

Holderness Road (East)



Conservation Area Character Appraisal



Adopted September 2004

Holderness Road (East)

1. Summary

- 1.1 The purpose of this character appraisal is to define and record what makes Holderness Road (East) 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.
- 1.2 The appraisal contains several references to other publications. Where these are pertinent they are marked with an asterisk. The names of the publications are then listed at the end of the relevant sections.

2. Introduction

- 2.2 The east end of Holderness Road preserves a wide 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 (East) 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 (East) conservation area is located at the east end of Holderness Road in the Drypool, Southcoates West, Southcoates East and Holderness wards. It was designated by Hull City Council as a conservation area in January 2004. The Road is named after the regional hinterland of Holderness – an Anglo-Scandinavian name meaning ‘ness (headland) ruled by a *hold* (nobleman)’.
- 3.2 In area, Holderness Road (East) covers about 62 hectares (154 acres). It contains 6 Listed Buildings, 1 Registered Park 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 just over a mile (1.6km) east of the River Hull. The ground on which it sits is former wetland and fluctuates between 1.8-2.6m above sea level (Ordnance Datum Newlyn).

5. Archaeology

- 5.1 The conservation area is a potential area of interest in the field of industrial and rural archaeology and may contain, for example, the buried remains of windmills, farms and brick & tile works from the 19th century. Several examples of standing archaeology also survive including a late-Georgian tower mill with detached cottage

and storehouse (now The Mill public house) and a flooded clay extraction pit at The Willows Club.

- 5.2 Earlier archaeology may survive too, as one of the postulated sites of the medieval chantry chapel of St. Mary, Southcoates is at 'Mile House', where, according to Thomas Blashill, "...the Holderness Road turns as if to avoid some pre-existing obstacle". The grave of Margaret Bell alias Stalker, a servant, may also await discovery. She died of the plague in 1637 and lies buried in the Summergangs.

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 18th 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 18th century and by 1775 the first of 11 windmills had started to appear along the roadside. By the middle of the 19th 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, were 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 East Park, then Morrisons filling station in 1903, previously the site of a tram depot, 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 17th 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 The area between Jesmond Gardens and Summergangs Road is largely characterised by late Victorian middle-class housing, generally in the form of large detached villas or short individual terraces of three to four houses, set in leafy surroundings. It is also an area associated with many prominent Hull citizens of the time. Former residents include T. R. Ferens, W. Alfred Gelder, Joseph Rank, Frederick I. Reckitt, Thomas Priestman & Thomas Sheppard. A famous Hull son, J. Arthur Rank, was born here too at 371 Holderness Road in 1888.
- 7.2 Between Summergangs Road and Ings Road the area is dominated by East Park, the oldest part of which dates from 1887. The park is the largest public park in Hull and in 2001 it was placed on the national 'Register of Parks & Gardens of Special Historic Interest in England'. The central reservation of Holderness Road takes the greenery of the park out into the road - along which can be found a pleasing and varied range of buildings including neat Edwardian terraces and the last surviving windmill in Hull. It was also in a cottage adjacent to the latter that another famous Hull son, Joseph Rank, was born in 1854.
- 7.3 This part of Holderness Road is notable too for the number of earlier historic landscape features that are still in evidence. Some, such as the former clay pit at The Willows Club, survive as physical features, whilst others, such as 18th century field boundaries and the Summergangs Dyke, survive as modern boundary lines.

8. Side Streets

- 8.1 Although primarily centred on the east end of Holderness Road, the conservation area also includes the tips of several side streets:

Jalland Street (north side) – Laid out mid-1880s. Named after Boswell Middleton Jalland, who had died in 1880 and had been Mayor of Hull in 1836 and 1846. Boswell Jalland and his brother, William, also rebuilt nearby Holderness House in 1838. The house was sometimes referred to as Jalland's Hall and also as the 'Orange Castle' because Jalland was a leading Liberal (the local party colour was orange) and it was the scene of much political activity. In 1907, 130 acres of the Holderness House estate was sold by the Jalland family to Sir James Reckitt's Garden Village Company and transformed into the Garden Village – an idealised Edwardian village now a conservation area in its own right.

