

**Princes Avenue Conservation Area
Character Appraisal & Management Plan
Adopted April 2026**



Contents

Contents.....	i	6.11. Dormers:	19
Images.....	iv	6.12. Windows:	21
Introduction	1	6.13. Rainwater Goods & Eave Details:	22
Planning Policy Context	2	6.14. No.7-43 Princes Avenues:.....	22
Part One – Character Appraisal.....	3	6.15. Individual Buildings:.....	23
1. Summary of Special Interest	4	7. Shop Fronts.....	24
2. Conservation Area Map.....	5	7.1 Shop Front Elements:.....	25
3. Character and Extent	6	7.2 Historic Shop Fronts:	25
4. History & Development	8	7.2.1 Historic Shop Front Examples.....	25
5. Layout.....	13	7.3 Positive Quality Shop Fronts:	30
6. Built Environment	15	7.3.1. Positive Shop Front Examples	30
6.1 Building Character:.....	15	7.4 Lost Shop Fronts:.....	32
6.2. Massing:	15	7.5. Neutral Shop Fronts	34
6.3. Siting:	15	7.6. Negative Quality Shop Fronts:.....	35
6.4. Scale:	17	7.7. Pilasters & Fascia:.....	37
6.5. Buildings Materials:	17	7.8. Shop Windows:.....	37
6.6 Roof Materials:.....	17	7.9. Stall risers:	37
6.7. Roof Forms:	17	7.10. Lobby Entrance:.....	37
6.8. Gables:	17	7.11. Residential Doors:.....	37
6.9. Roof Lights:.....	19	7.12. Awnings:.....	39
6.10. Chimneys:.....	19	7.13. Summary of Negative Shop Front Elements:.....	39
		7.14. Roller Shutters:	40
		8. Boundaries & Enclosures.....	41
		9. Advertisements	43

9.2. Negative Forms of Advertisements	43	3.3 Impact upon Special Interest.....	60
9.3. Illumination:.....	43	3.4 Princes Avenue Enforcement Priority	61
9.4. Upper Floor Advertisements:	43	4. Planning.....	63
9.5. Projecting Advertisements:	43	4.1 Shop Planning Permission Requirements	63
10. Setting	45	4.2 Advertisement Consent Requirements	63
11. Key Views, Vistas & Focal Buildings	47	4.3. Negative Planning Trends	63
12. Natural Environment	49	5. Appeals	65
13. Public Realm	50	5.1 Princes Avenue Appeal Decisions (Post-2010).....	65
14. Building Categories.....	51	6.Enhancements	65
14.1. Key Buildings:.....	51	6.1 Planning Application Enhancements:	65
14.2. Positive Buildings:	53	6.2 Promoting Enhancements	66
14.3. Positive Buildings of Note.....	53	7. Preservation.....	66
14.4. Neutral Buildings:	54	7.1 Considerations for Refusal:	66
14.5. Negative Buildings:	54	7.2. Achieving Preservation	66
15.‘SWOT’ Analysis	55	8. Demolition	67
Part 2 – Management Plan	56	8.1 Demolition Policies	67
1. Introduction	57	9. Shop Fronts.....	68
2. Condition	57	9.1 Shop Front Priorities.....	68
2.1 Negative Changes	57	9.2 New Shop Fronts.....	68
2.3. Key reasons for negative changes include:.....	58	9.3 Alteration of Existing Shop Fronts.....	70
2.4. Negative trend influences:	58	9.4 Awnings & Canopies	70
3. Enforcement.....	59	9.5 Roller Shutters	70
3.1 Enforcement Notices.....	59	9.6 Shop Front Management Recommendations:	70
3.2 Examples of Unauthorized Developments	60	10. Advertisements	71

10.1 New Advertisements:.....	71	16.1 Development with Setting.....	77
10.2 Illumination.....	71	17. Trees.....	78
10.3 Opportunities.....	71	17.1. Trees.....	78
10.4 Advertisement Management Recommendations:	71	18. Summary.....	78
11. Forecourt Developments.....	72	18.1 Management Recommendations:.....	78
11.1 Front Boundaries.....	72	End Notes.....	79
11.2 Outside Seating Areas.....	72	Appendix 1 – National Planning Policy Framework (February 2025)....	80
12. New Development.....	73	Appendix 2 – Local Policies - Hull Local Plan 2016 to 2032 – Adopted November 2017.....	81
13. Residential Conversions.....	73	Policy 15 – Local Distinctiveness:.....	81
14. Development Policies.....	73	Policy 16 – Heritage Considerations.....	81
14.1. Uniformity of Design and Material Use.....	73	Policy 19 – Shop Fronts.....	82
14.2 Works of Alterations.....	73	Policy 20 – Advertisements.....	82
14.3 Cladding and Rendering.....	74	Appendix 3 – History Notes.....	83
14.4 Chimneys.....	74	Appendix 4 – Building Data.....	84
14.5. Roof Lights.....	74	Appendix 5 – Monitoring Notes.....	90
14.6 Satellite Dishes.....	74	Appendix 6 – Listed Buildings.....	94
14.7 Solar Panels.....	75	Appendix 7 – None-Designated Heritage Assets.....	96
14.9 Dormers.....	75		
14.10 Windows.....	75		
14.11 Doors.....	76		
14.12 Rainwater Goods.....	76		
15. Energy Efficiency.....	77		
15.1 Energy Efficiency & Adapting to Climate Change.....	77		
16. Setting.....	77		

Images

Figure 1- Advertising on No.81-85 Princes Aveune.....	3	28 - Good quality timber 2/2 windows at No. 93.....	21
Figure 2 - Conservation Area Map.	5	29 - Typically form of rainwater goods at No.12a.	22
Figure 3 - Princes Avenue before the developments of Nos.7-43.....	7	30 - Loss of uniform design and material use at Nos.93-97.	22
Figure 4 - The Boulevard of Hull in the early 20th century.....	7	31 - Bay window details, contrasting roof materials and use of roof lights at Nos.79-81.....	22
Figure 5 - View towards No.70 Princes Avenue.....	7	32 - Providence House, No.10-12.	23
Figure 6 - View of Nos.93-97 Princes Avenue before conversion to shops.	7	33 - Grade II Elm Pentecostal Church and Sunday School.....	23
7 - Goodwill & Lawsons 1867 Map of Hull. ¹⁴	10	34 - Former Yorkshire Bank.	23
8 - Peck & Son's Map of Hull 1875. ¹⁵	10	35 - Shop Front Significance Map	24
9 – Princes Avenue Conservation Area Phasing Map. ¹⁶	10	36 - Shop Front Design Elements.....	25
10 - Princes Avenue in 1908.....	12	37 - No.1 Princes Avenues. (Google).....	27
11 - 1947-79 Ordnance Survey	12	38 - No.11 Princes Avenue.	27
12 The changing boundary of Hull General Cemetery - 1850 OS Survey, Peck's 1875 Map & 1908 OS Survey.....	13	39 - Nos.5-7 - Historic shop front, harmed by the introduction of a roller shutter.	27
13 - 49 to 7 Princes Avenue.	14	40 - No. 25 Princes Avenue.....	27
14 - Nos.12A-28 Princes Avenue.	14	41 - Grade II former Butchers Shop, No.63.....	28
15 - 68 - 84 Princes Avenue.	14	42 - No.77 Princes Avenue, with poor quality grills.	28
16 - Thoresby Street to Blenheim Street.	14	43 - One of the best surviving shop fronts, with retractable awning. Poor quality grills.	28
17 - Building Materials Map	16	44 - No.24, partially obscured by fixed external seating, with unauthorised awning.	28
18 - Roof Materials Map.....	16	45 - Nos. 18 and 16 photographed in 1997.....	29
19 - Dutch Gables, Peg Tiles and Brick at Nos.7-43.....	18	46 - Nos. 20, 18 (historic) and 16.	29
20 - Roof slates and dormers at Nos.51 and 53.....	18	47 - No.97 photographed in 2014 with high architectural value.....	29
21 - Pitched gables and barge barge at Nos.12a-28.	18	48 No. 97 after alteration in August 2025.....	29
22 - Gables and dormers at Nos.65-79.	18	49 - No.78 - Positively design modern shop front.....	30
23 - Window Types map.....	19	50 - Replica historic shop front at No.22.	30
24 - Clay tiles with ridge tiles and contrasting modern materials.	20	51 - No.53 - Positive quality shop front restoration.....	31
25 - Slate tiles, timber windows, traditional dormers and chimney at Nos.12-28.	20	52 - Historic element of No.81 are retained.....	31
26 - Dormers and Gables at Nos.63-67.....	20	53 - Good quality shop front restoration but does not re-instate group value.....	31
27 - Historic and new roofing materials, chimneys, and none-historic dormers.....	20	54 – Nos.27-29 Retained historic shop surrounds but modern shop windows.	31

55 - No.79 photograph in 2010.....	32	82 - Historic Advertisements at No. 83-85.....	44
56 - No.79 in April 2026.	32	83 - First floor advertising at Nos.7-43.	44
57 - Welbeck Street to Thoresby Street in 1997, No. 51-61.....	33	84 - Tiled Advertisements at No.63 (Grade II).	44
58 - Positive and negative shop front alterations by August 2025. (Google)	33	85 Negative forms of advertising and full height shop front windows.	44
59 - No.95 - Neither harms nor positively contributes.	34	86 - Setting of Princes Avenue Conservation Area	45
60 - Neutral quality shop fronts with modern advertisements.	34	87 – No.7-43 Princes Avenue and the natural environment.	46
61 - Negative elements adverts and design at Nos.13-15 but retained historic pilasters.	34	88 - Example of late 19th century terraces adjoining Princes Avenue - Belvoir Street.	46
62 - In-active shop frontage at No.70.	35	89 - View north along the residential element of Princes Avenue, also showing No.80.....	46
63 - No.74 and 72 Photographed in 2005.	35	90 - View towards the Pentecostal Church from Clumber Street.....	46
64 - No.74 - Negative form of boundary, canopy and shop front.....	35	91 - Key View and Focal Building Map	47
65 – Nos. 37-39 - Negative form of shop front which harms the group value of the terrace.	36	92- The tree line vista upon entry to Princes Avenue, with the Church Tower as its focal point.	48
66 - Out of scale pilasters and capitals at Nos.31-33.	36	93 - Primitive Methodist Church from Park Grove.	48
67 - No.62 illustrated in 1997 and 2025. An example of advertisement clutter.....	36	94 - Prominence of the Church Towers in the streetscene.	48
68 - None traditional shop front at No.66.....	36	95 - Prominence of trees to north of Conservation Area.	48
69 - Turned and moulded glazing bar.	38	96 - Tree Species Map	49
70 - Lobby entrance and checkered tiles at No.9.	38	Figure 97 - Historic Street Sign.....	50
71 - Spandrel Moulding Details.	38	Figure 98 - Pair of Grade II K8 Telephone Boxes. Condition is a concern at time of survey.	50
72 - Retained Capital Details.....	38	99 - Building Categories Map	51
73 - No.72 retains its historic form but now feature uPVC glazing.	39	100 - Grade II - Primitive Methodist Chapel Tower.	52
74 - Retractable awning details.	39	101 - No.80 - One of the best surviving shop fronts within the Conservation Area.	52
75 - Unauthorised Roller Shutter at No.69.....	40	102 - Use of Faience tiles and advertising at No.80, but with an in- active shop frontage.	52
76 - Map of Roller Shutter Locations.....	40	103 - No.12a-28 positively contribute towards special interest.	53
77 - No.12a-28 photographed in 1997 without boundaries.	41	104 - Princes Court neutrally contributes towards special interest but includes positive architectural elements.	54
78 - Nos 12a-28 with the introduction of outside seatings areas.....	42	105 - The petrol station negatively contributes but is positively screened by trees.	54
79 - Negative means of enclosure and boundary at No.56.	42		
80 - No. 57 - The lightweight railings maintain the view of the shop front and is free of 'clutter'. Timber boundaries contribute negatively.....	42		
81 - The appearance of No.46-58 has been dominated by boundaries and awnings.....	42		

106 - Examples of negative trends for boundaries and shop fronts at No.59.	55
107 - Positive character of Princes Avenue as a Victorian Tree-Lined Boulevard.	55
108 - Recent advertisement clutter at No.75.	58
109 - Poor quality advertisements and roller shutters at Nos.65-69, and alterations to dormers.	58
110 - Identified Unauthorised Works.	59
111 - Unauthorised alterations to Nos.21-23.	61
Figure 112 Nos.58 & 56 Princes Avenue in 1997.	61
Figure 113 - Nos. 58 & 56 Princes Avenue in August 2025 with part approved development and unauthorised works. Also with negative first floor advertisements.	61
114 - Dormer at No.70 in April 2026.	62
115 - Dormer at No.70 in 2014 (Google Images).	62
116 - Introduction of Roller Shut hides the architectural value of No.1 Princes Avenue.	62
117 - Approved shop front alterations at Nos.60 & 62, and advertisement clutter.	62
118 - Approved removal of lobby entrance to historic front at No.11 (not implemented).	64
119 - Approved shop fronts at No.82 and 84, and unauthorised works at 84.	64
120 - Retention of a roller shutter historically approved at No.93.	64
121 - Approved Shop front and illuminated advertisements at Nos.41-43.	64
122 - Unauthorised canopies at Nos.22-24.	65
123 - Mis-matched shop front details in Nos.7-43.	69
124 - Negative quality of in-active shop fronts at no.83-85.	69
125 - Retention of historic shop fronts but with advertisement clutter - Nos.17-19.	69
126 - Negative character of goalposts obscuring the historic shop front.	69

Introduction

Conservations Areas were introduced under the Civic Amenities Act 1967 and provide means of designating areas of special architectural and historic interest. The designation of a conservation area is not intended to prevent development but instead to 'preserve or enhance' their character and appearance and manage their development.

Conservation areas give heritage designation to key areas of Hull's cultural and industrial heritage and a wide array of buildings and landscapes of architectural and historic interest. The first conservation area in Hull was adopted in 1970 and at the time of writing there are 26 designated conservation areas.

The adoption of Conservation Area Appraisal Documents & Management Plans play a key part in defining the special interest and character and appearance of a conservation area, and should be used to inform their enhancement, preservation, development and management. In 2023 a survey commenced to adopt and update Character Appraisals and Management Plans for all of Hull's conservation areas.

Princes Avenue Conservation Area was designated on the 3rd March 1994. A character appraisal was subsequently adopted on the 3rd March 1997. The Conservation Area has not been re-appraised since time of survey. In July 2025 a re-survey of the

Conservation Area took place. Public consultation on the draft 'CAMP subsequently took place between the 19th November 2025 and 12 January 2026. A public meeting was attended by seven people on the 1st December 2025, 54 online survey forms were completed and feedback was received from Historic England.

Following the receipt of feedback the following changes were made to the document:

- A review of formatting.
- Addition of guidance on graffiti.
- Added text to the shop front guidance.

The 21st April 2026 Planning Committee subsequently recommend approval and publication of the character appraisal and management plan.

Planning Policy Context

Conservation Areas are currently legislated by the Planning (Listed Buildings and Conservation Areas) Act 1990. Section 69(1) of the Act advises that every local planning authority shall from time to time determine which parts of their areas are of special architectural or historic interest, the character or appearance of which it is desirable to preserve or enhance and shall designate those areas as conservation areas. Section 69(2) further states that the Authority should from time-to-time review conservation areas and determine whether any further parts of their area should be designated as conservation areas, and if so, determine those parts.

Section 71 of the Act requires that an Authority should from time to time formulate and publish proposals for the preservation and enhancement of any parts of their area which are conservation areas (these documents are commonly named Conservation Area Appraisal Documents and Management Plans). National Planning Policy Guidance (NPPG) advises that a good appraisal will consider what features make a positive or negative contribution to the significance of the conservation area, thereby identifying opportunities for beneficial change or the need for planning protection.

Section 16 of the National Planning Policy Framework (NPPF) provides national policy on the adoption and management of conservation areas. Paragraph 191 of the NPPF advises that

when considering the designation of conservation areas, local planning authorities should ensure that an area justifies such status because of its special architectural or historic interest, and that the concept of conservation is not devalued through the designation of areas that lack special interest.

