far as what is now Morrisons filling station, but was previously the site of a tram depot with a showy terracotta facade, and later up to Ings Road corner, the borough boundary with the parish of Sutton.
- 6.12 By 1910, intermittent development extended as far as Ings Road corner. Piecemeal development beyond this point had also begun along the south side of Holderness High Road, up to Saltshouse Road, and was largely complete by 1929 when the parish of Sutton was formally incorporated into the borough of Hull. Much of the north side of Holderness High Road remained undeveloped, however, until the post-war period.
- 6.13 During the Second World War, Holderness Road suffered a lot of bomb damage from enemy air raids and the devastation caused can still be seen in the modern streetscape which juxtaposes remnants of Victorian terraces with post-war infill. It was also along Holderness Road that the last enemy air raid on Hull was carried out when, on 17<sup>th</sup> March, 1945 the area around the Savoy cinema (now the site of Boyes) was attacked. The resulting 12 fatalities were the last inflicted in this country by a piloted enemy aircraft.
- 6.14 The modern reuse of former residential properties for mixed use purposes, particularly between Mount Pleasant (opened in 1987) and Southcoates Lane, has also had an impact on the general character and appearance of the Road, as has some recent redevelopment. The latter is especially true where this has involved the use of non-traditional materials, the loss of buildings fronting onto Holderness Road and the creation of set back developments with large forecourt parking to the street frontage.

## **7. General Character**

- 7.1 Despite its busy traffic, in places unsatisfactory redevelopment and mixed appearance, a strong sense of place and past still pervades the appraisal area. The earliest buildings date from the 1820s when this was a late Georgian suburb for 'families of men in a good way of business, profession or trade'. As early as 1838, however, the first of a varied 'mix' of buildings began to appear and, despite several losses since the Second World War (including the 1912 Holderness Hall just prior to designation), it remains a distinct character of the area to this day.
- 7.2 The 'mix' of buildings that survive include examples relating to leisure, education, religion, health & social welfare, domestic & retail use and commerce & industry.

Many of the buildings are also of local architectural or historic interest, and in one case of national interest. The majority of these buildings are situated at the west end of the conservation area and intermittently along the south side of the eastern half. Particularly distinctive groups include those around the asymmetrical crossroads of Holderness Road, Witham, Dansom Lane South and Clarence Street; in the block between Field Street and Franklin Street; and in the block on the east side of Wilton Street. Some of the buildings are marred, however, by unsympathetic alterations and this problem, in association with neglect, underinvestment and the presence of modern buildings of negative townscape value, currently undermines the quality and character of the area.

- 7.3 In contrast to the eastern half of Holderness Road, the western half is relatively devoid of greenery. The landscaped grounds of Reckitt Benckiser and the amenity strip to the south of the Cornmill Hotel car park therefore provide a welcome and much needed oasis of greenery within the appraisal area. It also helps the area retain some semblance of its past rural and suburban character.

## 8. Side Streets

- 8.1 Although primarily centred on the west end of Holderness Road, the Conservation Area also includes the junction with Clarence Street (cut through c.1902) and Witham (a family name applied in the early-19<sup>th</sup> century to what is historically part of Holderness Road) and the tips of several side streets:

**Dansom Lane South** (north side) – Originally a country track in existence before 1715. It became known as Clow Lane (from the drains cut nearby) and then, when windmills were built c.1800, Mill Lane, and later Cowhouse Mill Lane. It takes its present name from Robert Dansom who had a farm situated near the site of the present children’s playground.

**Wilton Street** (north side) – Laid out after 1842 and before 1853. Origin of name not known.

**Studley Street** (north side) – Laid out 1860s. Named for the High steward of Hull (the Earl de Grey) and Ripon who succeeded to the Studley Royal estate.

**Beeton Street** (north side) – Laid out after 1842 and before 1853. Named for James Beeton, a colourful character and principal promoter of the Hull, Beverley and East Riding Land Society which named it in tribute to him. Now an emergency exit road only for Reckitt Benckiser.

**Blyth Street** (south side) – Formerly Starch House Lane. Laid out after 1842 and before 1853. Renamed in 1861 for Alderman Robert Blyth J.P., merchant and ship owner.

**Thomas Street** (south side) – Laid out after 1842 and before 1853. Named for Thomas (‘Big Tom’) Richardson, sloop owner.

**Williamson Street** (south side) – Formerly South Parade. Laid out after 1817 and before 1835. Renamed for James Shaw Williamson of Melton Hill who originally left the land on which the street was laid out to Charles Whitaker, mayor of Hull in 1821 and 1823. The northern end of the street continued to be known as South Parade until the late 19<sup>th</sup> century.