Westcott Street (north side) – Laid out 1880s. Possibly named after the Westcott family.

Lee Street (north side) – Laid out 1890s. Possibly named after Thomas Lee, a Hull bricklayer or Lee and Greek, a firm of landowners.

Summergangs Road (north side) – Edwardian street named after the extensive pastures that once dominated the area. The pastures were subject to winter flooding which meant that cattle could only go (*gang*) on them in the summer.

East Park Avenue (north side) – Edwardian street named after East Park.

Westminster Avenue (north side) – Edwardian street named after the City of Westminster.

Southcoates Lane (south side) – Probably a medieval country track in origin linking the ancient hamlet of Southcoates (first recorded in the Domesday Book (1086)) with Holderness Road.

Brindley Street (south side) – Edwardian street named after James Brindley (1716-72), canal engineer.

Telford street (south side) – Edwardian street named after Thomas Telford (1757-1834), surveyor, architect and engineer.

Faraday Street (south side) – Edwardian street named after Michael Faraday (1791-1867), scientist and founder of science of electromagnetism.

Kelvin Street (south side) – Edwardian street named after Lord Kelvin (William Thomson), 1824-1907, mathematician and physicist.

Lodge Street (south side) – Laid out early 1930s on former allotment gardens. Named after Sir Oliver Joseph Lodge (1851-1940), scientist.

Southcoates Avenue (south side) – Edwardian Street named after the medieval hamlet of Southcoates (an Anglo-Scandinavian name in origin meaning Soti's Cottages) that existed at the crossroads of Preston Road & Southcoates Lane/Avenue.

Stanhope Avenue (south side) – Laid out early 1930s.

Kingsley Avenue (south side) – Laid out early 1930s.

9.0 East Park

- 9.1 East Park lies about 2 miles (3km) northeast of the City centre and covers an area of c.120 acres (48 Ha). The Victorian or western half of the Park was opened to the public on the 21st June, 1887 - the day of Queen Victoria's Golden Jubilee. This part of the Park was designed by Joseph Fox Sharp, the borough engineer, and covered an area of c.52 acres (21 Ha). Sharp's design echoed that of Pearson Park, the intention being that land adjoining the perimeter carriage drive should be developed for housing. This did not happen however. Sharp's carriage drive still survives to this day as do his model yacht pond and central avenue/broad walk. Also extant is a rockwork, known as the Khyber Pass, designed by E.A. Peak. Lost features include a small serpentine lake (infilled in the 1950s) and the main entrance gates opposite Telford Street on Holderness Road (replaced with a brutalist concrete gateway in 1964).
- 9.2 Between the end of the Edwardian period and the start of the 1930s, the Park gradually expanded eastwards to occupy a triangular area of land more or less equivalent with its present day boundaries. The new land, bounded on the north by the Summergangs Dyke and Holderness Road on the south, took in the George V Playing Fields and a series of old clay pits once associated with a number of brick and tile works. Surviving Park features from the era include the Ferens boating lake (established on land donated by T.R. Ferens in 1913 and extended in 1923); a double arched bridge with a decorative balustrade, c.1925; and a rare 1929 Wicksteed 'water chute' ('splash boat').
- 9.3 East Park is the largest public park in Kingston upon Hull and is often used nowadays for large open-air venues such as concerts and the annual Hull Show. In 2001 the park was placed on the national 'Register of Parks & Gardens of Special Historic Interest in England' and classified as a grade II site. A £7.2m programme to restore the Park also began in 2004.

10. Greenery

10.1 In addition to East Park, several other important strands of greenery exists throughout the appraisal area, most notably down the central reservation, along verges, in gardens and around the Willows Club Fishing Lake. All greenery within the conservation area constitutes an important asset adding movement, colour, contrast and seasonal interest. Trees and shrubs 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.

11. Street & Forecourt Paving*

11.1 The appraisal area contains a variety of unrelated and non-unified paving materials, much of which is in a fair to good state of repair. Materials currently represented include asphalt, concrete, block (brick) paving, a few York stone flags and a variety of square and rectangular concrete flags. Kerbs are generally of concrete and in a few cases of York stone – which should be retained where they survive in good condition. All York stone flags which survive in good condition should also be retained. Where none survive in front of Listed Buildings, reinstatement is considered highly desirable.