Section 9 (Design and Heritage) of the Hull Local Plan (adopted November 2017) further outlines policies relating to the development and management of conservation areas. Policy 14 (Design) identifies how development should relate to surrounding character and scale etc. and Policy 15 (Local Distinctiveness) to local distinctiveness, including that development should not harm the character or appearance of the city centre Conservation Areas which are characterised by their low-rise nature, and not harm the distinctive historic skyline and have an acceptable impact upon views and vistas within the city centre. Policy 16 (Heritage) outlines the City Council's policies for heritage management, including giving priority to areas which contribute to the distinct identity of Hull. Policy 19 gives specific guidance on the protection and design for Shop Fronts and Policy 20 guides on the introduction of advertisements.

This appraisal document has been written in accordance with the guidance of Historic England Advice Note 1 (Second Edition) (Published Feb 2019) Conservation Area Appraisal, Designation and Management: Historic England Advice Note 1 and to reflect the above referenced policies. Full details of Policies relevant to the management of the conservation area are outlined within Appendices 1 and 2.

Part One – Character Appraisal

A rectangular mosaic sign is mounted on a wall of light-colored square tiles. The sign features a blue mosaic background with the words "TEA & COFFEE" on the top line and "SPECIALISTS" on the bottom line, both in gold, serif, all-caps lettering. The sign is framed by a decorative border consisting of a thin gold line and a wider black and white checkerboard pattern.

TEA & COFFEE
SPECIALISTS

1. Summary of Special Interest

Princes Avenue Conservation Area was laid out as a planned Boulevard in 1874-5 as part of the Westbourne Park Estate, developed by Councillor D. P Garbutt. Originally built as a residential street, as part of the Avenues, Princes Avenue evolved into one of Hull's premier independent shopping streets. Today the street retains its character as a commercial area with bars, restaurants and cafés occupying its Victorian and Edward shops. Individual elements of special interest include:

- The grouping of historic buildings constructed between c.1880 and 1910.
- The sense of a continuous building line and massing of the built environment.
- The character of the street being planned as a boulevard, with its spacious layout and tree planting.
- The continuous character of shop frontages at ground floor level.
- The high retention of historic shop fronts.
- The retail and commercial character of the street.

3. Character and Extent

The designation of Princes Avenue Conservation Area includes the area of Princes Avenue developed between c.1875 and 1930 which has the primary function of being a commercial street. Princes Avenue forms a part of the Avenues estate, which was privately developed during the late 19th and early 20th centuries. The Avenues, which form a separate conservation area, remains almost exclusively as a residential suburb, whereas Princes Avenue was given over to retail and commerce. Both Conservation Areas form a part of each other's significance and contribute to their setting but are separated by different functions.

On its west side the conservation area extends from Nos.1 to 97 Princes Avenue. With the exemption of Belvoir Mews, the conservation area features only the properties fronting onto Princes Avenue. On its east side the conservation area extends from the Old Zoological Public House to No.84 Princes Avenue, including only the properties which front onto the street frontage.

Despite a number of recent new developments and the earlier removal of its Victorian fountains, Princes Avenue retains much of its essential nineteenth century character as a handsome tree-lined boulevard. Princes Avenue remains a busy thoroughfare which connects to the Avenues and Spring Bank West.

The principal characteristics of Princes Avenue is of a long linear street lined by two and three storey red brick buildings. There is group value found in the collection of 19th and early 20th century

buildings and common material use. The sense of the street being a 19th century boulevard is created by its wide spacing and retention of trees along its length. A key element of its character and appearance is that a majority of its buildings feature a ground floor retail frontage, and that a good level of historic shop frontages are retained. The retention of a high number of good quality shop fronts gives additional value to the Princes Avenue Conservation Area, in comparison to other comparable Conservation Areas in the City, which retain lower levels of historic shop fronts.

In 1997 the street was described as a specialist shopping area which was primarily retail in character. At the time of last survey, the street only included two bars and one café, with associated outside trading. Since 2000 the street has transitioned so that, café, restaurant, public houses and hot food takeaways have become the primary use of the retail units along the street. Princes Avenue is now therefore one of Hull's primary leisure areas. This has introduced several changes in character to the street, with the primary of these an increase in street trading and outside seating areas. This has resulted in a more cosmopolitan character to the street and vibrant evening and weekend trading.

At time of current survey, the street remains largely occupied, with only a small number of vacancies, with its buildings largely well-maintained. Negative characteristics includes unauthorised additions and alterations to shop frontages and negative characteristics associated with advertising and outside seating areas, which has been introduced because of the changes of use to its shops.

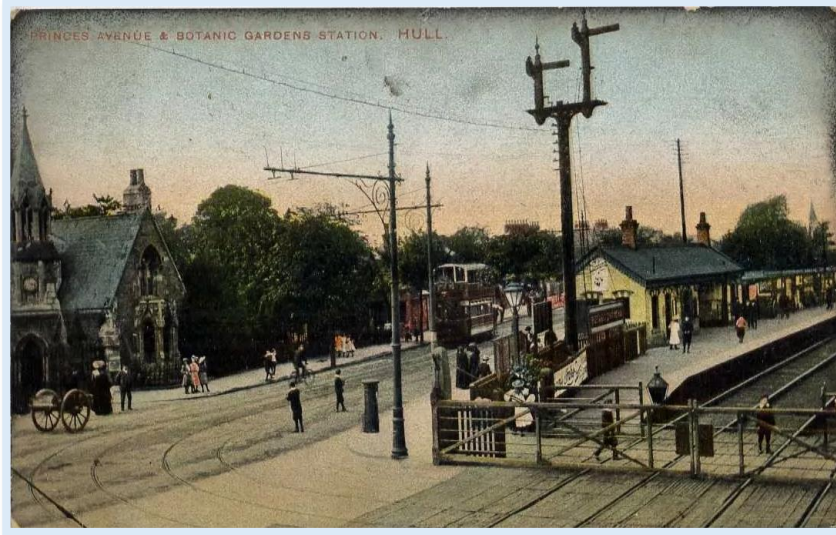


Figure 3 - Princes Avenue before the developments of Nos.7-43.



Figure 5 - View towards No.70 Princes Avenue.



Figure 4 - The Boulevard of Hull in the early 20th century.

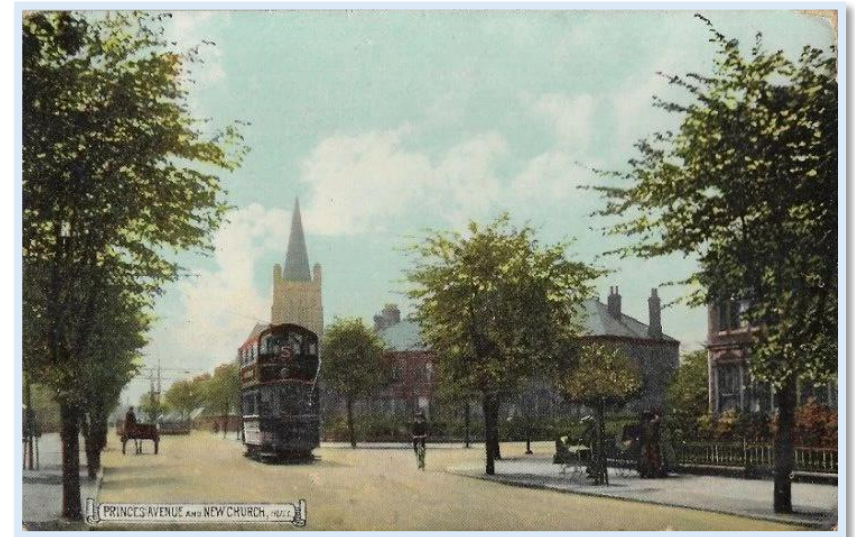


Figure 6 - View of Nos.93-97 Princes Avenue before conversion to shops.

4. History & Development

Rural Landscape: The land on which Princes Avenue now stands, and the surrounding area, was originally known as Cottingham Marsh and recorded as a low lying tract of land prone to flooding. Between 1170 and 1180 the waters of the marsh were drained into the River Hull via a complex of intersecting dykes including a dyke laid out along the line of Princes Avenue (known as Hundolfgote). The dyke formed the boundary, in medieval times, between the ancient parishes of Sculcoates and Cottingham.¹ Jeffrey's Map of 1771² identifies that the location of what became Princes Avenue was an open rural landscape. The land is shown as a single open field extending west from Beverley Road to Anlaby. The lane, which later became Princes Avenue, is shown on Bingley and Teesdale's map of 1828.³ At the time the lane connected Spring Dyke lane up a lane south of Newland Village and was called 'Newland Tofts'. Throughout its history the lane was also called 'Kings Banks', Mucky Peg Lane' and Prince's Bank.

Hull's Expansion: Until the 1770s the town of Hull had largely been confined to the extent of its Medieval Walls. After this time Hull began to grow as an industrial and maritime town, with a corresponding increase in its population. The Old Town of Hull could no longer accommodate expansion and new, privately built, suburbs began to spread into the surrounding rural hinterlands. Many of these new estates followed the routes of turnpike roads and lanes, such as Beverley Road and Spring Bank Lane (see their respective Character Appraisals for further information).

Victorian Hull: By 1850 Hull was expanding west with several developments taking place along Spring Bank, including the Derringham Street. In 1853⁴ Newland Tofts Lane was called Princes Bank and featured several scattered farm buildings along its Western boundary. The land to the east of Princes Bank formed part of the town of Hull and its westside 'Newland Tofts', in the Parish of Cottingham. In 1847 the Hull Cemetery Company opened Hull General Cemetery, to the north of Derringham Bank (now Spring Bank West), with its east boundary facing Newland Toft Lane. In 1862 Pearson Park was established on land, donated by Zachariah Pearson, to the north-east of Newland Tofts Lane. A further factor contributing to Hull's expansion was the introduction of the railways. In 1853 the Victorian Dock Branch Line was opened by the North-Eastern Railway⁵, who constructed a station at the then eastern entrance of the Cemetery. The branch line ran north-easterly, being carried over Beverley Road by a bridge.

'Westbourne Park Estate': In 1868 a letter was written to the Hull Daily Mail⁶ identifying how Newland Tofts-lane was totally impassable in bad or wets weather, and that there was a demand for a quarter of a mile of improvements. In 1874 the lane (now Prince's Bank') was described as a 'wide agricultural road'⁷. The Bank formed the borough boundary from the Cottingham Drain to the Cemetery Gates Station of the North-Eastern Railway.

By September 1874 Councillor D.P. Garbutt had purchased 230 acres of land to the west side of Prince's Bank. (Figure 7 shows the layout of the area before the laying out of the estate). The purchase included all of the land abutting Prince's Bank from the

Cottingham Drain to within three fields of the Cemetery, and was to be called the 'Westbourne Park Estate'. The estate (now known as the Avenues) was to be laid out in streets extending west from Princes Bank. An agreement was reached with the Council of Sewers that Mr Garbutt would complete improvement works to the area and to convert Princes Bank into a street 60 feet wide⁸. To achieve a standard width along the full street meant that Mr Garbutt needed to purchase further land from the Hull Cemetery Company. All of the estate was to be drained. The full project was estimated to cost £80,000.

The new street was planned as a Boulevard, to be called Princes Avenue. It was to connect from the Cemetery Gates to Newland Tofts to Queens Avenue. The objective was to transform the lane into a 'picturesque grove and place of recreation', with rows of trees planted and public fountain⁹; this aim was achieved.

Building An Estate: Work on laying out the estate commenced at a rapid pace, with Peck & Son's of 1875 (see figure 8) showing the new road layout for the estate. In January 1875 Mr Garbutt found himself in Court (John Hill v. D.P. Garbutt) accused of trespass and felling hedges, to allow making the proposed avenue its proper width. Mr Garbutt was found guilty with charges of £15, and costs¹⁰. Princes Avenue was officially opened on the Monday 29th July 1875. The opening attracted many visitors, and included a luncheon, display of banners and performances by the Police Band.¹¹ Development commenced to the north-west of the estate (within the Avenues & Pearson Park Conservation Area), with Peck's 1880 map showing development

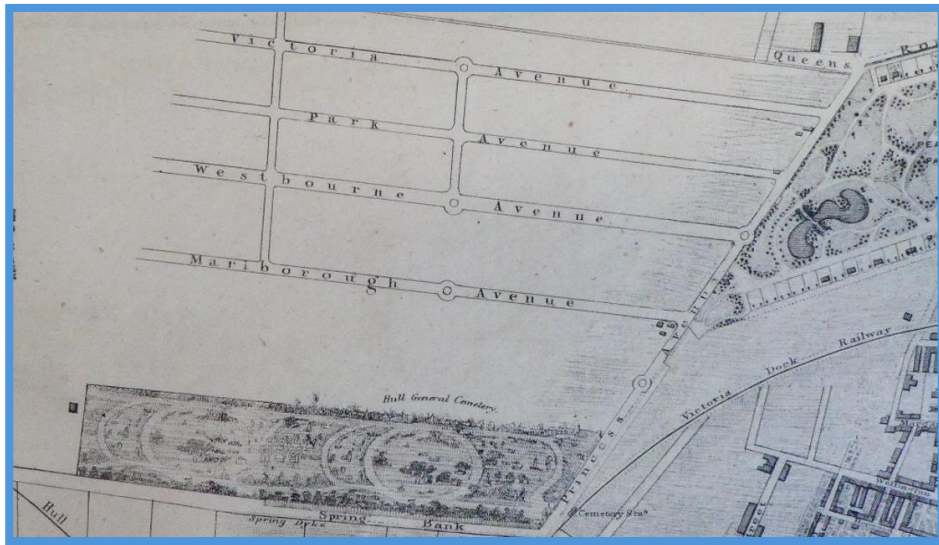
at the junction of Marlborough Avenue and Princes Avenue. The development of the southern end of Princes Avenue was slower, with the 1889-90 Ordnance Survey identifying that development was limited to the construction of Providence House and houses to the north and south of the junction of Marlborough Avenue.

The period between 1890 to 1910 saw a rapid period of construction take place with the full development of both sides of Princes Avenue from Welbeck Street to Blenheim Street and from the north of Providence House to the Hinderwell Street. Development was also introduced into eastern boundary of Hull General Cemetery (see figure 9). During the period developments were residential, which also saw the construction of a Wesleyan Chapel and Congregational Church. During this period any pre-1850 developments, including Newlands Tofts were demolished. In 1882 the west side of Princes Avenue became a part of the Municipal borough of Hull, forming part of the 'Park ward'¹². In 1897 Hull achieved City Status.

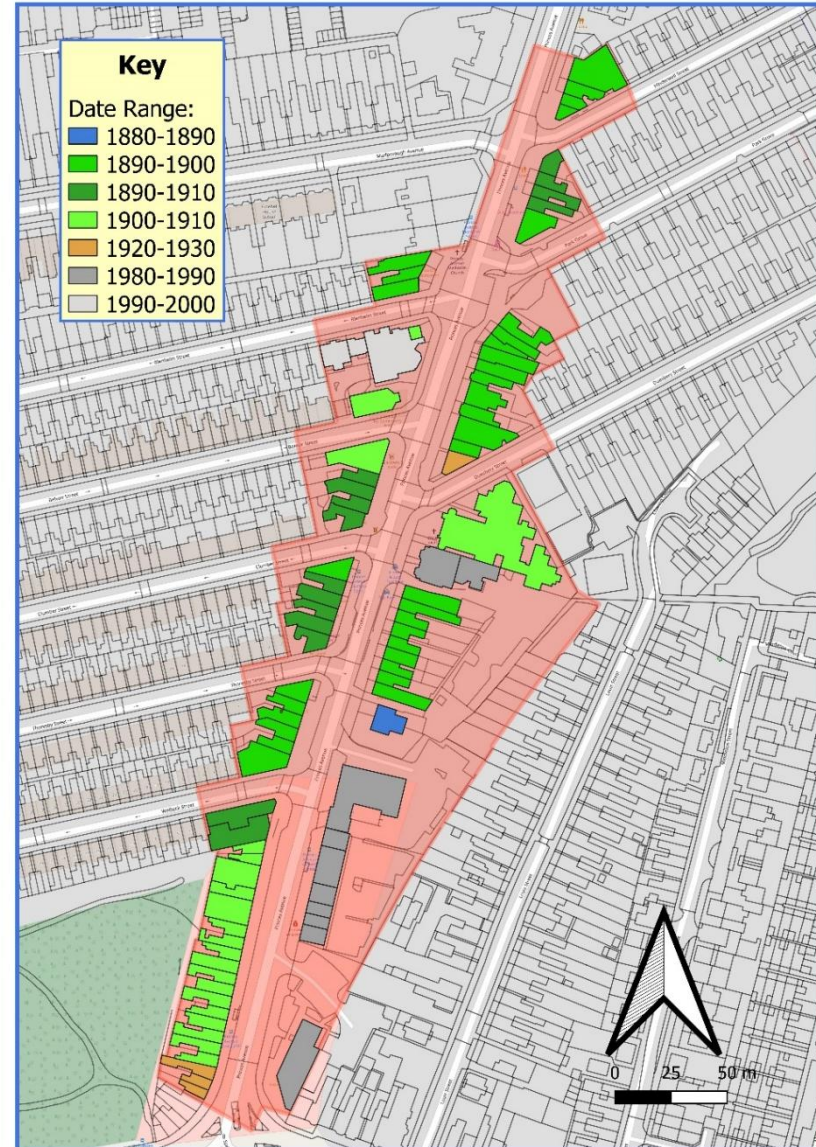
Trams & Fountains: In the early 1900s trams were introduced along Princes Avenue. In combination with the introduction of the tram network and growing use of cars Princes Avenue was becoming congested. Much discussion was made during the 1920s of the retention of the Princes Avenue fountains and how to manage the traffic. Ultimately a decision was made to remove the fountains in 1926¹³, and their contribution towards the appearance of the boulevard was lost.