**Field Street** (south side) – Formerly Marfleet Lane then Prospect Place. Laid out after 1817 and before 1835. Renamed in the 1860s for William Field, a prominent

seed merchant, grocer and tea merchant whose daughter, Esther Ellen, married T. R. Ferens.

**Franklin Street** (south side) – Laid out 1890s. Origin of name not known.

**Brazil Street** (south side) – Laid out 1890s. Possibly named after the 19<sup>th</sup> century Brazil Tea Gardens formerly at Drypool.

**Abbey Street** (south side) – Laid out 1890s. Named for Alderman Thomas Abbey, a member of the Local Board of Health, responsible for streets. By tradition he was the rudest man in Hull and he was a very controversial figure, both satirised and praised.

8.2 Side streets no longer extant include **Kent Street**, formerly between Beeton Street and Studley Street, now largely covered by the premises of Reckitt Benckiser, and the southern end of **Bright Street**, between Studley Street and Wilton Street, now covered by a car dealership.

## 9. **Street & Forecourt Paving\***

9.2 The appraisal area contains a hotchpotch of unrelated and non-unified paving materials, much of which is in a poor state of repair. Materials currently represented include asphalt, concrete, block (brick) paving, cobbles, a few York stone flags and a variety of square and rectangular concrete flags.

9.3 Kerbs are generally of granite and where these survive in good condition they should be retained. A limited number of dropped kerbs are also present but these are not always in the best position.

\* See 'Streets for All', English Heritage, 2000 & 'Improving Design in the High Street', Royal Fine Art Commission, 1997.

## 10. **Street Furniture\***

10.1 The individuality of the appraisal area is currently undermined by the visual clutter and poor condition of standardized street furniture, some of which is redundant. Reducing the level of street clutter and improving the quality of street lighting, guardrails, bollards etc. would have a significant effect on the general appearance of the area. The impact of clutter could also be reduced further by colour co-ordinating all street furniture.

\* See 'Streets for All', English Heritage, 2000 & 'Improving Design in the High Street', Royal Fine Art Commission, 1997.

## 11. **Greenery**

11.1 The length of road between the Holderness Road (East) and Holderness Road (West) conservation areas is largely devoid of trees, shrubs and grassed areas. The hammerhead of greenery at the east end of the appraisal area is therefore a rare and much welcome sight.

11.2 Trees and shrubs constitute an important asset within the appraisal area by adding movement, colour, contrast and seasonal interest. They also introduce a distinct quality of light and sound into the environment and help the area retain some semblance of its past rural and suburban character. The retention and maintenance of trees, shrubs and grassed areas within the conservation area is therefore highly desirable, as is the sensitive planting of new trees.

## 12. Traditional Building & Roofing Materials

- 12.1 The predominant building material is brick, red being the commonest colour used and light-buff the least common. Much of the brickwork, however, is now over painted in a wide variety of colours much to the detriment of the buildings concerned and the appraisal area as a whole. Stone is also used but is generally reserved for detailing and decoration. Other decorative materials represented include terracotta, faience, polished marble and stucco.
- 12.2 The predominant traditional roof covering is Welsh slate. Roofs are a dominant feature of many buildings and the retention of their original structure, shape, pitch, covering and ornament is important to the character of the area. The proliferation of non-traditional roof coverings, such as concrete tiles, sheet metal and asbestos sheets for example, is therefore to be discouraged.

## 13. Traditional Windows

- 13.1 Although the appraisal area still retains a lot of traditional window styles, designs and materials, many have been substituted by unsympathetic replacements. This has greatly affected the current character, appearance and architectural harmony of several buildings and the conservation area as a whole. The conservation of historic windows and their details is therefore very important and is emphasized by Government guidance\* and by the City Council's own planning policy on PVCu replacement windows\*\*

\* 'PPG15: Planning & the Historic Environment' (Annex C.40-51).

\*\* See [www.hullcc.gov.uk/conservation/traditional\\_windows.php](http://www.hullcc.gov.uk/conservation/traditional_windows.php).

## 14. Listed Buildings

### Grade II

**Windmill Hotel, Witham** – A visually important building terminating the vista at the west end of Holderness Road. Built c.1870 and remodelled at ground floor level c.1902. Decorated with a splendid array of Art Nouveau glazed tiles and ornament, Ionic half columns, elaborate lettering and eye-catching relief models of windmills set in scrolled pediments. Built on site of an earlier public house called the Windmill Inn.

## 15. Buildings of Historic Townscape Value

### North Side

**51-53 Witham** – Former bank. A neat stone building, dating from the 1950s, with rustication and round-headed windows. The building replaced an inter-war bank destroyed by enemy action in 1941.