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

12. Street Furniture*

12.1 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 in a single colour.

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

13. Traditional Building & Roofing Materials

13.1 The predominant building material is brick, red being the commonest colour used and light-buff the least common. Dark-buff bricks are also commonly used but only as a front facing or decorative element. The other main building material is stone, but this is generally reserved for detailing and decoration. Other decorative treatments represented include half-timbering, stucco and textured render.

13.2 The main traditional roof covering within the appraisal area is Welsh slate. The use of 'Rosemary' tiles is also not uncommon. Rarest of all, however, is the use of clay pantiles, with just one occurrence on the oldest building within the appraisal area. Roofs are a dominant feature of many individual buildings and terraces 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 for example, is therefore to be discouraged.

14. Traditional Windows

14.1 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 individual buildings, terraces 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.

15. Traditional Boundary Treatments

15.1 Prior to the Second World War, ornamental cast-iron railings graced many front curtilage boundaries along this stretch of Holderness Road. Unfortunately, all the railings were compulsory removed during WWII as part of a national salvage campaign. The campaign appears, however, to have been designed more out of boosting morale than necessity as nationally three-quarters of requisitioned iron languished in collection heaps for many years.

15.2 The loss of uniform cast-iron railings from the appraisal area has particularly affected the character and appearance of the rows of Edwardian terraces which now have mixed boundary treatments. Many still retain, however, the low coping stones that once held the railings and the reinstatement of a uniform railing pattern would do much to enhance the area.

16. Listed Buildings

Grade II

Ferens' Havens & Boundary Wall, Holderness Road – Almshouses and boundary wall by Runton & Barry (1911). A delightful composition of twelve Tudor-style buildings ranged around three sides of a green. Founded by T. R. Ferens.

K6 Telephone Kiosk adjoining boundary wall at Ferens' Havens, Holderness Road – 1930s design classic by Sir Giles Gilbert Scott, first produced in 1936, in traditional local (cream) livery.

Windmill at The Mill Public House, Holderness Road – Tower mill of c.1820. Five storeys high with a restored cap, four sails and a fantail. Gallery missing at first floor. Notable for being the last surviving windmill along Holderness Road and in the City as a whole.

602, Ayres Cottage & Storehouse (now The Mill Public House), Holderness Road – Former mill cottages & storehouse of c.1820. Originally part of a much longer row. Tenanted by the miller John Rank from 1851. Birthplace of Joseph Rank, the founder of the milling firm, in 1854.

614-20 Holderness Road – Stone fronted shop building (now divided into four). Originally built in 1912 for the grocer William Jackson. An extravagant composition, probably by W. A. Gelder, featuring a grand Ionic colonnade and domed corner turret.

'Water Chute' on the Boating Lake in East Park, Hawkesbury Street – An important, rare and well preserved example of a very early 'water chute'. Designed and made by Messrs Chas Wicksteed & Co Ltd in 1929. Colloquially known as the 'splash boat'. One of only two surviving examples nationally.

17. Buildings of Historic Townscape Value

North Side

351-55 & 561-63 Holderness Road – A distinctive group of buildings dating from the 1890s and featuring alternating Dutch and pedimented gables to Holderness Road and Dutch gables to Jalland Street. Nos. 357 & 359, similarly gabled, were unfortunately destroyed by enemy air raids during WWII and rebuilt, unsympathetically, post-war. Modern shop fronts to ground floor and generally disfigured but restorable.

Chestnut Villas, 365-71 Holderness Road – An important 1880s terrace of four designed by W. Alfred Gelder who lived in the end house (365) from 1888-1903. His friend and client Joseph Rank, the founder of the milling firm, lived for a time at the other end (371). Also born at 371, in 1888, was J. Arthur Rank who became Britain's chief maker and distributor of motion pictures.

Coach House, Jalland Street – Charming one and a half storey outbuilding to the rear of 365 Holderness Road. Good surviving example of its type.