7 - Goodwill & Lawsons 1867 Map of Hull.¹⁴



8 - Peck & Son's Map of Hull 1875.¹⁵



9 - Princes Avenue Conservation Area Phasing Map.¹⁶

Residential or Retail: The initial period of development along Princes Avenue consisted of housing¹⁷ (see also Appendix 3). In 1896 a series of articles were featured in the Hull Daily Mail¹⁸ objecting to the development of shops on Hinderwell Street. One resident identified that the avenues was a residential quarter, and that Princes Avenue would be spoilt by the introduction of shop. Other articles identify how the street had been spoilt by houses being 'built at all angles'.¹⁹ Whilst the objection to the Hinderwell shops was maintained the period from the 1890s era saw the construction of purpose-built terraces of shops, including 7-43 Princes Avenue, and the conversion of existing houses into retail use. By 1910 Princes Avenue had developed as a thriving local shopping centre. In the 1920s the cemetery company allowed shops to be built along their Princes Avenue frontage and round the corner into Spring Bank West, in conjunction with a road-widening scheme.

War Damage: Hull was one of England's most bomb-damaged Cities in WW2, and Princes Avenue did not escape damage. A series of bombs fell along the junction of Park Grove and Princes Avenue, resulting in the loss of the end building of the terrace at the junction of Park Grove.

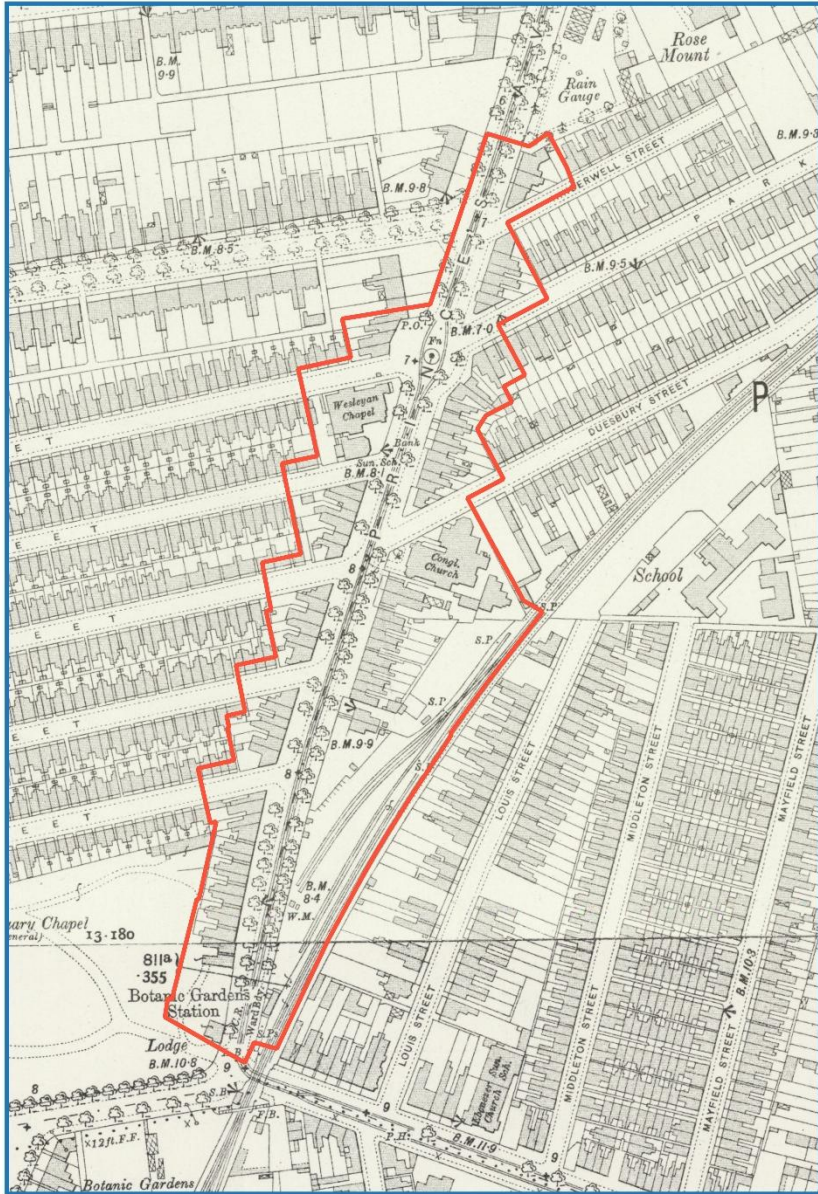
20th Century Changes – The post-war era was a period of transition for the City of Hull, with changes to its wealth and economy, and large-scale programmes of slum clearance and regeneration. The higher status residential areas of the Avenue and later in date construction terraces to the southern elements of Princes Avenue meant that the street was protected from the

large-scale urban renewal which saw the loss of similar retail areas and maintained its status as an independent shopping street.

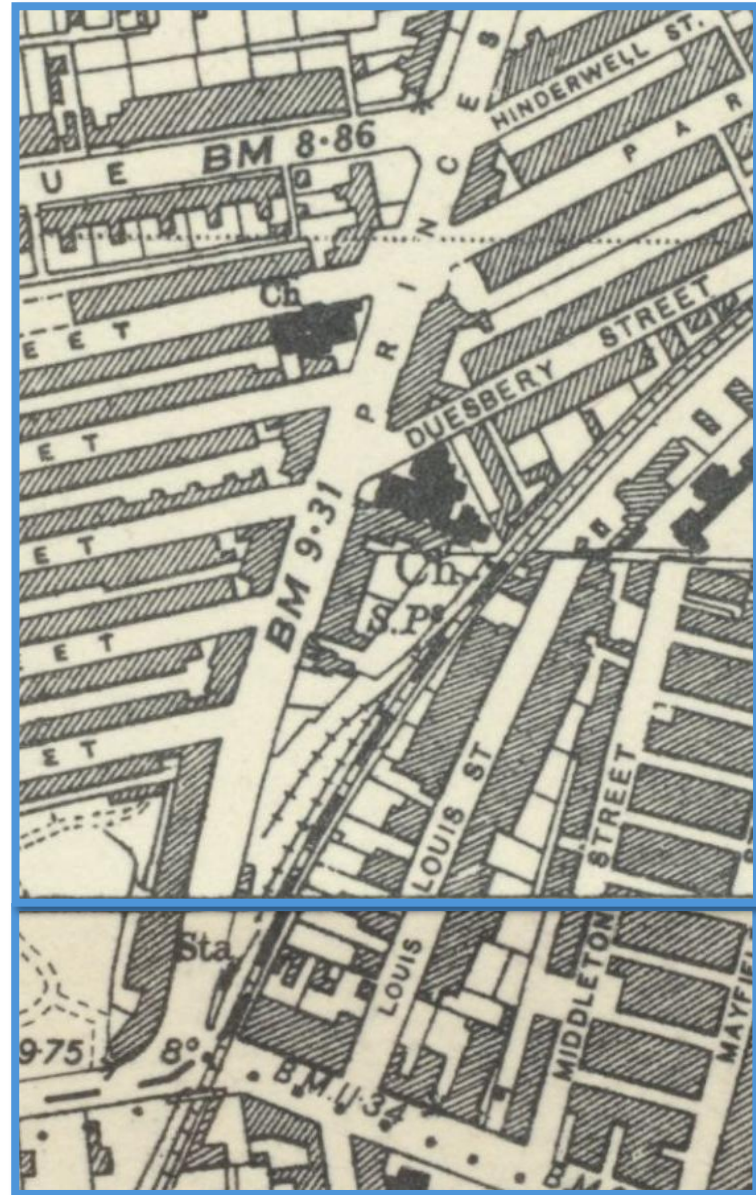
The closure of the Victorian Branch Line in 1964 and demolition of the Botanic Station in 1976 changed the character of the south-east of Princes Avenue. Replacement development followed in the 1970s and 1990s with the introduction of a new shopping parade and public house.

Since the 1950s Princes Avenue has diversified and acquired a reputation for a combination of specialist shops and services with leisure activities. In the early 1990s two new public houses were introduced into the Princes Avenue, At time of designation in 1994 the street maintained its character as a street of independent retailers.

Designation to Present Period: The first challenge to the Princes Avenue Conservation Area were applications for demolition of its Methodist church in 1995. Applications resulted in the demolition of much of the building but with the retention its tower as a focal point within the Conservation Area, and its Sunday school. From the early 1990s into the 2000s a period of shop front enhancements began within the Conservation, Area which resulted in the improvement of its character. The period also started the transition of the street from being an area of independent retailers to a use as cafes, bars, restaurants and takeaways. By 2025 the street had full converted into being one of Hull's leading shopping streets to one of Hull's premier leisure streets.



10 - Princes Avenue in 1908.



11 - 1947-79 Ordnance Survey

5. Layout

Princes Avenue is a planned development, which was constructed as part of the Westbourne Park Estate. The street takes on a linear form, with extends from the junction of Spring Bank and Spring West to its south on a north-north-west axis towards Pearson park. The layout of the street contains principal elements of significance:

- The street aligns with the historic field boundary of Newland Tofts Lane and historically forms the parliamentary boundary of the City.
- The street is a planned development as a Boulevard.

As noted within section 4 the land forming Princes Avenue was purchased by Mr Garbutt in 1874²⁰ with the ambition of laying out a new housing estate, including a new Boulevard. In accordance with an agreement with the Court of Sewers several requirements were made for the street, which influence its present layout:

- That the street and those adjoining should be 60-feet wide, with a drain down the centre.
- That a suitable row of trees should be planted.
- That fountains would be laid out at regular intervals.
- The western side of the Prince's Avenue would be flagged nine feet wide and planted with ornamental trees.

A requirement that the street should be laid out in a straight alignment resulted in the purchase of land from the Hull Cemetery Company. As part of the purchase agreement Mr Garbett was

required to form a new dwarf wall of white bricks with iron palisading, and the removal of existing buildings and re-building them within the new boundary. This boundary was further changed by the development of Nos.7-43 Princes Avenue within the eastern boundary of the Cemetery in c.1907.

Whilst the fountains were removed in 1926 evidence of their location is retained in the circular lay out and siting of buildings at the junction of Princes Avenue with Blenheim Street and Park Grove. The width of the road, pavements and presence of trees remain as planned in 1874.



12 The changing boundary of Hull General Cemetery - 1850 OS Survey, Peck's 1875 Map & 1908 OS Survey.



13 - 49 to 7 Princes Avenue.



15 - 68 - 84 Princes Avenue.



14 - Nos. 12A-28 Princes Avenue.



16 - Thoresby Street to Blenheim Street.

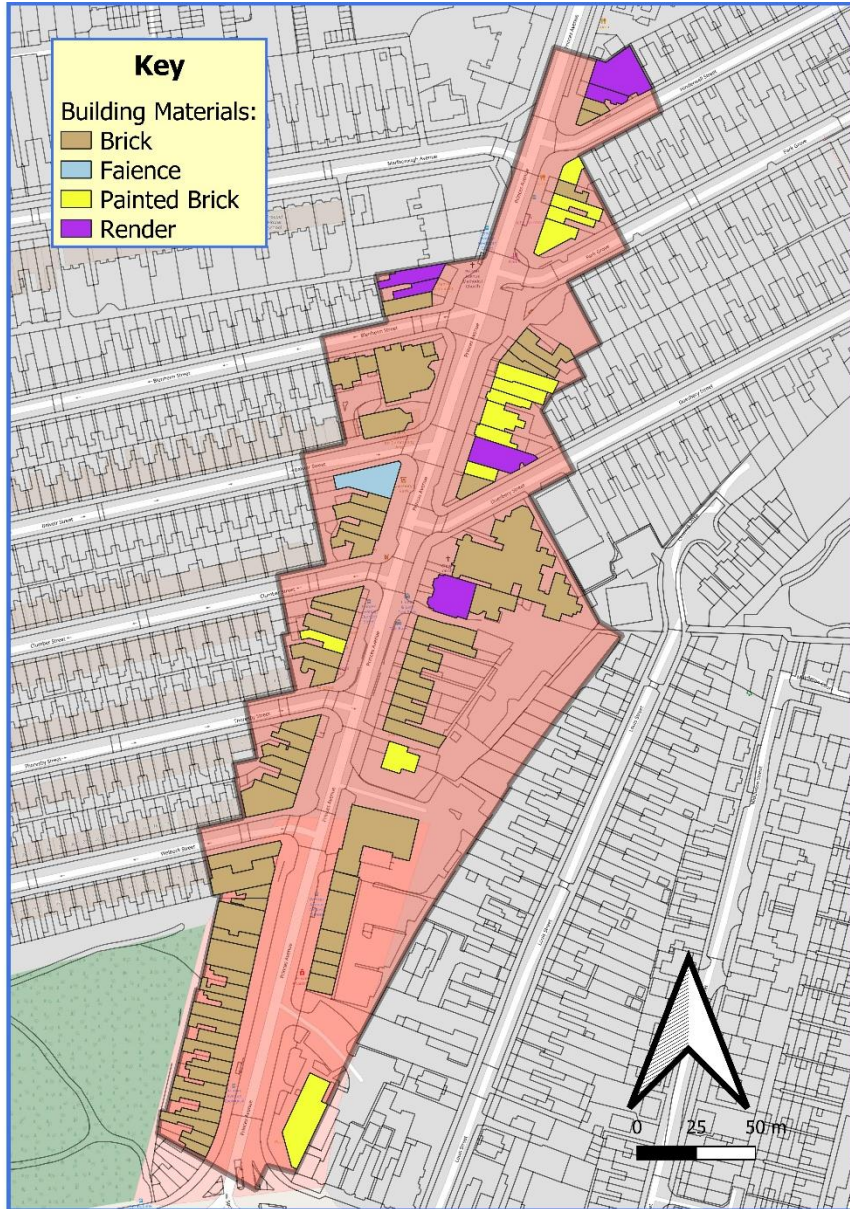
6. Built Environment

6.1 Building Character: The principal-built character of the Conservation Area is of red brick terraced blocks of two and three storey dwellings and shops built between c.1885 and 1930. With only a small number of exemptions the use of each individual building is as a commercial unit and contains a shop or retail ground floor frontage. Uppers floors are largely in residential use. Exemptions to this building character is found in the two Methodist churches constructed along Princes Avenue, and small number of single-story buildings. Buildings were privately built in blocks or rows, meaning there are element of uniform design along the street. There is a strong sense of group value formed by the grouping of Victorian and Edwardian buildings and common use of materials and scale.