**Holderness Inn, 55 Witham** – A charming Victorian public house in Tudor Revival style. First recorded in 1843.

**3 Dansom Lane South** – Former British & Foreign School. Built 1838 and one of the few surviving works of prominent local architect H. F. Lockwood. A rare survival of a pre-Board school but sadly mutilated. Surviving Gothic details include some windows and a carved angel from the base of an oriel. During the 1840s the schoolmistress was Miss Pitman, sister of Isaac, the inventor of the Pitman system of shorthand.

**2-6 Dansom Lane South & 1 Holderness Road** – Built c.1850 with round headed windows to the first floor. Distinctive for the way they curve satisfyingly round the corner.

**Wilton Terrace, 7-29 Holderness Road & 1 Wilton Street** – A mixed Victorian terrace originally comprising west to east four plain fronted houses (now three), two three-bay houses (only one of which now survives), six bay fronted houses with triple round headed windows above each pair of doors and a three storey corner house. All of the bay fronted houses are now in mixed use and without their bays but an indication of their former glory can be gleaned from a surviving pair east of 21A Wilton Street (see 31-33 Holderness Road). ‘Negative’ modern ground floor extensions to front and rear (15-29 & 1). Terrace name plate survives at no.7.

**17-20a Wilton Street** – A short mid-Victorian terrace with elegant classical doorways.

**20 Wilton Street** – A delightful collection of Victorian outbuildings full of character and charm. Ranged on three sides of a courtyard to the rear of 17-20a Wilton Street.

**21 Wilton Street** – Altered but still pleasing former rear range to 21A Wilton Street.

**Index House, 21A Wilton Street** – Formerly a three storey corner house. Later used as the Scandinavian Sailors Temperance Home. The modern single storey front extension has a negative impact on the building.

**31-33 Holderness Road** – Two dignified town houses of the mid-19<sup>th</sup> century with single bay windows and triple round headed windows above a pair of central doors. Remains of ironwork gallery above first floor bay of 31.

**35-7 Holderness Road** – Built late 1880s for the Public Benefit Boot Company. Above the modern shop fronts is a handsome façade with round headed windows, twin pedimented gables and plenty of decoration including boots displayed on the moulded spandrels of the first floor windows. ‘Negative’ rear extension.

**39 Holderness Road** – Former mid-19<sup>th</sup> century end terrace. Originally part of terrace that included 31-33 Holderness Road. Terrace severed in half in late 1880s with the building of the Public Benefit Boot Company premises.

## **South Side**

**1 Blyth Street** – Former mid-19<sup>th</sup> century flax mill.

**2-6 Holderness Road** – A plain early 20<sup>th</sup> century building but for a four-storey corner turret crowned by a delightful openwork dome in delicate wrought iron. Makes for a distinctive and highly individual skyline landmark. Rare painted glass panel street sign in a wooden frame on Holderness Road elevation.

**Pillar Letter Box** – A traditional ‘B’ type pillar box from the reign of George V (1910-1936).

**8-10 Holderness Road** – Former Gas Board showrooms of c.1929. Good stylized classical detailing typical of many later 1930s buildings.

**18-24 Holderness Road** – Formerly four small houses. Late 19<sup>th</sup> century with altered composite sash windows to first floor.

**26-32 Holderness Road** – Built 1929 for the Hull & Sculcoates Dispensary. Little altered and a superb example of Neo-Georgian architecture. Built on site of Model Houses.

**34-6 Holderness Road** – Substantial mid-Victorian retail premises.

**Somerstown, 38-44 & 48-50 Holderness Road** – Former residential terrace now in mixed use. First mentioned in Baines' Directory, 1823. A rare example of late Georgian domestic architecture in East Hull. No. 46 is a 'neutral' 1930s rebuild.

**East Parade, 52-56 Holderness Road** – Former residential terrace now in mixed use. First mentioned in Baines' Directory, 1823. The Parade originally consisted of two separate terraces of 4 and 6 houses separated by a large detached villa. Much altered with the addition of Victorian front bay windows (now surviving at first floor level only) and 'negative' modern ground floor extensions to front.

**73 Williamson Street** – Former Holderness Iron Foundry. Mid-19<sup>th</sup> century.

**60 Holderness Road** – Former Presbyterian Sunday School, now part of 'The Green Man' public house. Built 1874 and designed by W. H. Kitching. Still visible from the street is the crow-stepped gable with triple lancet window. Adjoining church demolished in 1972. 'Negative' modern extension to front.