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

Wood Grange, 435 Holderness Road – Built in 1880 and designed by Brown (Taylor, Brown & Miller) for Frederick I. Reckitt. A highly individual and decorative mock-Tudor villa set in good landscaped grounds. In the 1930s and after WWII it was used by the Christian Scientists. Now a guest house.

443 Holderness Road – Substantial former Vicarage to Drypool parish, now a care home. Built in 1893 and designed by F. S. Brodrick.

445-9 Holderness Road – Three houses of distinction built at different times and now forming a highly individual terrace. Burnbrae (445) is probably late-Victorian and The Cedars (447) and St. Mungo's (449) are both Edwardian. Burnbrae is particularly notable for some fine Gothic features which include blind arcading (rear wing), pseudo-machicolations (front house wall) and a trefoil head window (front cross gable roof). Now in mixed use.

451 Holderness Road – Large two and a half storey Edwardian building dominating the corner of Summergangs Road/Holderness Road. Side entrance has a nice pedimented door head with Gothic and classical ornamentation.

Electricity Sub-Station, Holderness Road – A not unattractive half-rendered single storey public utility building with a pitched roof. Probably 1930s. Original roof covering replaced with unsympathetic concrete tiles.

East Park Entrance, Holderness Road – Brutalist concrete gateway of 1964. Highly individual entrance featuring flanking walls covered with geometric shapes.

East Park Lodge, 501 Holderness Road – A picturesque Edwardian Lodge by Joseph H. Hirst.

553-9 Holderness Road – Decorative but partly disfigured Edwardian terrace of four now in mixed use. Fronted in buff bricks. Characteristic features include two storey front bays with pentagonal roofs and pointed wooden finials. Ground floor bays at 557 & 559 replaced with shop fronts.

Coach House, East Park Avenue – Single storey outbuilding to the rear of 539 Holderness Road. Double doors and circular light to gable.

561-67 Holderness Road – Distinctive two and a half storey half-timbered Edwardian terrace of 4 now in mixed use. Prominent dormers to front.

569-71 Holderness Road – Two and a half storey late-Victorian semi with front dormer roofs and fine iron finials. Now in mixed use.

Coach House, Westminster Avenue – Single storey outbuilding to the rear of 571. Now part of a larger separate private residence.

573-9 Holderness Road – Two and a half storey Edwardian terrace of 4 now in mixed use. Distinctive dormers to front.

605-9 Holderness Road – Three houses (one detached and one semi) dating from the 1920s. Characteristic features include front veranda porches, stained glass casements and half-timbered cross-gable roofs over front bays. Very attractive group.

Former Astoria Cinema, Holderness Road – A large and prominent landmark building designed by Colonel J. Adamson and built in 1934. The clean lines and refined simplicity of the building remain fairly unaltered externally. Closed as a cinema in 1963 and now a bingo hall and social club.

Argyle Parade, 671-93 Holderness Road – Mutilated Edwardian terrace of 12 now in mixed use. The central pair features kneelered cross-gable roofs with loopholes. Plenty of decorative elements including terracotta egg and dart cornices and distinctive buff brick bays to ground floor – of which only 5 survive. Name stone at 671-3.

The Willows, 695 Holderness Road – Decorative Edwardian house (1903) and former private school. Continued in use as a school up to the Second World War. Catered for both boys and girls who wore brown and yellow uniforms. Fronted in dark buff bricks.

Tower Grange, 711-7 Holderness Road – Large, impressive and highly individual late-Victorian mansion.

624 James Reckitt Avenue – Interesting and unusual inter-war building of roughly triangular plan. Half corner shop and half residence.

South Side

1 Jesmond Gardens – Former horse-drawn tramway depot. Originally built in 1882 for the Hull Street Tramways Co. A rare survival making it an important part of Hull's transport heritage.

Saxby House (now Pramland), 346 Holderness Road – A late 19th century villa with a 'negative' modern shop front extension to ground floor. Once home of T. R. Ferens before he moved into Wilton House and then to Holderness House.

Woodlands (now a Barnardo's home), 348 Holderness Road – A neat five-bay detached villa with a prominent Tuscan porch. Slightly altered but still a fine surviving example of a late 19th century gentleman's residence.