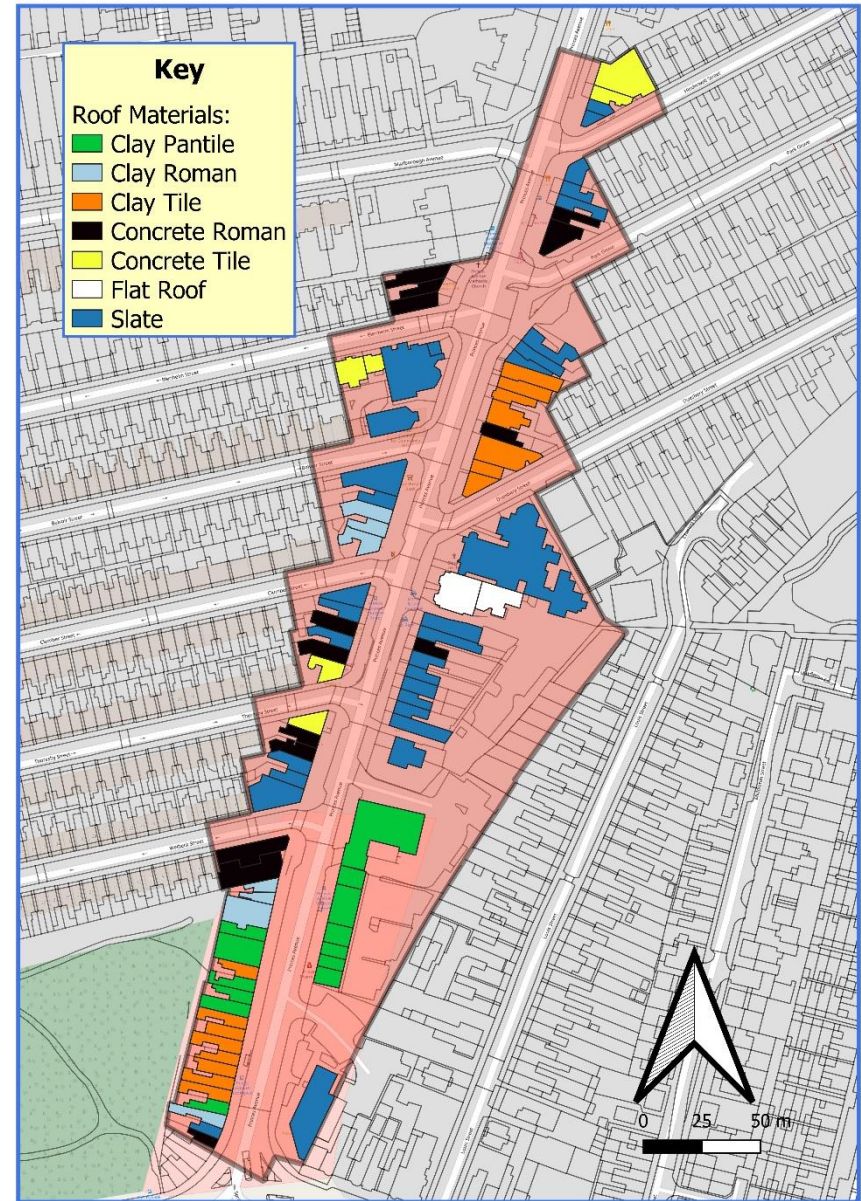
6.2. Massing: A strong feature of Princes Avenue is the linear nature and massing of its built environment. The massing of buildings is typically continuous between the areas of side streets radiating from Princes Avenue. Buildings are constructed in blocks or terraces of shops, built in one phase. Individual blocks of buildings range from 4-10 bays and extend between continuous between the side street. Many of these buildings have frontages to both streets and have interesting corner features.

6.3. Siting: The historic development of the street has directly influenced the siting of buildings. Buildings which were originally constructed as dwellings were historically set back within their plots with front gardens. When converted to shops any existing boundaries were removed and the gardens converted to open forecourts. In combination with the wide depth of the public footpath this has resulted in a deep set back from the public highway. This historic form of layout is noticeable in the differing public realm surface and recent trends for creating enclosed seating areas. Alternatively, buildings purposely built as shops were constructed as edge of pavement developments, without forecourts. Both methods of siting typically have a continuous building alignment along the front elevation of each block of buildings along the street, with create a strong sense of built massing. The wider setting out of the street has not however result in this built massing creating a sense of enclosure but instead the street retains an open character.

Within the street there are some exemptions to the linear building alignment. Nos.45-49 are placed an angle at the junction of Welbeck Street and fit in with the criticism of the time of buildings being built at all angles harming the character of the street. At the junctions of Park Grove and Blenheim Street Nos. 93-97 and 60a-62 follow the curved alignment of the former fountain roundabout. Both Churches break up the standard building massing. All these examples maintain the continuous built massing along the street.



17 - Building Materials Map



18 - Roof Materials Map

6.4. Scale: The predominant scale of building within the street of is two- and three-storey red brick buildings. The individual block of two-storey buildings are of similar heights, which means no one building is dominant. Nos.7-43 Princes Avenue steps up to three stories but again is not dominant in scale. The proportions of the single storey form Yorkshire Bank fits into the scale of buildings found along the Street.

6.5. Buildings Materials: The traditional building material for the Conservation area is red stock brick (see figure 17). At time of survey in 1997 several buildings have been rendered or painted, which the latter being a trend which has continued within the area. The use of paint and render weakens the historic character of individual buildings and removes the uniform appearance of individual blocks. All buildings have some use of an architectural decoration which is typically applied by the use of:

- Timber fascia and board boards.
- Decorated eaves
- Window Headers
- Use of stone in bay windows.

Exemptions to the standard material use include:

- the use of white faience at first floor level on the Jacksons building
- the use of stone effect decoration on the Yorkshire Bank building.
- The use of stone in the Methodist Churches.

6.6 Roof Materials: Historically it is evident that the street was roofed in either English and Welsh slate or clay tiles (see figure 18). Uniformity of design would have been achieved within an individual block or terrace by common use of materials. Decoration was added to the individual buildings using decorative ridge tiles, of which several d examples are retained. The historic character of the street has been negatively impacted upon by replacement concrete materials and Roman tiles. A negative impact has been introduced by using alternative materials and removal of ridge tiles, which has removed a uniform appearance.

6.7. Roof Forms: The standard roof form within the area consists of continuous medium pitched roofs across the length of a terrace. The linear nature of the continuous roof line is usually broken and provided with architectural interest using gables, chimney stacks and dormers. The combined use of these features often creates roofscapes of high architectural value.

6.8. Gables: The use of pitched gables is a common feature of the conservation area. They break up the linear roof form of the street and add to the sense of scale of individual buildings. They are commonly used within the end bays of individual blocks of buildings, and several buildings also have gables interspersed throughout their roofs. Shaped gables are also used within the area, with the most impressive examples being found on Nos.7-43 Princes Avenue; the terrace features the prominent use of regularly spaced Dutch Gables on each bay of the building, which make it's a focal point upon entry to the conservation area. Other notable examples include the classically designed gables founds on Nos.51 and 53.



19 - Dutch Gables, Peg Tiles and Brick at Nos.7-43.



21 - Pitched gables and barge barge at Nos.12a-28.



20 - Roof slates and dormers at Nos.51 and 53.

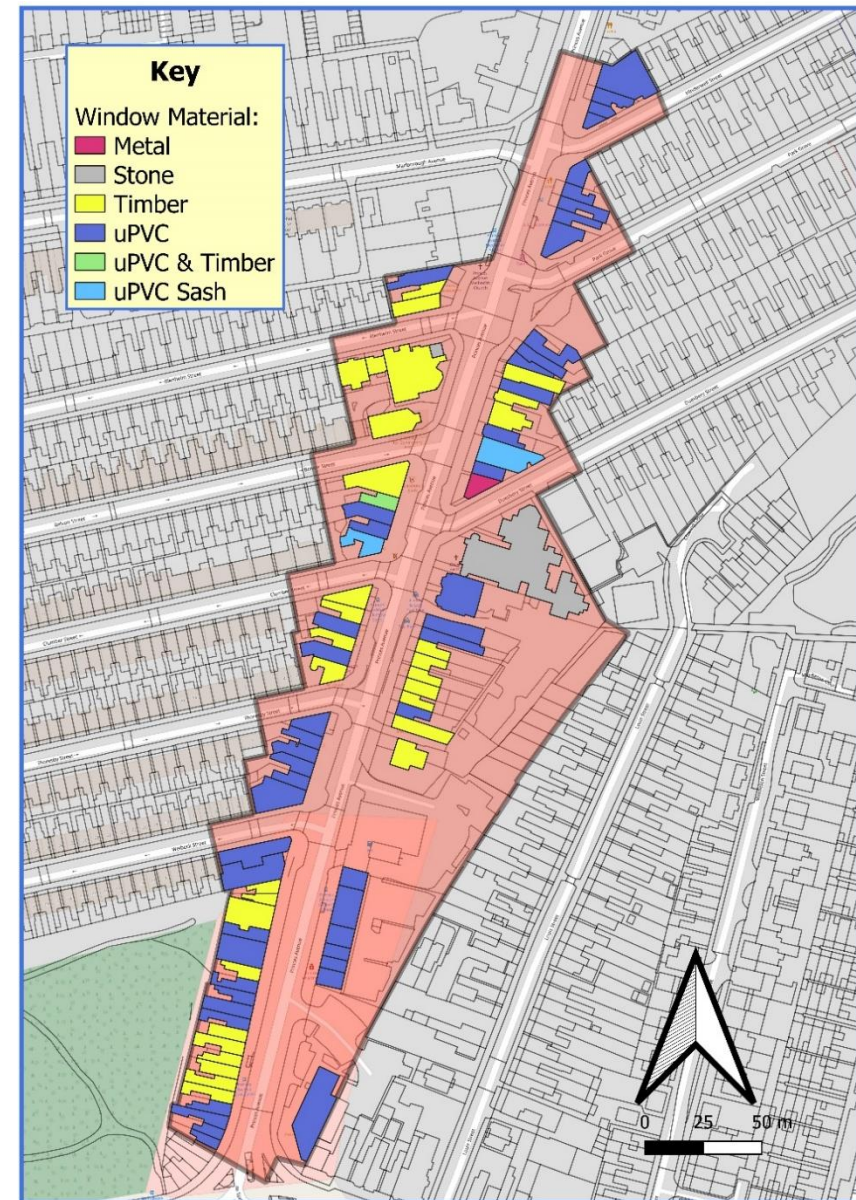


22 - Gables and dormers at Nos.65-79.

6.9. Roof Lights: Roof lights are not a part of the Victorian and Edwardian architectural interest of the street but have become a part of its character since its time of designation. Where they are of a conservation design and of a uniform scale and location across a terrace, they can be of an acceptable intervention into the Conservation Area. However, it is often the case that roof lights are of a modern design, varying sizes and randomly spaced across a row of buildings. As a result, roof lights are largely of a negative intervention into the Conservation Area and remove the uniformity of individual blocks of buildings.

6.10. Chimneys: Brick chimney stacks are a prominent characteristic of the buildings along Princes Avenue. They are regularly placed between individual bays of a row of buildings and feature between 2 and 10 individual flues. Each stack projects prominently above the roof plain and often feature stepped brick eaves. The stacks are typically located at ridge level or the gable end, but in several cases lateral chimney stacks, mid-height in the roofscape, have been used.

6.11. Dormers: Dormers are a prominent feature of the street. They are a reminder of both its historic origins as a residential street and the upper floors being used for domestic use. The historic form and positive character of dormers is formed by small, pitched roof dormers, which are a subservient feature of the roof pitch. These are typically clad in timber or with glazed cheeks, with roof materials matching the host building. Decorative elements include the use of barge boards and finials. On a small number of buildings flat roof dormers have been introduced which are of a larger scale; these contribute negatively towards the character of the street.



23 - Window Types map



24 - Clay tiles with ridge tiles and contrasting modern materials.



26 - Dormers and Gables at Nos.63-67.



25 - Slate tiles, timber windows, traditional dormers and chimney at Nos.12-28.



27 - Historic and new roofing materials, chimneys, and none-historic dormers.

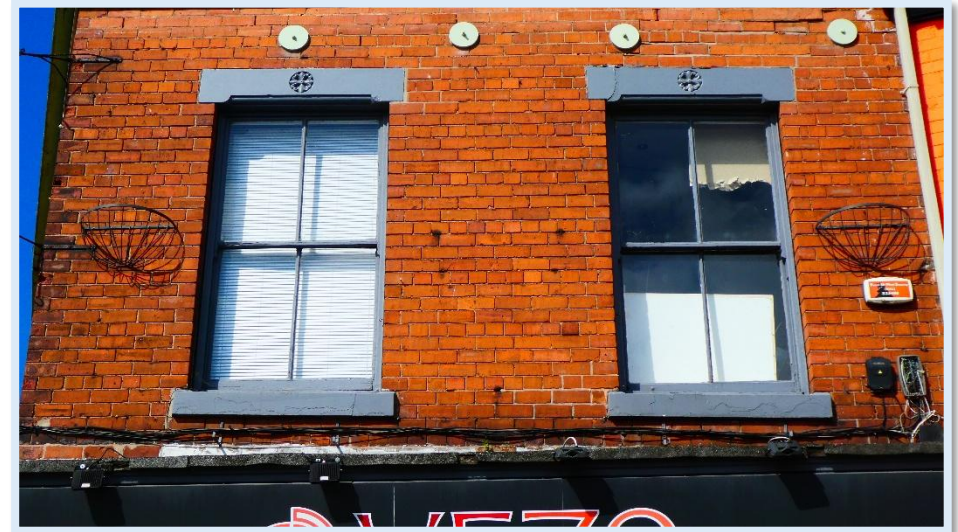
6.12. Windows: Windows contribute towards the uniformity of design of individual buildings within the Conservation Area. They are typically of a uniform size and spacing across individual terraces and blocks of buildings. The standard form of windows within the Conservation Area is of rectangular openings, which accommodate sash windows. No.12a-28 Princes Avenue is a typical example of the uniform nature of window openings. In some examples this regular window pattern is broken by the irregular use of bay, or oriel, windows, which adds to the architectural interest of individual buildings. In some examples building also feature larger square openings which accommodate multiple opening windows, such as Nos. 48-58. A noted exemption to this standard window pattern is found in Nos.7-43, where windows are grouped in threes, with one primary window and two mirror windows. The uniform nature of window openings has been harmed in several terraces by the removal of bay windows and conversion of existing window openings to form new openings which are of an irregular scale and position.

The predominant historic form of window within the Conservation Area would have been timber 1/1 or 2/2 timber sliding sashes, with concealed sash boxes set back within the window reveal (see 23) figure. An exemption to this rule is found in the 8/8 timber sashes of Providence house, which pre-dates the construction of Princes Avenue. At time of survey in 1997 the street was identified as maintaining a high proportion of original window openings, with occasional examples of inappropriate modern replacement windows and shutters. The negative trends have continued with has resulted in uPVC windows being the predominant form of window within the Conservation Area. Within individual blocks

there is mixed use of different types of uPVC windows with has removed the uniformity of their design.

Architectural decoration is added by the use of:

- Use of stone (albeit mostly painted) materials.
- Projecting stone sills.
- Moulded stone headers.
- Rubbed brick headers.
- Within the bay windows classical stone pillars.



28 - Good quality timber 2/2 windows at No. 93.

6.13. Rainwater Goods & Eave Details: The historic forms of rainwater goods within the street is formed by timber box gutters supported on dentil moulded brackets, or more basic timber brackets, with timber soffit boards. Good examples of historic rainwater goods are evident within Nos.12-28. Down pipes were historically cast iron with metal hoppers. Alternative designs includes moulded brick eaves, which support rain water goods, such as at Nos.44 to 54. Negative trends are for the use of plastic rainwater goods and soffit boards, which have often removed the uniform nature of the design of a terrace of buildings.

6.14. No.7-43 Princes Avenues: Individual reference should be given to the architectural quality of No.7-43 Princes Avenue. The terraces is constructed in a taller three stories, and can be distinguished from the remainder of the street by its Dutch style of architecture. Particular elements of interest include the use of shaped gables, with plaques for received adverts, use of vertical pilasters which divide the frontage into separate bays and good retention of historic shop front joinery.



29 - Typically form of rainwater goods at No.12a.



30 - Loss of uniform design and material use at Nos.93-97.



31 - Bay window details, contrasting roof materials and use of roof lights at Nos.79-81.

6.15. Individual Buildings: Within the conservation area there are a small number of buildings which do not follow the regular building characteristics of the area and provide added architectural value. These include:

- **Providence House** – The building dates to between 1875 and 1889 and is retained in residential use. It is set back from the regular building line within its own grounds and features a hipped roof.
- **Methodist Churches** – Both buildings introduce a regular building form, a bigger scale of building, use of stone and Gothic architectural elements.
- **Former Yorkshire Bank** – The single story building, built in 1929, introduced elements of classical revival architecture with the use of stone articulation.
- **No.81-85** – The former Jackson building features prominent use of Faience tiling and advertising.



