

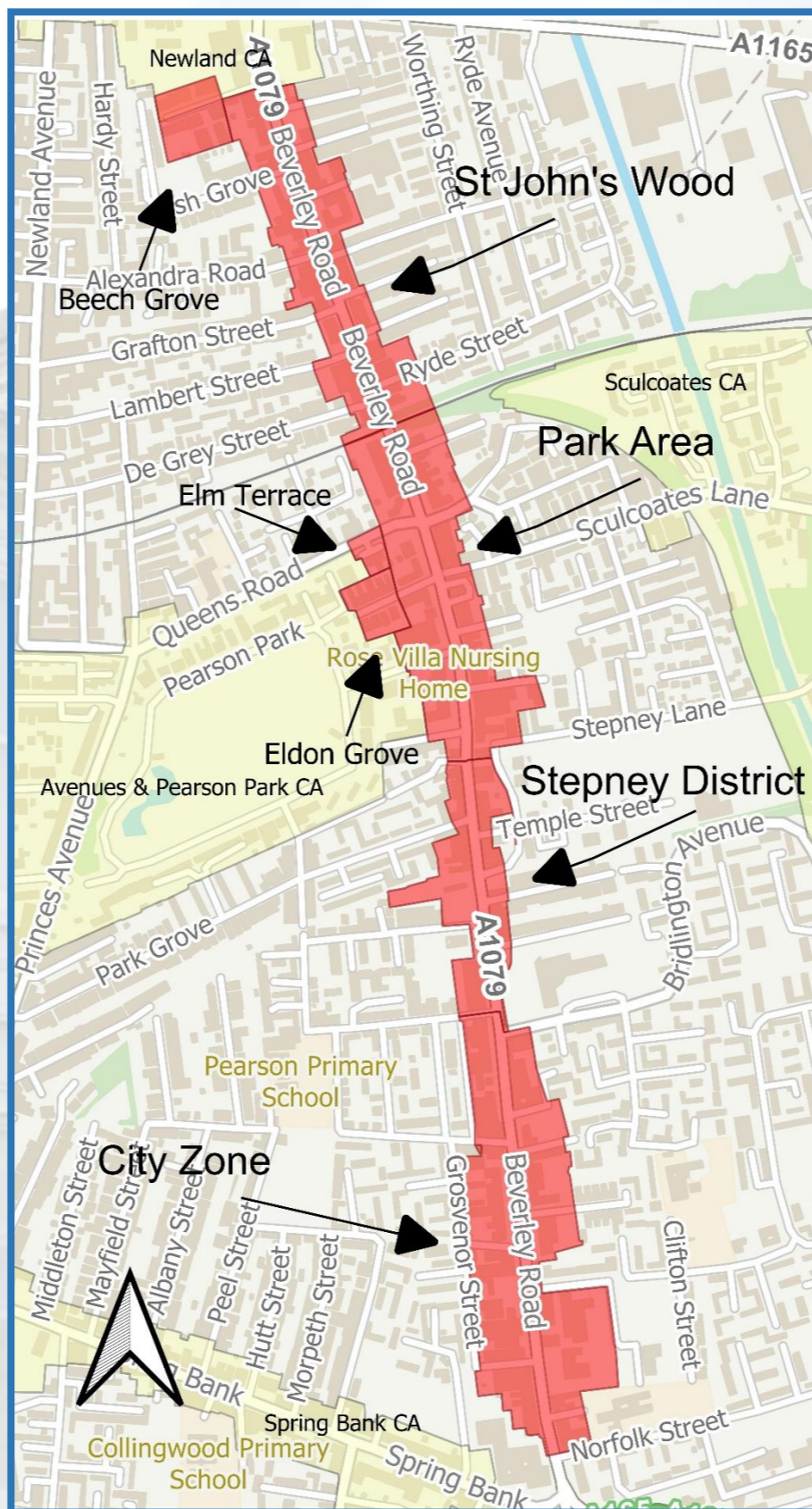
Beverley Road Conservation Area

Character Appraisal – February 2025

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

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

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



Beverley Road Conservation Area Map

History & Development

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

First Phase of Developments

- Speculative middle- and upper-class housing to south end of Beverley Road between Norfolk Street and Margaret Street.
- 1832 – Borough of Hull expands to include Sculcoates.
- 1837 – Development of Kingston College as a proprietary school. Purchased in 1851 by Trinity House and used as Almshouses.
- As a result of the 1834 Poor Law Act, the Sculcoates Poor Law Union was established in 1837. The Union constructed the Sculcoates Union Workhouse in 1844. Subsequently demolished in the late 1970s and 2002.

Second Phase of Developments

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

Third Phase of Developments

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

Key Building Characteristics

Scale and Massing:

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

Siting:

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

Materials:

- Red and buff Brick.
- Render
- Slate

Architectural elements:

- Shop Fronts
- Windows
- Decoration

Roofs:

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

Building Types:

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

Dates & Architectural Styles:

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

Layout Key Elements

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

Shops - Within the Conservation Area shops have equal prominence to the residential developments of the area, with approximately 140 shops and retail frontages within its designated boundary. Shops were constructed on Beverley Road and existing dwellings converted to commercial use during the late 19th century when the area transitioned from being a primarily residential area into become a mixed residential and commercial district. Within the Conservation Area there are six remaining historic shop fronts, along with several positive examples of restoration shops fronts.