388-94 Holderness Road – Altered Victorian terrace of four now in mixed use. Surviving features of note include superb head stud brackets and dentil cornice to eaves at 388-92 and a patterned roof at 394 using alternating plain and bullnose Welsh slates. Shop fronts to ground floor.

396-396A Holderness Road – Two and a half storey Edwardian terrace of three now in mixed use. Prominent cross-gable roofs and elegant first floor bay windows with dentil cornices to Holderness Road. Shop fronts to ground floor.

The Bank Public House, Holderness Road – Former Hull Savings Bank. A fine stone building of 1920, by John Bilson, in Classical Revival Style. Built on site of York House, an 1880s residence.

Eastholme, 404 Holderness Road – Superior and individual two and a half storey end of terrace house of 1892.

404A Holderness Road – Former two storey mock-Tudor coach house to the rear of 404 Holderness Road. Now a private residence.

Claremont, 406 Holderness Road – Superior and individual two and a half storey mid terrace house of c.1892.

Elmhurst, 408 Holderness Road – Superior and individual two and a half storey mid terrace house of c.1892.

Carlton House, 410 Holderness Road – Former detached villa of c.1880s. Fronted in light buff bricks. Slightly disfigured but restorable.

420 & 422 (Thornton Lodge), Holderness Road – Slightly altered Victorian semi of c.1880s. Built of light buff brick. Distinctive brick quoins and classical doorways.

428-32 Holderness Road – 1880s terrace of three now in mixed use. Altered but good detailing on chimney stacks and nice cross gable-roofs with wooden finials and round headed windows. From 1892, 432 was home to the Sheppard family, the eldest son of whom, Thomas Sheppard (1876-1945), went on to become the renowned curator of Hull's Municipal Museum (1901-41).

The Crown Public House, Holderness Road – Built in 1938 on the site of a much older inn first mentioned in 1748. Symmetrical façade with distinctive Art Deco pilasters. Good example of an Art Deco influenced building. The road at this point also takes a slight deflection and is known historically as 'Mile House'.

506 Holderness Road – Former Co-operative store of 1915. Slightly altered but retaining good scroll head pilasters topped with urns and a Dutch gabled parapet.

508-12 Holderness Road – Undistinguished late Edwardian terrace of three now in mixed use. Shop fronts to ground floor.

514-22 Holderness Road – Late Edwardian terrace of 5 now in mixed use. Very distinctive stone balustrade-parapet and alternating triangular and segmental pediments, containing cherub heads and foliage, above first floor windows. Fronted in dark buff bricks. Shop fronts to ground floor.

Coach House, Brindley Street – Two storey outbuilding to the rear of 514 Holderness Road. Good surviving example of its type with distinctive shaped gable to Brindley Street.

524-32 Holderness Road – Late Edwardian terrace of 5 now in mixed use. Stone and brick banded façade with first floor bay windows. Plain parapet with round headed openings over attractive hopper heads. Modern shop fronts to ground floor.

534-40 Holderness Road – Altered Edwardian terrace of 4 now in mixed use. Fronted in buff bricks. Characteristic features include first floor bay windows (of which 3 survive) and cross-gable roofs with pointed wooden finials.

542-52 Holderness Road – Decorative Edwardian terrace of 6 now in mixed use. Fronted in buff bricks. Characteristic features include two storey front bays with pentagonal roofs. Ground floor bays at 548-552 replaced with modern shop fronts. First floor bay and pentagonal roof also missing at 552.

Pillar Letter Box – A traditional 'B' type pillar box from the reign of Edward VII (1901-1910)

554-72 Holderness Road – Decorative Edwardian terrace of 10 still largely in residential use. Distinguished by half-timbered cross-gable roofs with pointed wooden finials and stepped two storey front bays with lead roofs.

574-96 Holderness Road – Decorative Edwardian terrace of 12 still largely in residential use. Fronted in buff bricks. Characteristic features include two storey front bays with pentagonal roofs – 5 of which have been removed.

598-600 Holderness Road – Edwardian semi now in mixed use. Altered but pretty lintels above first floor windows and nice ornamental eave brackets.