32 - Providence House, No.10-12.



33 - Grade II Elm Pentecostal Church and Sunday School.



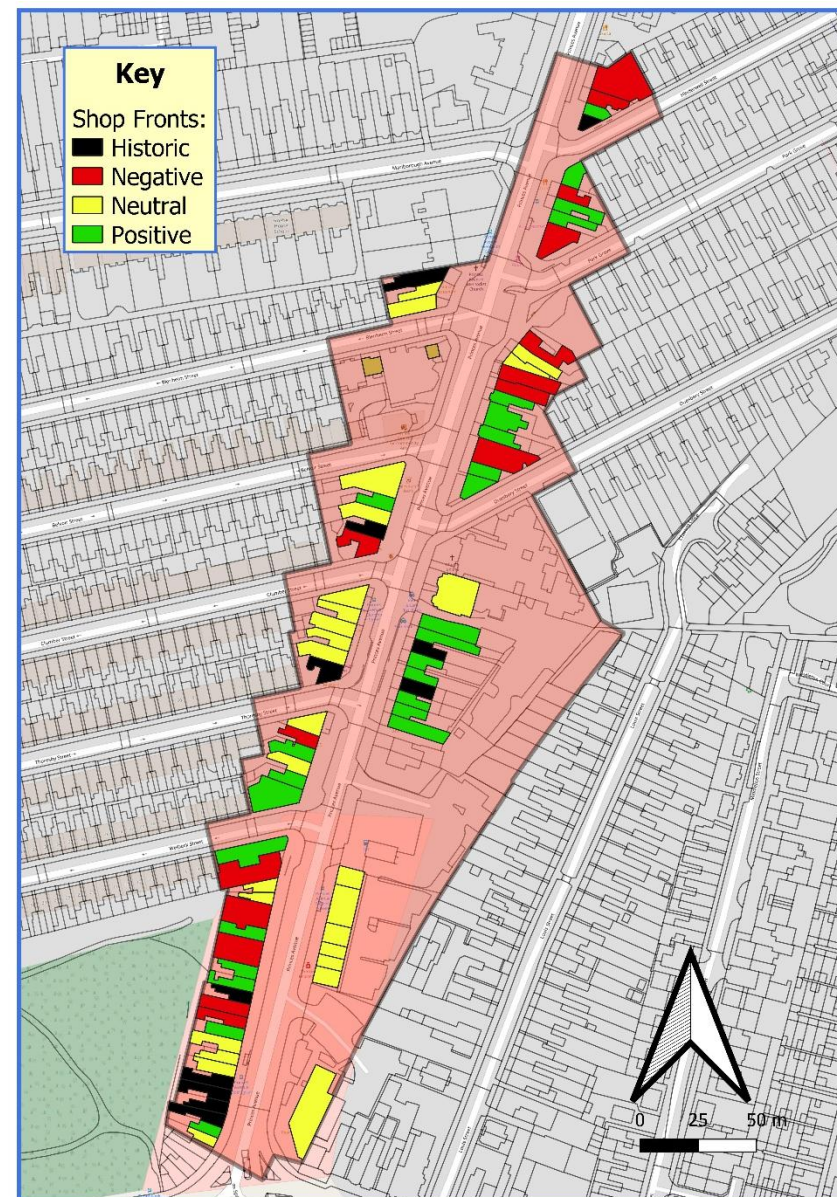
34 - Former Yorkshire Bank.

7. Shop Fronts

Shop fronts form one of the primary elements of special interest of the conservation area, with a majority of its buildings featuring a shop or retail frontage at ground floor. In comparison to Hull's other Conservation Area the individual character of shop front remains a positive feature of Princes Avenue, and the street benefits from the retention of several historic shop frontage. The appearance of the continuous vista of shop fronts along the ground floor frontage of buildings forms a key element of the character and appearance of the Conservation Area.

Historically Princes Avenue was planned as a residential boulevard. During the late 19th century, a growth in Hull's population and late Victorian trends for shopping saw the development of purpose built shops along the street. One of most significance examples of this is Nos.7-43 Princes Avenue, dating to 1907. Existing dwellings were also constructed into retail between c.1890 and 1910. For example, Nos.12a-28, 38-58 and 43-45 Princes Avenue were all built as dwellings and were later converted into retail units.

Today the Conservation Area features approximately 77 shop fronts, and two pub frontages, of which eleven are identified as being 'historic' and a further 26 of positive value, of which several retain historic elements. As a result of development there are several negative characteristics associated with shop fronts, including poor quality advertisement, condition and means of enclosure. See Appendix 4 for classification of shop frontage and Appendix 5 for monitoring notes.

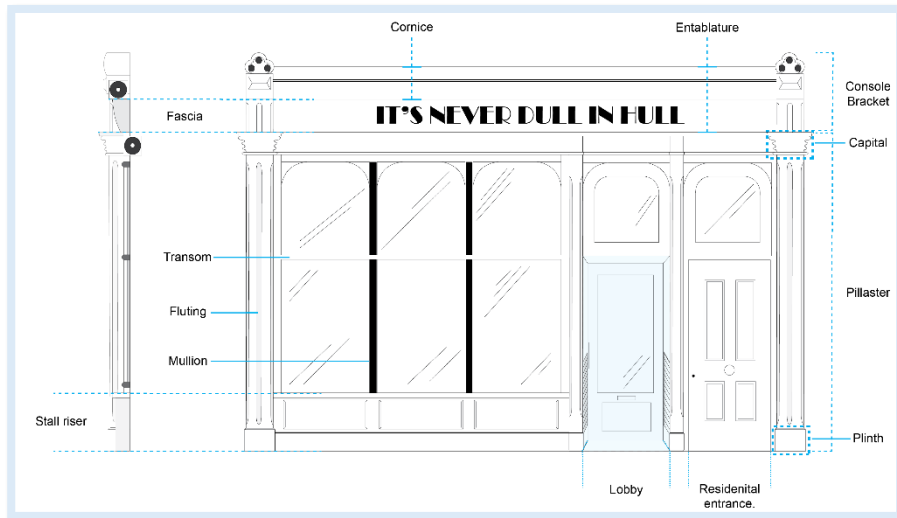


35 - Shop Front Significance Map

7.1 Shop Front Elements: A shop front is made up of component parts, of which each provide individual architectural interest:

- Timber pilasters
- Capitals
- Cornices
- Fascia Board
- Stall-risers
- Lobby Entrance
- Glazing Bars
- Awnings
- Advertising
- Shop Window – including examples of bay windows.

Historically shop timbers would have been constructed in timber, which some decorative elements introducing tiles and mosaics.



36 - Shop Front Design Elements.

7.2 Historic Shop Fronts: Historic shop fronts are identified as retaining a majority of their historic elements and contribute highly towards the special interest of the Conservation Area. Within the Princes Avenue Conservation Area historic shop fronts date between c.1890 and 1910. Identified historic fronts include:

7.2.1 Historic Shop Front Examples

No.	Notes
1	c.1920s timber front, with recessed lobby with checkered floor. The moulded timber mullion and full height glazing are of positive value. The character of the shop front has been negatively impacted upon by the introduction of external roller shutters and extended fascia panel between 1997 and 2014.
7,9 & 11	The grouping of three shop fronts retain their original columns, shop windows, capitals and fascia panels. Each shop front retains their central lobby and large in scale glazed shop fronts. There are slight variations within the types of forms of its shop front window and stall riser type. The character of the shop fronts are eroding by the loss of elements, such as the removal of sections of their pilasters, and being cluttered with modern fixtures, such as security grills. Of interest is the reeded pilasters and capitals, and fascia panels, which are partially retained on several other elements across Nos.7-43
25	The shop front is one of the best several examples with No. 7-43. It features a splayed shop front window with central lobby. The window features turned baluster mullion glazing bars, which is unfortunately partially obscured by a roller shutter box. Of particular interest is the retention of the retractable awning, which fits flush into the fascia box, and opening brackets.

	No.27 also retains elements of its original shop fronts, including its pillars, capitals and fascia, which provides group value. The capitals onto the buildings demonstrate the moulded leaf capitals of the shop fronts of the terrace.
63	The building retains a traditional butcher's shop frontage. The shop front wraps around the corner of the building with the two shop fronts sub-divided by capitals, with a further sub-division including a residential access door. The shop front is clad in green tile, which is evidential of the hygiene requirements of the period, and with its stall riser feature two white panels, with a butchers motif. The building features a traditional fascia board, and retractable awning, with opening brackets.
77	The shop frontages retain all of its historic elements. This includes its fascia, with retractable awning (albeit in poor condition), fascia capitals, tiles pilasters (one of only two such examples within Princes Avenue), stall riser, lobby entrance, original front door and moulded shop joinery details. The character of the building harmed by the modern design of the upper floor access door.
97	The building was photographed in the early 20 th century with a historic shop front. Up to May 2022 the building retained all elements of this historic shop front. The shop front included decoratively carved pilasters and capitals, stall riser, splayed lobby entrance, carved timber mullions and moulded spandrels. Potentially one of the most important shop fronts within the Conservation Area, is at risk at time of survey due to unauthorised changes.
18 & 24	No.12a-24 retains two original shop fronts, and several other elements of historic joinery. Historically the full

	block retain retractable awnings, of which examples are retained within Nos.16-18.
	No.24 – The historic shop front features spandrels which replicate those photographed in No.26 in the early 20th century. The shop front features turned vase mullions and moulded spandrels, a green tile stall riser, The shop front lobby is splayed and features a checked tile floor.
	No.18 – The shop front features a rendered stall riser, splayed lobby entrance, check floor, turned mullions and decorative spandrels, full height windows, retractable awning and brackets.
80	No. 80 was identified in 1997 as being a key feature of the Conservation Area and is one of the best surviving shop fronts within the Conservation Area. The timber shop front consists of a double bay window with central recessed entrance lobby. Each of the bay windows is split into three lights, with leadlight glass transom lights. The fascia features a retractable awning, which recesses flush into the fascia panel. The fascia features a retractable awning, which recesses flush into the fascia panel. A set of four awning brackets are retained on the building. The appearance of the building has been harmed by the installation of security grills.

Where multiple historic shop fronts survive within an individual block, such as 7-43 and 12a-28, they add to the group value of the conservation area. Throughout the conservation several other shop fronts retain historic element of a shop front, but for instance have had their shop front window replaced. These evidential values provide a basis for an honest shop front restoration and for re-instating a uniform design across the terrace or block.



37 - No.1 Princes Avenues. (Google)



39 - Nos.5-7 - Historic shop front, harmed by the introduction of a roller shutter.



38 - No.11 Princes Avenue.



40 - No. 25 Princes Avenue.



41 - Grade II former Butchers Shop, No.63.



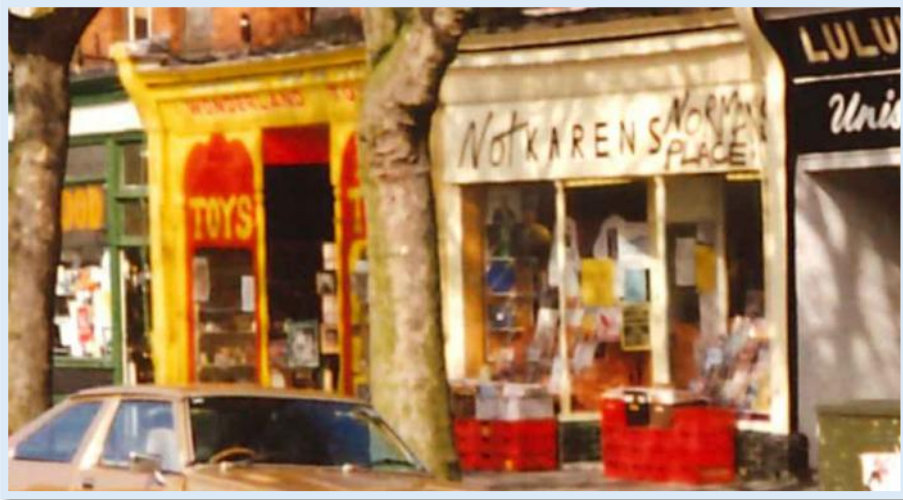
43 - One of the best surviving shop fronts, with retractable awning. Poor quality grills.



42 - No.77 Princes Avenue, with poor quality grills.



44 - No.24, partially obscured by fixed external seating, with unauthorised awning.



45 - Nos. 18 and 16 photographed in 1997.



47 - No.97 photographed in 2014 with high architectural value.



46 - Nos. 20, 18 (historic) and 16.



48 No. 97 after alteration in August 2025.

7.3 Positive Quality Shop Fronts: The Conservation Area includes a high volume of shop fronts which are of a good quality design and material use and contain elements of historic fabric. It is evident that between c.1998 and 2008 there was a period of shop front enhancements along Princes Avenue. This is particularly evident in the restoration of Nos.22, 26 and 28 shop fronts which replicate the historic shops retained with the building and creates strong group value to the terrace, and individual examples such as Nos. 53 and 78.

7.3.1. Positive Shop Front Examples

No.	Detail
12-16, 20 & 26-28,	Positive quality shop front restorations which replicate the historic elements of nos. 18 & 24.
35	A positive shop front restoration between 1999 and 2008. Missed an opportunity to re-instate the uniform appearance of the shop front columns and capitals with the terrace.
27-29	Retain elements of historic shop fronts, but replacement shop windows.
53	Positive quality restoration between 1997 and 2008, with features an entrance lobby and integrated first floor access door.
72	Retains a bay window shop front, which were introduced into Princes Avenue during the mid-20 th century. Several similar examples have been removed, giving importance to this example.
78	A well-proportioned modern timber shop front, introduced between 2014 and 2015.
81	Retains key element of its columns, including integrated upper floor access door, and fascia. The shop front and fascia are however modern.



49 - No.78 - Positively design modern shop front.



50 - Replica historic shop front at No.22.



51 - No.53 - Positive quality shop front restoration.



53 - Good quality shop front restoration but does not re-instate group value.



52 - Historic element of No.81 are retained.



54 - Nos.27-29 Retained historic shop surrounds but modern shop windows.

7.4 Lost Shop Fronts: Since the survey of the Conservation Area in 1997 it has been identified that several historic or positive quality shop fronts have been replaced, which have introduced negative quality article elements and materials.

7.4.1. Removed Shop Fronts	
No.	Notes
55	In 1997 the building retained a traditional in appearance historic shop front, with entrance lobby. This was removed by 2008. In 2014 permission was granted for an aluminium shop front. Elements of historic fabric are retained.
59	In 1997 a traditional in appearance shop front was retained. This was removed and retrospective planning permission granted in 2004. A modern shop front and roller shutter were approved in 2005.
79	Up to 2018 the building retained in full a traditional shop frontage, with a timber shop window. After this period an aluminium shop window was installed, and only the capitals and fascia architrave of the shop front retained Planning permission was not granted for the works.
58	In 1997 the building featured a traditional timber shop front, with central lobby entrances. The shop front now features modern material and is hidden behind a canopy.
62	In 1997 the building retained a traditional in appearance shop front, with retractable awning. In 2011 permission was granted to replace the shop front with a modern design, including external illumination and external ramp.
72	Whilst still positive between 2022-24 the timber shop fittings were replaced by uPVC.
74	In 2009 approval was given for the removal of existing mid-20th century shop front and its replacement with a modern in design shop frontage, contrasted in aluminium



55 - No.79 photograph in 2010.



56 - No.79 in April 2026.



57 - Welbeck Street to Thoresby Street in 1997, No. 51-61.



58 - Positive and negative shop front alterations by August 2025. (Google)

7.5. Neutral Shop Fronts

Neutral shop fronts can be described as not contributing towards the special interest of the Conservation Area, but also not harming its appearance. A neutral shop front may contain historic fabric but has been harmed by the addition of elements such as the installation of roll shutters or has become cluttered with advertisements. Neutral shop fronts may include a shop front of a good design but includes the use of modern materials or may miss traditional elements such as stall risers. For instance, Nos.13-15 retain positive element its shop front surround but features poor quality advertisements and negative elements to its shop window.



59 - No.95 - Neither harms nor positively contributes.



60 - Neutral quality shop fronts with modern advertisements.



61 - Negative elements adverts and design at Nos.13-15 but retained historic pilasters.