**4 Field Street** – Late Victorian building now altered beyond all recognition. Formerly a commercial school, ?parish school, parish relief office, parish dispensary and a whitesmiths.

**3-13 Field Street** – Pleasant two and half storey mid-Victorian terrace.

**The James Reckitt Public Library, Holderness Road** – Established by Sir James Reckitt. Designed by W. A. Gelder and built 1888-9. The style of the building is Gothic Revival and it originally had a short spire surmounting the central three-storey tower. Notable for being Hull's first public library. Presented to the town in 1893 when Hull adopted the Public Libraries Act. Restoration of the spire would be beneficial in re-establishing the architectural integrity of the library and reinstating a distinctive skyline landmark.

**East Hull Baths, Holderness Road** – Probably designed by Joseph H. Hirst and built 1897-8. One of the finest public buildings in East Hull. Showy façade with terracotta decoration, scrolled pediments, shaped gables, mullioned windows and a first-floor balcony. Also contains a splendid tiled foyer.

**94-6 Holderness Road** – Built early 20<sup>th</sup> century for the Hull Co-operative Society Ltd. Originally 3 storeys with a pedimented corner parapet.

**Salvation Army Hall, Franklin Street** – Preaching hall and social outreach centre. Foundation stone laid August 3<sup>rd</sup> 1907 by Sir James Reckitt. Distinctive shaped parapet to front elevation.

**Young Peoples Hall, Franklin Street** – Meeting centre for junior members of the Salvation Army. Part of the Edwardian Salvation Army Hall. Distinctive crow-stepped gable above main entrance.

**120-26 Holderness Road** – Late 19<sup>th</sup> century (1890s). One of only two surviving three-storey Victorian tenements along Holderness Road. Originally comprised 7 properties. 6 remain but 118 is a 'neutral' post-war rebuild lacking the detail of the original.

**117 Abbey Street** – Early 20<sup>th</sup> century work premises with some nice detailing.

**Cornmill Hotel, Holderness Road** – Originally built in 1838 as the steam engine-house for an adjoining grain-mill (now demolished) known variously as the Holderness Corn Mill or West's Mill. Notable for being the last surviving example along Holderness Road. 'Neutral' extensions added to east and south c.1990 when converted to a hotel. Important association with Joseph Rank (1854-1943), founder of the milling firm Joseph Rank Ltd, who jointly rented the mill in the late-19<sup>th</sup> century with Thomas Richardson.

## 16. Buildings of Neutral Modern Townscape Value

### South Side

**127-8 Holderness Road** – Three-storey flats set at an obtuse angle to the building line. Originally built for the Housemartin Housing Association in 1987. Boundary treatment poor and rundown. Site formerly occupied by the Gothic Revival St. Andrew's Church which was consecrated in 1878 and demolished 1983-4. Church Hall to rear demolished 1990s.

## 17. Building Blocks of Negative Modern Townscape Value

### North Side

**Between 39 Holderness Road and Studley Street** - A visually weak block comprising a single story car showroom, set back from the pavement edge, and a petrol filling station canopy and kiosk, again set back, both separated by a long open car sales forecourt. Historically the block was previously occupied by edge of pavement houses broken by two court entries (Ellis's Terrace & ?), one side street (Bright Street) and the Italianate Bright Street Primitive Methodist Chapel (opened 1864, bomb damaged 1941, derelict 1954 and demolished 1959-60).

### South Side

**Between 10 and 18 Holderness Road** – A visually weak block occupied by a single storey ribbed metal unit and car sales forecourt. Historically the block was previously occupied by a windmill and houses fronting onto Holderness Road and across where Clarence Street now cuts through.

**Between 60 Holderness Road and Field Street** – A mundane block occupied by depressing buildings of largely dark-grey brick and ribbed metal sheets. Historically the block was previously occupied by houses set back from the pavement edge and a Gothic Revival Presbyterian Church (built 1874, bomb damaged 1941 and demolished 1972) with walled railings to front.

**Between Franklin Street and Brazil Street** – A visually weak block occupied by a single storey flat roofed post office and a small brick cabin set within a large security compound. Formerly occupied by a much stronger group of buildings including Stockton House (home to Francis Reckitt and later a vicarage and bank) and The Ritz cinema (destroyed by enemy action in July 1941). Remnants of the original boundary treatment around Stockton House survive to Holderness Road and Franklin Street where ground level coping stones, but no railings, are extant.