Public Buildings: Public buildings, including schools, libraries and public baths, were introduced along Beverley Road during the late 19th and early 20th centuries. They are a prominent aspect of its built environment, and all surviving examples are 'Key Buildings

Public Houses - Public houses are a further type of commercial building which were a common development type during the late 19th and early 20th centuries, with several examples being introduced during Beverley Road.

Former National Picture Theatre - The buildings introduce a prominent Baroque revival Edwardian cinema to the street scene. Locally to Hull the building is of significance as a memorial and reminder of the high damage inflicted during the bombing of Hull during WW2.

Stepney Road Station House and its platforms are important mid-century examples of Railway Architecture within the city and contribute highly as influence the layout of Beverley Road and being key and focal buildings.

Key Buildings

Building	Status
44 Beverley Road	Local List
46 & 48 Beverley Road	Local List
1. Trafalgar Street Evangelical Church, adjoining Halls and Boundary Wall	Grade II
53 & 55 Beverley Road	Grade II
74-84 Beverley Road	Grade II
Former National Picture Theatre, Beverley road	Grade II
85-87 and 91-97 Beverley Road	Local List
89 Beverley Road	Grade II
Kingston Youth Centre	Local List
Brunswick House	Local List
The Swan Inn	Local List
Mason Lodge	Local List
Northern Branch Library	Grade II
Station Hotel	Local List
Stepney Station	Grade II
Pendrill House	Local List
Pentecostal Glad Tidings Hall, No.219	Local List
Rose Hotel	Grade II
286-296 Beverley Road	Local List
The Dorchester Hotel	Local List
Nos. 263-5, 267 & 269-71 Beverley Road	Local List
Beverley Road Baths	Grade II
Stepney Board School	Grade II
The Building Inn	Grade II
Rockcliffe House	Grade II
Former Mayfair Cinema	Local List
Nos. 321-327 Beverley Road	Grade II

Natural Environment - Developed as a 19th suburb, Beverley Road followed the trends and fashions of the period to incorporate the natural environment within its built environment, with the use of fronts gardens, natural boundaries, and tree planting.

Beverley Road Conservation Area

Management Plan

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

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

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

Negative Characteristics
• Negative quality shop fronts & advertisements
• Prominence of external roller shutters.
• Prominence of poor-quality windows.
• Poor quality of boundary treatments & front gardens.
• Loss of original roof materials.
• Loss of uniform appearance to terraces.
• Poor-quality ground floor extensions.
• Lack of maintenance and upkeep.
Factors for Negative Trends
• Lack of awareness of Conservation Area designation & planning requirements.
• High levels of Social Deprivation.
• Low rate and compliance with Enforcement Action.
• High vacancy rate of retail units.
• Type of housing provision & absent landlords.

Preservation & Enhancement: Section 72(1) of the Planning (Listed Buildings and Conservation Areas) Act 1990 introduces a requirement for a Council to give special attention to the desirability of preserving or enhancing the character and appearance of a Conservation Area. A strong approach to refusing planning applications can achieve means of preserving the Conservation Area, which should also be balanced against delivering sustainable development in the form of new businesses and dwellings.

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

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

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

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

HMO Article 4 Directions		
North (9.10.2012)	Area	Planning permission required for change of use from Class C3 to Class C4.
Southern (8.8.2019)	Area	Planning permission required for change of use from Class C3 to Class C4.

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

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

Demolition Policies

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

Trees – Trees contribute highly towards the creation of the character of the area being a Victorian suburb and contribute towards screening negative buildings within the Conservation Area. Where they contribute towards the area justification should be provided for their loss.

Shop Front Priorities

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

Awning & Canopies:

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

Roller Shutters

- Consideration should first be given to the installation of internal security measures.
- Solid external roller shutters should not be supported, and when installed externally should be of a light weight or semi-transparent appearance.

Advertisements

- Consideration should be given to the use of painted lettering, or transfers of good quality, or appropriately designed individual cut out letters on advertisements applied directly to fascia panels.
- Advertisement should not cover over or negatively impact upon features of architectural interest.
- Illumination, where required, should be achieved by discrete means of halo back lighting or discrete means of trough lighting. Support should not be given for prominent internally illuminated advertisements.

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

Uniformity of Design and Material Use

Opportunities should be taken to re-instate the uniform design and material used with terraces by re-instating by 1. Standard joinery details, 2. Common use of roof materials, and 3. Common design of ground floor and shop frontages.

Works of Alterations

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

Roof Lights

Roof lights are not a typical feature of the architecture of the Conservation Area. Where installed on front elevations they contribute towards breaking up the continuous roof scape and often do not align with architectural features. Roofs lights which are oversize, project prominently on a roofscape or do not align with architectural features should be considered for refusal.

Front Gardens

Opportunities should be taken to enhance the Conservation area by the retention of existing garden curtilages and their re-instatement and The conversion of front garden curtilages to hard standing or car parking should be discouraged.

Front Boundaries

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

Energy Efficiency

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

Satellite Dishes

The Conservation Area is becoming cluttered in places with satellite dishes. Satellite dishes should not be introduced where a prominent feature on a building's façade.