7.6. Negative Quality Shop Fronts: At time of designation the Conservation Area featured a small number (15) of negative quality shop fronts. Since 1997 negative quality shop frontages have been introduced into the Conservation Area. Some changes have been a result of approved planning applications, but more often than not as a result of unauthorised developments. Negative quality shop fronts do not typically feature historical architectural elements and make use of modern materials. Negative examples may also not match the upper floors of a built or spoil it group value. Several examples include the use of full height bi-folding doors and open frontages or alternative features in-active areas. Other negative qualities include where individual units have been merged to create double frontages, use of aluminium and where elements of these have had doors removed to become in-active frontages.



63 - No.74 and 72 Photographed in 2005.



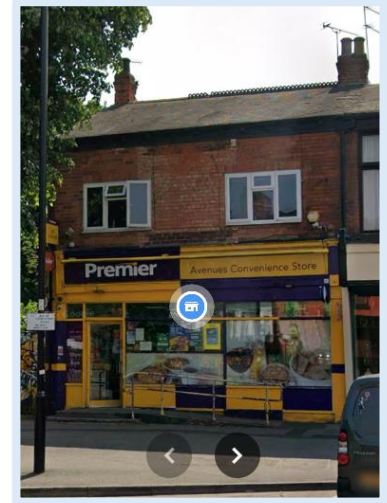
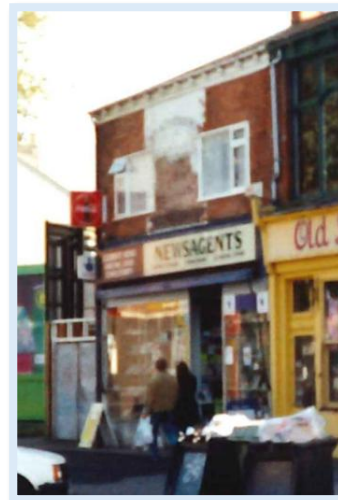
62 - In-active shop frontage at No.70.



64 - No.74 - Negative form of boundary, canopy and shop front.



65 – Nos. 37-39 - Negative form of shop front which harms the group value of the terrace.



67 - No.62 illustrated in 1997 and 2025. An example of advertisement clutter.



66 - Out of scale pilasters and capitals at Nos.31-33.



68 - None traditional shop front at No.66.

7.7. Pilasters & Fascia: Shop fronts are typically split into the following elements:

- Plinth
- Pilasters / Columns
- Capitals
- 'Frieze' consisting of a fascia panel & separate element of the shop front column.
- Architrave

Almost exclusively historic shop fronts are constructed in timber. Noted feature of the area includes the use of fluted pilaster and carved capital motifs. Historic fascia, are installed at an angle, creating a void for awnings, and are recessed behind the projection of the adjoining pilasters. Modern shop front designs have introduced flat fascia panels and fascia which are not framed by pilasters; these negatively impact upon the character of the street.

7.8. Shop Windows: The period of shop front design within the conservation area corresponds with the increased use of plate glass. As such, full height windows are the normal form of glazing with the conservation area, with a small number of examples of transom lights. The typical material within the area is timber, with only modern examples features alternative materials. Windows are typically split into one or two lights, alongside a middle or sign recess lobby entrance. These are several good examples of timber turned and moulded glazing bars and mullions. An important architectural element of the shop fronts along Princes Avenue is the use of Spandrels within the shop fronts, and use of decorative joinery detailing; good examples of this are featured

within the historic and restored elements of 12a-28 Princes Avenue. The conservation area also features several examples of single or double bow fronted shop fronts.

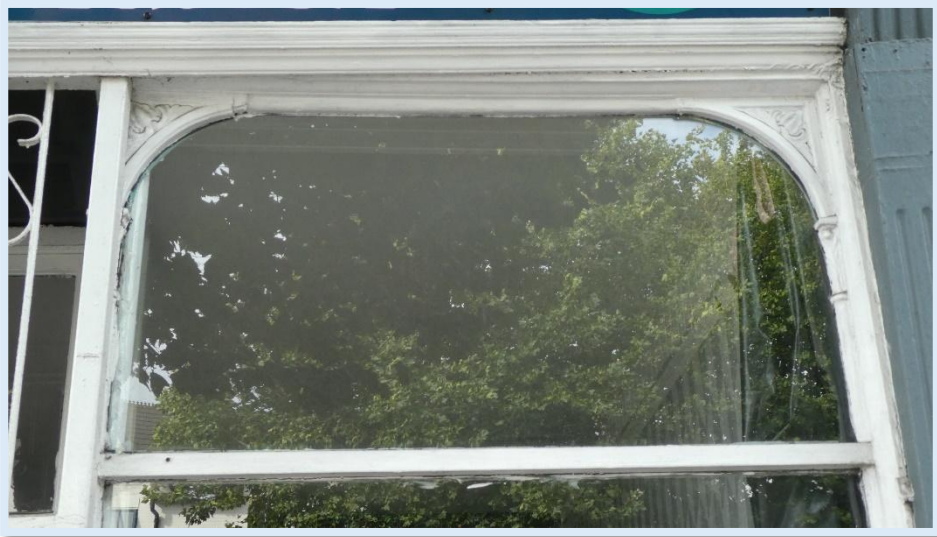
7.9. Stall risers: Within the conservation area there is a mixed character of stall riser materials and heights. These range from the use of render, tile and timber panels. The removal of existing stall risers and their omission within new shop front is a negative feature of the area.

7.10. Lobby Entrance: Lobby entrances are a historic feature of shop fronts of the street and were commonly used in the late Victorian and Edwardian era. They provide extended shop frontages and enclosed areas for 'window shopping'. Aesthetically lobby entrance break upon the frontage of a retail unit and provide architectural interest. Many lobbies historically featured decorative floor surfaces, such as checkered tiles, of which several examples are retained. Lobby entrances also provide further elements of architectural decoration with the use of ornate tiles, such as those retained at No.63.

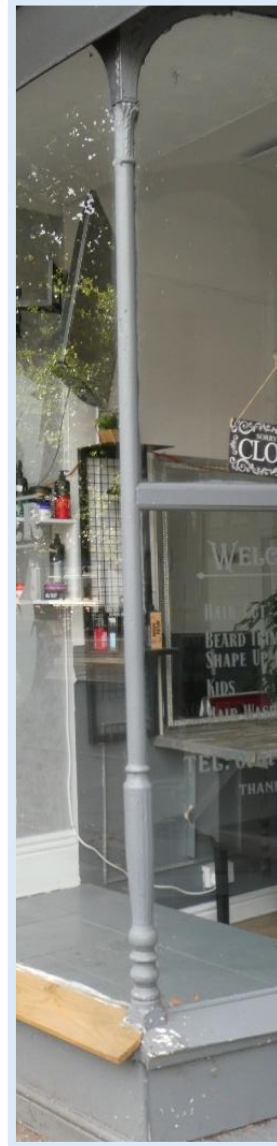
7.11. Residential Doors: Upper floor access and passage entrances form a feature of ground floor shop frontages. Positive examples are where they are integrated into a shop front. This is achieved by the introducing a matching set of columns and continuing the fascia panel above the opening. A timber door to match the age of the shop front or metal railing gate is introduced to provide access to the upper floor or passageway, respectively. Negative examples appear separate to the shop front or use poor quality modern doors and railings.



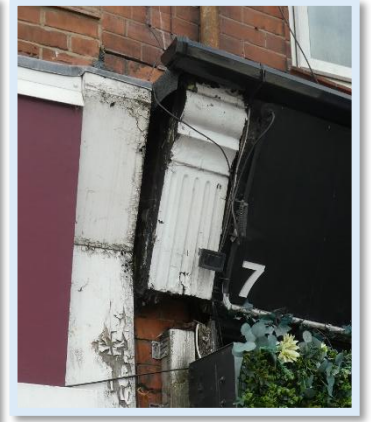
70 - Lobby entrance and checkered tiles at No.9.



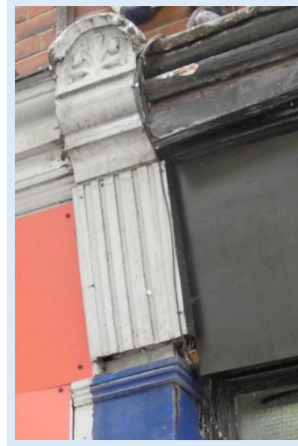
71 - Spandrel Moulding Details.



69 - Turned and moulded glazing bar.



72 - Retained Capital Details.



7.12. Awnings: Retractable awnings and canopies are a historic feature of the Conservation Area. Where retained these include a retractable awning which recesses into the fascia, with a timber fillet filling in the void. They are supported on metal brackets. The awnings would traditionally have featured additional advertising and served the function of screening the shop front from sunlight. Identified examples are retained at Nos, 12, 14, 15, 25, 63, 72, 77 80 etc. Elements are also retained at Nos. 7, 9 and 11. No. 24 lost its retractable awning in 2023. Where featured they are of high architectural interest and should be retained.

Throughout the conservation area several modern canopies have also been introduced. These are most successful when the awning boxes have been integrated into the shop front and or have low degree of prominence on the building. Negative attributes are where the awning boxes have been applied directly onto the shop front fascia or window, and either sit prominently forwards or obscure features of its architectural interest.

7.13. Summary of Negative Shop Front Elements:

1. Removal of architectural elements.
2. Removal of lobby entrances.
3. Continuous shop fronts over multiple units.
4. Creation of in-active shop fronts.
5. Loss of stall risers.
6. Oversize columns and glazing bars.
7. Use of none-timber materials.
8. Poorly placed fixtures.
9. Open shop fronts.
10. Obscuring architectural elements.



73 - No.72 retains its historic form but now feature uPVC glazing.

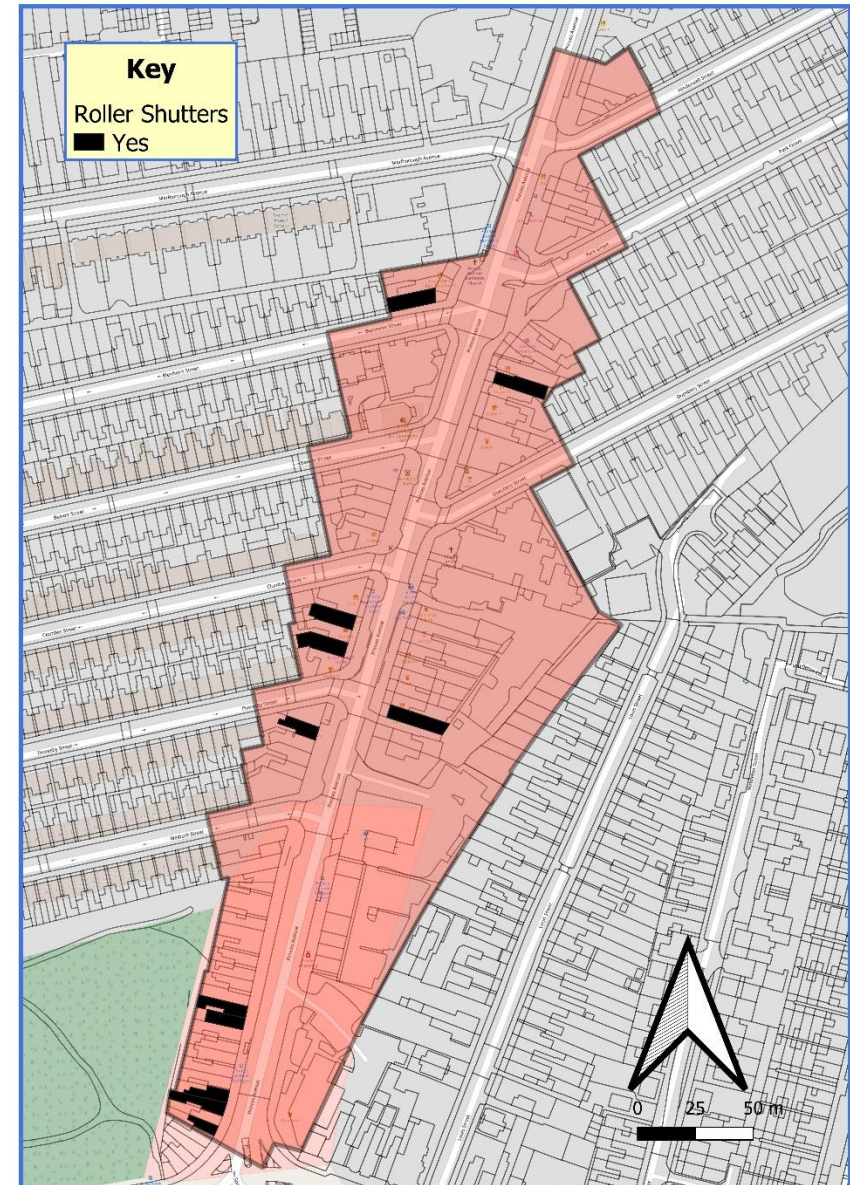


74 - Retractable awning details.

7.14. Roller Shutters: Roller shutters have been gradually introduced into the conservation area since time of its designation. They are a largely unauthorised intervention into the conservation area and contribute negatively towards its character and appearance. Where installed they have had the effect of cluttering a shop front and obscuring elements of their architectural interest. They have become an element on which to introduce advertisements and clutter the appearance of a shop front. When a shop front becomes vacant permanently closed shutters create an in-active shop frontage and introduces a feature which negatively contributes towards the street scene. Alternative means of security such as grills, have a mixed impact upon the conservation area, depending upon how prominent they are on the shop front and how they have been installed. For instance, negative attributes include obscuring architecture features or installing freestanding gateposts.



75 - Unauthorised Roller Shutter at No.69.



76 - Map of Roller Shutter Locations

8. Boundaries & Enclosures

At the time in 1997 none of the retail buildings along Princes Avenues featured boundaries or enclosed forecourts. From the late 1990s and into the 2000s boundaries and have gradually become a part of the character of the street. Early examples included low in height metal railings, such as around nos.12a-28. Overtime a large range of different form of boundaries and means of enclosure have been introduced; both with and without planning permission. The character of the conservation area has changed by introduction outside seating and dining areas, associated with the change to a leisure use for the street.

The positive form of boundary enclosure which have been introduced into the area consist of good quality metal railings, which are of a uniform appearance across a terrace. Negative forms of boundary treatment consist of timber boundaries, and other materials which are not in keeping with the late 19th and early 20th aesthetic character of the street. The lack of uniform design across a block or terrace of buildings introduces a negative aspect to the street. The introduction of boundaries has had the effect of introducing several negative elements:

- Boundaries are used to display additional permanent and temporary advertisements, creating advertisement clutter.
- The draping of decorative element over the boundaries.
- Introduction of solid panels behind the railings.
- Removing the unbroken vista of shop fronts along the street.

The more solid forms of boundary obscures views towards the shop fronts which should be the primary feature of the street and break the uniform appearance of individual rows of building. The introduction of enclosures has also resulted in the introduction of raised decking areas. Where these have been introduced, they have served to break up the continuous building line of the street. They also introduce additional modern elements, such as timber decking and astro turn, which contribute negatively towards the special interest of the street.

A significant negative recent trend and modern characteristic of the Conservation Area is the introduction of enclosed and covered seating areas. These largely unauthorised interventions consist of a different variety of modern building materials and are of low architectural quality. They project forwards of the established building line and obscured views of individual shop fronts. Where introduced they have significantly harmed the character and appearance of the Conservation Area.



77 - No.12a-28 photographed in 1997 without boundaries.



78 - Nos 12a-28 with the introduction of outside seating areas.



80 - No. 57 - The lightweight railings maintain the view of the shop front and is free of 'clutter'. Timber boundaries contribute negatively.



79 - Negative means of enclosure and boundary at No.56.



81 - The appearance of No.46-58 has been dominated by boundaries and awnings.

9. Advertisements

Given the key contribution that shop fronts make to the special interest of the conservation area the presence of advertisement contributes equally to its character and appearance. Historically advertisements would have been applied directly to the fascia panel of each shop in a traditional text. Additional advertisements may also have been provided with the awnings and lobby floor entrances. With two exemption no historic advertisements have survived within the conservation area. Advertisements form a mixed contributions to the conservation area with both negative and positive elements.

The best form of modern advertisements consists of signage directly applied to the fascia panel, either being painted or using vinyl transfers. Thin cut out mounted letters in a traditional text also provide an acceptable use of advertisement

9.2. Negative Forms of Advertisements

1. Built up mounted lettering in modern materials.
2. Oversize fascia lettering.
3. Built up fascia boxes, which obscure existing fittings.
4. Use of modern fascia panel materials, such as untreated timber.
5. Window vinyl, which create in-active shop fronts.
6. Extending advertisement over more than one shop front.
7. Use of internal illumination.
8. Advertisement clutter, such as mounted on boundaries.
9. Advertisements placed below the fascia panel or within the shop front.