East Park Baptist Church, Holderness Road – 1914-16. Designed by F. Illingworth of Leeds. A good Free Gothic-Tudor style building.

622-26 Holderness Road – Late-Edwardian terrace of three now in mixed use. Shop fronts to ground floor. Badly disfigured.

628-678 Holderness Road – Three late-Edwardian terraces of 5, 9 & 7 still largely in residential use. Fronted in buff bricks. Lots of decorative details and characteristic two storey front bays with pentagonal roofs and tile finials.

18. Buildings of Positive Modern Townscape Value

South Side

Wilton Lodge, Holderness Road – Early-21st century residential home. Replaced previous 1950s home which was built on the site of Wilton House, an 1880s residence once home to T. R. Ferens, destroyed by enemy air raids during WWII. Good detailing with some nice features and boundary treatment.

19. Buildings of Neutral Modern Townscape Value

North Side

1-8 Turnberry Court (between 435 & 443 Holderness Road) – Plane modern terrace of 8 set perpendicular to the main road.

457 Holderness Road – Inoffensive modern detached house.

Telephone Kiosk, East Park Entrance, Holderness Road – Modern K8 kiosk in traditional local (cream) livery. Type designed by Bruce Martin and first produced in 1968.

Veteran's Pavilion, Holderness Road – Simple post-war pavilion with single pitch roof.

Woodford Leisure Centre, Holderness Road – Bland modern sports centre with some positive features, such as the pool skylights.

South Side

Funeralcare, 344 Holderness Road – Unassuming modern detached two-storey building with single storey rear extension.

Telephone Kiosk, opposite 380 Holderness Road – Modern K8 kiosk in traditional local (cream) livery. Type designed by Bruce Martin and first produced in 1968.

20. Buildings of Negative Modern Townscape Value

North Side

Westcott House Flats, 433 Holderness Road – Three-storey flat roofed rectilinear building. Built in the 1950s on the site of Westcott House, destroyed during WWII, where Thomas Priestman lived. Style at odds with other buildings in the block between Westcott Street and Summergangs Road.

The Willows Club, Holderness Road – A conglomeration of single storey structures of no aesthetic appeal.

South Side

Garages (rear of 334-38 Holderness Road) – An unsightly double range of single storey lockups.

East Park Baptist Church Hall, Holderness Road – Low quality single storey wooden hall with pitched felt roof.

21. Features of Historic Landscape Interest

East Park (western half) – The western or Victorian half of East Park dates from 1887. Preserved within this area are a number of original features including the perimeter carriage drive, model yacht pond, central avenue/broad walk, Holly walk and the rockwork known as the Khyber Pass.

Summergangs Dyke (East Park) – Ancient semi-natural watercourse formerly dividing the parishes of Sutton and Drypool. Formerly reached the Humber as Sayer Creek. Also known as Lambwath Stream. Although the watercourse is no longer extant its line is partly preserved by the north bank of the Ferens Boating Lake (west of the double arched bridge) and the park boundary to the side of 8 & 17 Lawrence Avenue and to the rear of 21-63 Ings Road and 304-34 James Reckitt Avenue.

Clay Extraction Pit (The Willows Club, Holderness Road) – Now flooded and used as a fishing lake. Previously one of many in this area which served a number of

local brick and tile works. Notable for being the last surviving relic of the industry in the locality.

Enclosure Boundaries – The medieval open fields of the parish of Drypool were enclosed during the mid-18th century and some boundaries still remain preserved in the modern urban landscape, most notably to the north of 553-695 Holderness Road.

22. Future Development

22.1 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. River Hull frontage to the Streetlife Museum (Old Town 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).

22.2 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.

22.3 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****.

22.4 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.

23. Design Statements.

23.1 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.

24. Advertisements & Signs*

24.1 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.

24.2 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.

* See 'Supplementary Planning Guidance (SPG) Note 14: Designing Advertisements or Signs', Hull City Council, 2000.

25. Preservation & Enhancement Schemes

25.1 The City Council will encourage appropriate proposals that will preserve and enhance the special character and appearance of the Holderness Road (East) conservation area. This will include consideration of additional policies, such as article 4 directions, 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 21st September, 2004.