## 18. Future Development

18.1 The appraisal area includes a small number of vacant sites and buildings that make no positive contribution to, or indeed detract from, the character and appearance of the conservation area. Their replacement should be a stimulus to imaginative high quality design, and seen as an opportunity to enhance and enrich the conservation area. The design of new buildings, however, intended to stand alongside historic buildings or within historic areas, needs very careful consideration. Normal planning and design considerations of scale, density, building heights, massing, landscape, layout, rhythm and proportion apply but much more attention is needed to materials, details and relationship to public realm\*. This does not mean that new buildings have to copy their older neighbours in detail. Some of the most interesting streets include a variety of building styles and forms of many different periods of construction, but together forming a harmonious group. In general there are a range of approaches to designing buildings for the historic environment\*\*:

- Pastiche – an approach that exactly replicates previous built forms and styles using authentic materials and detailing. It requires considerable skill to be successful and is often used on extensions to important buildings eg The old General Post Office, Alfred Gelder Street (Old Town Conservation Area) or to replicate buildings beyond repair eg 109 Park Avenue (Avenues & Pearson Park Conservation Area).
- Traditional – an approach that follows the local vernacular and uses traditional materials, forms, features and detailing eg Priest Gate (Sutton Village Conservation Area).
- Subtle – an approach that uses historic references and traditional materials with a modern twist eg. Endeavour High School (Beverley Road Conservation Area).
- Modern – an approach that provides an unambiguous building clearly of its time but draws its inspiration from the past and is respectful of its historic context eg Kingston Court, Kingston Square (Georgian New Town Conservation Area).

18.2 Pastiche is often used in a derogatory manner by architects but examples which are cited are often poorly detailed, out of scale and constructed of inappropriate materials. The Commission for Architecture and the Built Environment (CABE) and English Heritage agree that materials and sensitivity to context and the use of traditional materials are not incompatible with contemporary architecture\*\*\*. In fact all the design approaches have to be based on an understanding of the character of the area and the appearance of its buildings of quality and distinction.

18.3 The historic environment is capable of accommodating both old and new buildings, and there is room for all of the above approaches to design dependant on the location. Pre-application discussions with planning, conservation and urban design officers is recommended but whatever the approach it is important that new buildings are well designed, use traditional and quality materials and include references (or 'touchstones') to the past\*\*\*\*.

18.4 References to the past are particularly important in maintaining a sense of place, community and belonging. They can be created in a variety of ways, for example, from archaeological remains which can provide cues for the layout and design of new developments. Sense of place can also be created or reinforced by using traditional materials and detailing that respond to the local vernacular. Street names, signs, landscaping, on-site interpretation, maintenance of ancient boundaries – all of these can be used to keep memories and associations alive, stress the individuality

of a development and foster local distinctiveness in challenging, contemporary yet sympathetic ways.

\* 'PPG1: General Policy & Principles' (para.13-20 & Design Annex A), 1997 & 'Hull CityPlan' (policy BE1), 2000.

\*\* Adapted from 'Design in the Historic Environment', M. Davies in Building Conservation Directory, 2003.

\*\*\* See 'Building in Context – New Development in Historic Areas', CABE/English Heritage, 2000.

\*\*\*\* See 'Homes with History', IFA/ English Heritage/Housing Corporation, 2003.

## **19. Design Statements**

19.1 All applications for new development should be accompanied by a design statement that includes an urban design analysis\* of the site and its immediate environs and information on the history of the site. The statement should clearly express the design principles adopted and illustrate materials in plan and elevation. Photographs may suffice for simple sites but larger, complex, highly visible or particularly sensitive sites will require perspective views in addition (drawn at eye level from publicly accessible viewpoints).

\* See 'By Design', CABE/DETR, 2000.

## **20. Advertisements & Signs**

20.1 The appraisal area includes many retail and commercial premises. Although outdoor advertising is essential to their commercial activity, unrelated shop signs can seriously detract from the buildings they are attached to.

20.2 As a general rule, therefore, advertisements and signs should be kept to a minimum and shiny or reflective materials should not be used. Internally lit fascia boxes and projecting box signs should be avoided and where a single building has been subdivided into two or more premises signs should be related. Such steps will allow the identity of individual buildings to be more apparent whilst also protecting the visual quality of the streetscape.

## **21. Preservation & Enhancement Schemes**

21.1 The City Council will encourage appropriate proposals that will preserve and enhance the special character and appearance of the Holderness Road (West) conservation area. This will include consideration of additional policies and participation in grant aided schemes when available to encourage the preservation of traditional features and materials and to repair and convert vacant buildings which are either listed or of historic townscape value.

*Adopted by the Planning Committee 15<sup>th</sup> June, 2004.*

## **Addendum**

31.08.2004

**The James Reckitt Public Library, Holderness Road** - Added by the Secretary of State to the List of Buildings of Special Architectural or Historic Interest in Grade II.