One of the most significance negative modern interventions is the use of advertising panels which are mounted over the architectural elements of the shop front.

9.3. Illumination: It is noted that **illumination** is not a historic feature of the street, or an element which positively contributes towards its character and appearance. Where introduced internal illumination harms the character and appearance of the area. Where external mounted illumination has been installed this contributes towards clutter the appearance of the shop fronts of the street. The most sensitive form of illumination consists of swan neck lights, which are of a more traditional character. Projecting strip lights negatively contributes towards the character of the area.

9.4. Upper Floor Advertisements: Are not a prominent element of the street. A small number of examples have been introduced since 1997. Where these are small and not prominent in nature, they are acceptable. However, where introduced, they are the exemption, and first floor advertisements should not be allowed to become a prominent feature of the area. A noted positive exemption is found in the use of the 'Fire Arts' advertisement found within the panel of the shaped gables of Nos.7-43. The use of the traditional painted finish is in keeping with the character of the street.

9.5. Projecting Advertisements: Projecting advertising, such as hanging signs, are not a historic or current feature of the Conservation Area. Exemptions are a modern intervention which negatively contribute towards the character of the street.



82 - Historic Advertisements at No. 83-85.



84 - Tiled Advertisements at No.63 (Grade II).



83 - First floor advertising at Nos.7-43.



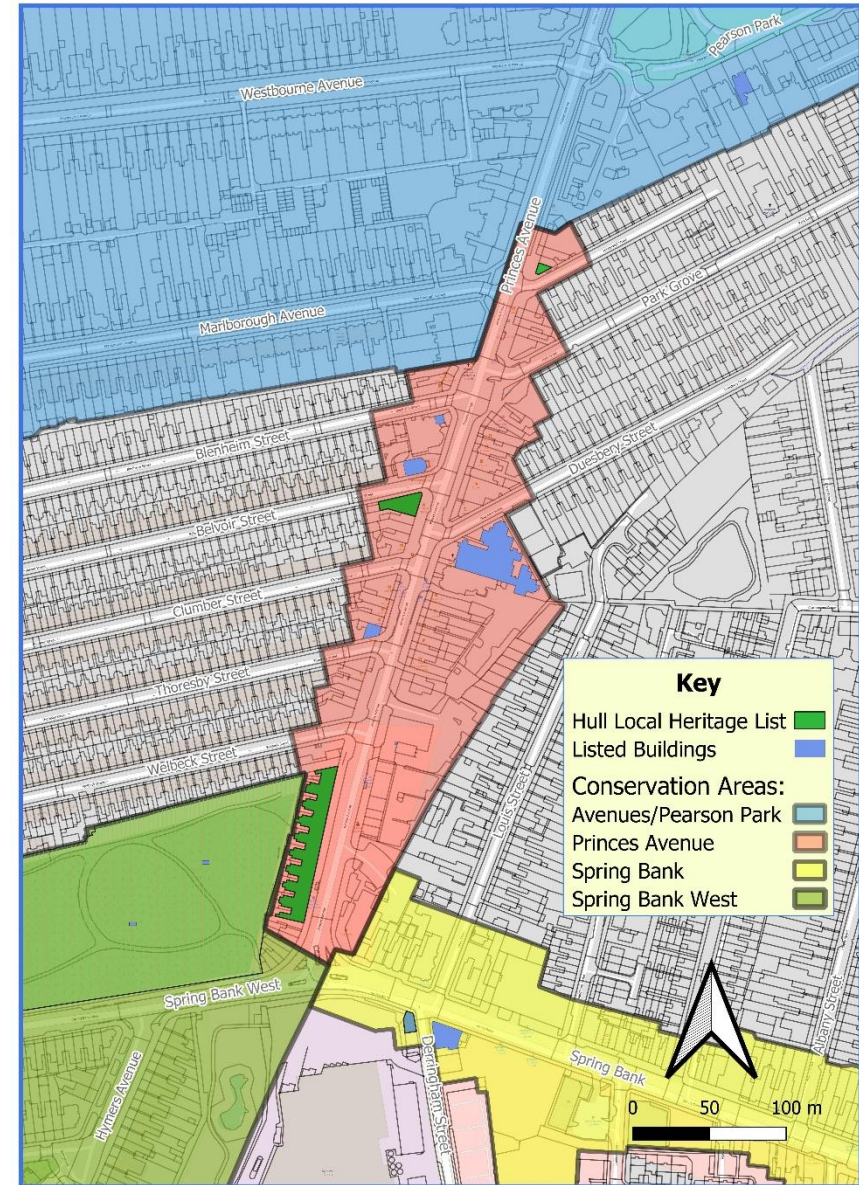
85 Negative forms of advertising and full height shop front windows.

10. Setting

The setting of the Princes Avenue Conservation Area provides a high degree of significance. The Princes Avenue Conservation Area forms one element of the Westbourne Park Estate, better known as the Avenues. As noted above the full estate was laid out in 1874-75. In its full planned form Princes Avenue extends from the junction of Spring Bank to Queen Street. The full length of the street shares the common values of its historic layout associated with the Westbourne Avenue estate, and vista along the full length of the street. The southern section of Princes Avenue however transitioned into being a retail area, whilst the remainder of the estate is retained as residential; these areas are designated as the Avenues & Pearson Park Conservations Area.

The late Victorian and Edwardian terraces located between Blenheim Street and Welbeck and between Hinderwell and Duesbury Steet do not form a part of the Westbourne Park Estate. They are however evidential of the lower to middle class terraced housing, which was once common in Hull, and accommodated the local population which used Princes Avenue as their local shopping area. Each of the streets provide sight lines into Princes Avenue.

To its south Princes Avenue connects to the Spring Bank and Spring Bank West Conservation Areas. The areas are not historically associated within Princes Avenue. They do however provide group value of late 19th and early 20th century buildings and a green entrance to Princes Avenue when approaching from Spring Bank.



86 - Setting of Princes Avenue Conservation Area



87 – No.7-43 Princes Avenue and the natural environment.



89 - View north along the residential element of Princes Avenue, also showing No.80.



88 - Example of late 19th century terraces adjoining Princes Avenue - Belvoir Street.



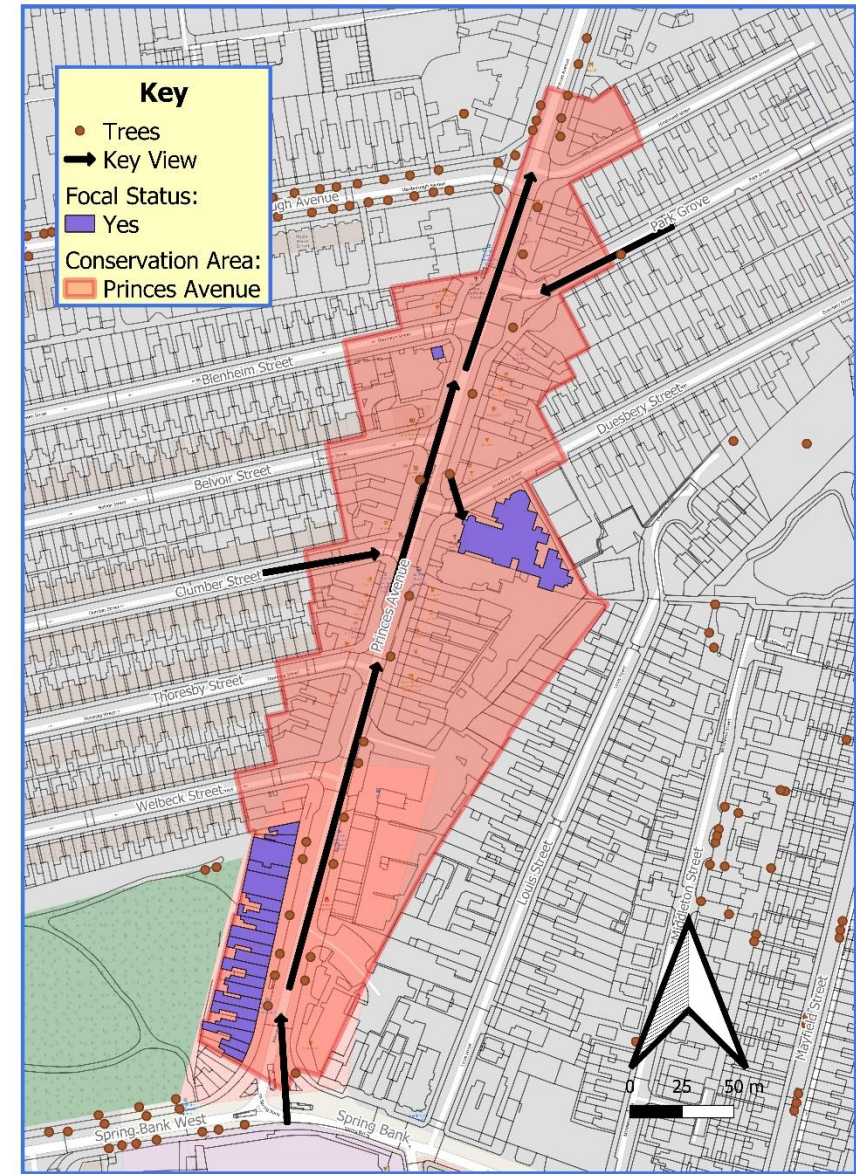
90 - View towards the Pentecostal Church from Clumber Street.

11. Key Views, Vistas & Focal Buildings

Princes Avenue was laid out of a Boulevard, with a linear street plan, lined with trees. The enclosure of the street with continuous building line to its north and west side and tree planting creates channelled views along it, which continues the full length of Princes Avenue. This continuous vista along the street is broken by buildings which do not following the standard building line and scale. The most prominent of these is the spire of **Princes Avenue Methodist Church**. The grand scale of the tower and spire, rising up into the sky, makes the building the principal focal point as one travels along the street. At the junction of Duesbury Street the **Pentecostal Church** forms a focal point due to the scale and prominent design of its West frontage and scale of its tower.

A key vista is found upon entry from Spring Bank into Princes Avenue. As one navigates out of the public realm of the Spring Bank West junction one is met with the positive public realm of the mature trees and buildings of the Princes Avenue 'Boulevard', with the view of the Princes Avenue Methodist Church into its backdrop. Within these views the massing and scale of **7-43 Princes Avenue**, and **254-246 Spring Bank West** and **1-5 Princes Avenue**, take prominence, giving these buildings focal status upon entry to the Princes Avenue Conservation Area.

Views into the conservation area from various vantage points are also of considerable importance to the character of the townscape. Views from some of the side streets give positive impressions of the area especially from Clumber Street and Park Grove which terminate exceptionally on the rich frontages of the Pentecostal and Princes Avenue Methodist Churches, respectively.



91 - Key View and Focal Building Map



92- The tree line vista upon entry to Princes Avenue, with the Church Tower as its focal point.



94 - Prominence of the Church Towers in the streetscene.



93 - Primitive Methodist Church from Park Grove.



95 - Prominence of trees to north of Conservation Area.

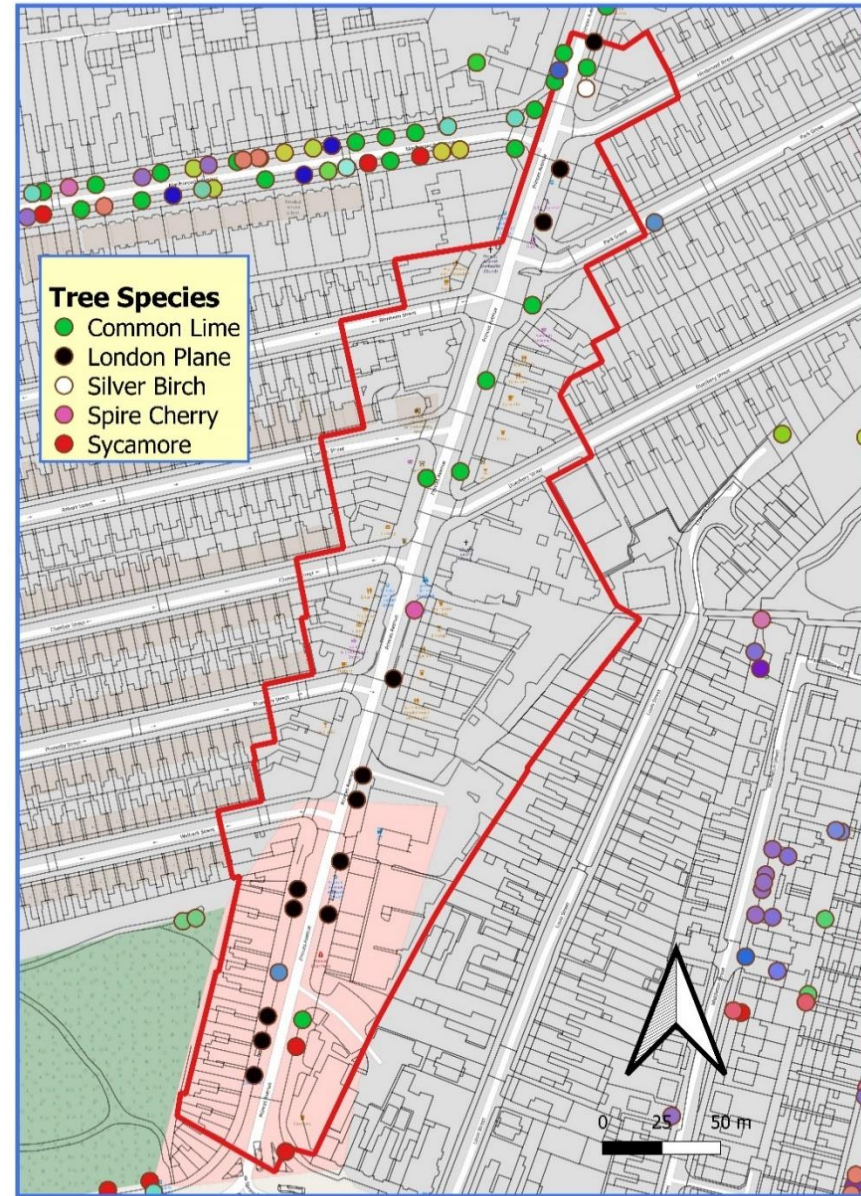
12. Natural Environment

Trees form the principal element of the natural environment within the conservation area and are a significance element its special interest. Historically trees were a requirement of the laying out of the Princes Avenue 'Boulevard'. Whilst some elements of the Boulevard have been lost, such as the street's fountains, trees have remained as a prominent element of its character. The principal elements of significance contributed by trees consist of:

- They contribute towards the historic planning of the street
- They provide a positive contrast to the built environment
- When in bloom they create a green vista along the street
- Screen negative developments within the Conservation Area.

With regards to character the mature trees combine with the wide pavements to create a pleasant pedestrian and shopping environment which positively contrasts with the busy traffic of the street. They dominate the street scene during the summer months creating a park-like quality and providing a strong green link with the two major urban green spaces at either end of the conservation area - Pearson Park and the General Cemetery. Mature trees within the curtilage of buildings such as Princes Avenue Methodist Church and Nos. 10-12 Princes Avenue also contribute positively to the street scene giving a softening effect.

Within the conservation area London Plane and Common Lime are the predominant tree species and form the character of the tree vista which extends along the street. TPO



96 - Tree Species Map

13. Public Realm

The conservation area does not retain historic lamp posts or street paving, and as such public realm works are an area of potential enhancement. Evidential values do remain in the depth of the public highways as laid out in the 1870s, and the difference in materials between the public highway and former front gardens, which have been changed to retail forecourts. Historically street furniture such as the fountains, which once formed part of the boulevard, were removed in the 1920s.

The Conservation Area does retain two elements of special interest associated with public realm architecture. The first is the use of rebated street signs, at the junction of each of the adjoining side streets; these add historic character to the street scene. Secondly, the street retains a pair of K8 KCOM telephone boxes, which again contribute to the historic character of the street.

Within the Conservation Area there is one example of a mural on a gable end. This does not prominently contribute towards the street scene. Murals are not in keeping with the historic character of the street.

Negative elements of the public realm include the presence of graffiti, for instance within the hoarding at Park Grove. Where not managed the introduction of graffiti can contribute towards the appearance of neglect and overall negative character and appearance of the area.

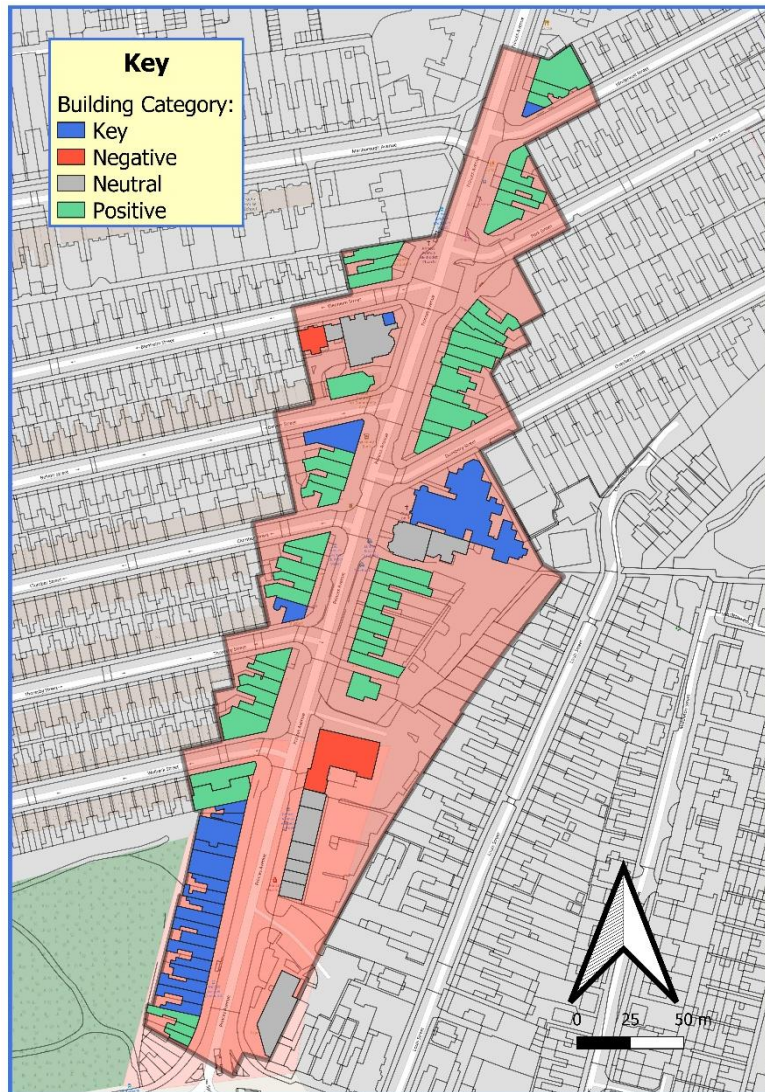


Figure 97 - Historic Street Sign



Figure 98 - Pair of Grade II K8 Telephone Boxes. Condition is a concern at time of survey.

14. Building Categories



99 - Building Categories Map

Buildings within the conservation area can be defined as ‘key’, ‘positive’, ‘neutral’ and ‘negative’. This status defines how they contribute towards the special interest of the conservation area and reflects on their individual architectural elements and condition.

14.1. Key Buildings: Contribute highly towards the special interest of the conservation area. They contribute aesthetic or historic values and are the best of their type in the conservation area. A key building may also be a focal point. They can also hold national interest (be listed) or be of high local heritage significance (local listed). A schedule of local and national designations is included as Appendices 6 & 7. Buildings within the Princes Avenue Conservation Area are considered key buildings for the following criteria:

- Architectural Value
- Retention of a historic shop front
- Focal Status

Princes Avenue Key Buildings		
Building	Designation	Notes
Nos.7-43	Local List (At Risk)	Architectural Value, Focal Point & Shop Fronts.
No.63	Grade II	Historic Shop Front
No.83-85	Local List	Architectural Value.
No.80	Local List	Historic Shop Front.
Methodist Church	Grade II	Focal Point.
Pair of K8 Telephone Kiosks	Grade II	National Interest
Pentecostal Church	Grade II	Focal Point.



100 - Grade II - Primitive Methodist Chapel Tower.



101 - No.80 - One of the best surviving shop fronts within the Conservation Area.



102 - Use of Faience tiles and advertising at No.80, but with an in-active shop frontage.

14.2. Positive Buildings: Contribute highly towards the special interest of the conservation area and add historic and aesthetic values to the local area. They may form a part of a group of buildings or be an individual structure. They can also be modern buildings which contribute towards the special interest of the area or have good architectural value. A positive building may feature negative elements, which would otherwise identify them as key buildings.

Within the Princes Avenue Conservation Area all buildings which were constructed between 1870 and 1930 are considered as positively contributing towards its special interest. Buildings which retain outstanding elements of architectural interest are considered as key buildings. Buildings identified as being positive may feature historic shop fronts, but have lost their remaining features, and in several cases historic buildings no longer feature positive value ground floor frontages. The latter classification of building, such as No.74, still warrant being considered as positively contributing towards the significance of the conservation area, and their scale and material use still contribute its group value.

Within the Conservation Area several individual buildings, such as historic shop front, and individual blocks of buildings, such as 12a-28, have the potential to be included as Key Buildings. To achieve this status restoration works would need to take place to re-instate lost historic features, the uniform design and material use within a terrace of buildings; and remove unauthorised works.

14.3. Positive Buildings of Note

Building	Notes
Nos.10-12	The pair of semi-detached residence are of historic value being the oldest properties within the Conservation Area. They were originally built for nurserymen before they were occupied by railway workers.
Nos.12a-28	Has significant group value, with a row of historic and restored shop fronts. The building also retains good uniformity in the design of windows and roof materials and examples of re-tractable awnings.
No.38-40	The former Yorkshire Penny Bank was opened in 1929 ²¹ . It has high architectural value as a corner building fronting two street frontages.



103 - No.12a-28 positively contribute towards special interest.

14.4. Neutral Buildings: Are buildings which do not contribute towards the special interest of the conservation area but are not identified as being harmful to its character and appearance. These buildings can be defined as having 'neutral' status for reasons such as they do not have historic value or do not contribute towards the aesthetic values of the area. They may also feature negative elements or have condition and maintenance issues, which would otherwise identify them as positive buildings. Prospect Court, built in the 1980's and Zoological public house contribute neutrally to the special interest of the Princes Avenue Conservation Area. Both buildings have been built to respond to the scale, architectural style and material use of the late Victoria and Edwardian character of Princes Avenue. Both buildings also reinforce the building line, at the entrance of the Conservation Area. These new build elements of the Princes Avenue successfully integrate into the building environment of the conservation area. Similarly, the Bowery has a low degree of prominence within the Streetscene.

14.5. Negative Buildings: Are buildings which do not contribute towards the special interest of the conservation areas and identified as being harmful to its character and appearance. A building may also be identified as being negative where their condition is detrimental to the character of the area. Negative elements of the Princes Avenue include: Examples are as follows:-

- The petrol filling station on the east side of Princes Avenue.
- The Zoological car park on the east side of Princes Avenue.
- Nos.1-7 Blenheim Street are of limited architectural value.

Since 1997 previously identified negatives advertisements at Park Grove have been removed from the conservation area.



104 - Princes Court neutrally contributes towards special interest but includes positive architectural elements.



105 - The petrol station negatively contributes but is positively screened by trees.

15. 'SWOT' Analysis

Strengths:	Weaknesses:
<ul style="list-style-type: none"> • Retention of high volume of historic buildings. • Good rates of occupancy of individual units. • Good retention and historic and positive quality shop fronts. • Vibrant atmosphere outside with leisure uses. 	<ul style="list-style-type: none"> • Loss of historic shop fronts. • Loss of uniform appearance to individual blocks and rows of building. • Presence of unauthorised works. • Poor quality of advertisements and advertisement clutter. • Presence of external roller shutters.
Opportunities:	Threats:
<ul style="list-style-type: none"> • A Shop Front enhancement scheme could have great benefit within the Conservation Area. • Promotion of common designs for boundaries will enhance the street scene. 	<ul style="list-style-type: none"> • Low rates of enforcement action. • Continuation of authorised developments. • Increase in vacancy levels of retail units.



106 - Examples of negative trends for boundaries and shop fronts at No.59.



107 - Positive character of Princes Avenue as a Victorian Tree-Lined Boulevard.

Part 2 – Management Plan



1. Introduction

As described within the Part 1 the character and appearance of the conservation area is formed by the following key elements:

- The grouping of historic buildings.
- The sense of a continuous building line and massing of the built environment.
- The character of the street being planned as a boulevard, with its spacious layout and tree planting.
- The continuous character of shop frontages at ground floor level.
- The high retention of historic shop fronts.
- The retail and commercial character of the street.

Works of alteration and development which would remove or erode any one of these key elements has the potential to introduce individual and collective harm to the special interest of the Conservation Area. The Conservation Area does however have negative trends associated with:

- Negative alterations to its shop fronts.
- Poor quality advertisements.
- Introduction of outside trading and seating areas.

The approval of further applications which would reinforce these negative elements would further erode the special interest of the Conservation Area. The following sections outline the current condition of the individual elements of the conservation area and provides management policies for development which would allow for its preservation and enhancement.

2. Condition

The overall condition of the Conservation Area is classed as being **good**, but with **negative trends**. There has been a negative change in character since 1997 in associated with the introduction of external seating areas and alterations to shop fronts. The conservation area retains a high proportion of good quality shop fronts and the group value association with its late Victorian and Edwardian buildings. In 1996 vacancy and conditions were identified as negative elements of the Conservation Area. At time of present survey buildings of the conservation area mostly occupied meaning that only a small number of buildings have condition and maintenance issues.

For several reasons, as outlined below, negative characteristics have been introduced into the Conservation Area since its time of designation, with have introduced risks to and some erosion of the special interest of the Conservation Area:

2.1 Negative Changes
1. Loss of in full or part of historic shop fronts.
2. Introduction of modern shop front materials.
3. Introduction of outside trading areas of varying design and materials.
4. Erosion of the uniform design of blocks of buildings.
5. The prominence of uPVC windows.
6. The increased in the number of external roller shutters.
7. The quality and quantity of modern advertisements.
8. The painting of brick walls.

The conservation area does however retain many positive characteristics and is a well-used area. The retention of many historic shops in full or in part means that it has great potential to be restored as part of a regeneration programme to its full historic character.

2.3. Key reasons for negative changes include:

1. Approval of modern materials and shop front designs.
2. Unauthorised works.
3. Low rate of enforcement.
4. Pressures from changes of use.

Further factors influencing the negative trends within the Conservation Area include:

2.4. Negative trend influences:

1. Change in use of shops to leisure use.
2. Lack of awareness of Conservation Area designation.
3. Lack of awareness of planning requirements.

To tackle the ongoing negative trends in the Conservation Area, the Council should look for further inwards investment to provide grants for restoration schemes, along with implementing policies for improved development schemes and enforcement action within the area. The Council should also promote the Conservation Area designation and promote successful appeals decisions and enforcement action case.



108 - Recent advertisement clutter at No.75.



109 - Poor quality advertisements and roller shutters at Nos.65-69, and alterations to dormers.

3. Enforcement



110 - Identified Unauthorised Works.

Unauthorised developments are one of the primary factors for changes within to the character and appearance of the Princes Avenue Conservation Area and is contributing towards the incremental erosion of its special interest. The overall condition of the conservation area is considered as being good, and with the omission of unauthorised development will retain this status. Enforcing the removal of authorised developments and scheduling remedial works will enhance its character. Since 2015 seven enforcement notices have been served within the Conservation Area:

3.1 Enforcement Notices		
No.	Date	Description
30-32	09/02/15	Remove the two unauthorised structures from the premises
12A	10/04/15	i) Remove the decking ii) EITHER remove the railings OR reduce the height of the railings to that no part of their structure is over 1 metre in height from ground level.
63	11/02/19	(i) Remove the black vinyl from the external cream coloured tile panels and lettering/symbols within the stall risers fronting Princes Avenue and Thoresby Street, taking care to avoid damage to the tile panels, lettering and symbols. (ii) Remove all internal fixed white PVC electrical trunking, internal wiring and electrical sockets fixed to the ceramic tiles in the internal shop area, taking care to avoid damage to the tiles. (iii) Remove all internal wall mirrors fixed to the ceramic tiles in the shop area, taking care to avoid damage to the tiles. (iv) Fill in all drill holes in

		the internal ceramic tiles caused by the installation of electrical trunking, wiring, electrical sockets and mirrors and restore all the affected tiles to their appearance before the unauthorised installations. (v)Remove the illuminated barber's pole from the front of the building, taking care to avoid damage to the frontage. (vi)Repair and restore to previous condition and appearance any other damage caused to any part of the building as a result of the installation or removal of the unauthorised installations.
8	26/02/19	(i) Cease the use of the land as a hand car wash. (ii) Remove the canopy and all the cabins erected in association with (i) above.
61	04/01/19	i) Remove the extension to the front of the premises at ground floor level. ii) Remove the timber cladding installed below the main fascia and to the pilasters of the shop front. (Withdrawn)
61	14/01/21	i) Remove the extension to the front of the premises at ground floor level. ii) Remove the timber cladding installed below the main fascia and to the pilasters of the shop front.
59	21/09/21	Remove the flue and associated equipment.

As demonstrated in image 110 and scheduled in Appendices 4 and 5 there is a high volume of unauthorised developments within the Conservation Area.

3.2 Examples of Unauthorized Developments

1. Removal or alterations of shop fronts of positive or historic value.
2. Removal of elements of historic shop fronts.
3. Modern and illuminated advertisements.
4. Replacement shop fronts of negative value.
5. Installation of external roller shutters.
6. Installation of externally mounding awnings.
7. Introduction of unsympathetic boundaries.
8. Rendering of buildings.
9. Unauthorised canopies & other forms of enclosure.
10. Unauthorised seating areas.
11. Alterations to dormer windows.
12. Installation of forecourt decking areas.

Un-authorised developments are putting elements of the Conservation Area at risk, with particular reference to:

3.3 Impact upon Special Interest

1. The character of the Local Listed Building **Nos.7-43** is being eroded by incremental changes to its ground floor shop frontages, including loss of historic fabric.
2. Incremental loss of or alteration to historic shop fronts, such as **No.97**.
3. External enclosed seating areas of becoming a feature of the area and removing the appearance of the vista of shop frontages along the street.

Enforcement priorities are also highlighted within Appendix 5.

To stop the erosion of the special interest of the Princes Avenue Conservation Area unauthorised developments should be actively enforced. Part 1 of the document provides a detailed assessment of which properties are of a high priority and the most harmful form of works. A priority for enforcement within the conservation area is as follows:

3.4 Princes Avenue Enforcement Priority

1. Re-instatement of shopfronts of historic or positive value.
2. The removal of unsympathetic alterations to historic or positive value shop fronts.
3. The removal of external roller shutters.
4. The removal of unauthorised advertisements.
5. The removal of unauthorised external awnings, canopies and enclosed seating areas.
6. The removal of 'clutter' from outside seating areas.



Figure 112 Nos.58 & 56 Princes Avenue in 1997.



111 - Unauthorised alterations to Nos.21-23.



Figure 113 - Nos. 58 & 56 Princes Avenue in August 2025 with part approved development and unauthorised works. Also with negative first floor advertisements.



114 - Dormer at No.70 in April 2026.



115 - Dormer at No.70 in 2014 (Google Images).



116 - Introduction of Roller Shut hides the architectural value of No.1 Princes Avenue.



117 - Approved shop front alterations at Nos.60 & 62, and advertisement clutter.

4. Planning

Within the Conservation Area planning permission and advertisement consent is required to undertake the following works of alteration:

4.1 Shop Planning Permission Requirements

1. The alteration or replacement of an existing shop front, including the installation of awnings.
2. The insertion or creation of a new shop front.
3. The installation or replacement of a security grill or shutter.
4. The erection of a new boundary or alteration of existing boundary where more than 1m in height.
5. The cladding or rendering of a building.
6. The installation of a chimney, flue or soil and vent pipes where installed on the principal elevation, or where they front a highway.
7. The installation of external means of enclosure.

4.2 Advertisement Consent Requirements

1. Illuminated Advertisements
2. Projecting Advertisements
3. Certain Advertisements at first floor.
4. Certain sizes of advertisements should be confirmed with the Council.

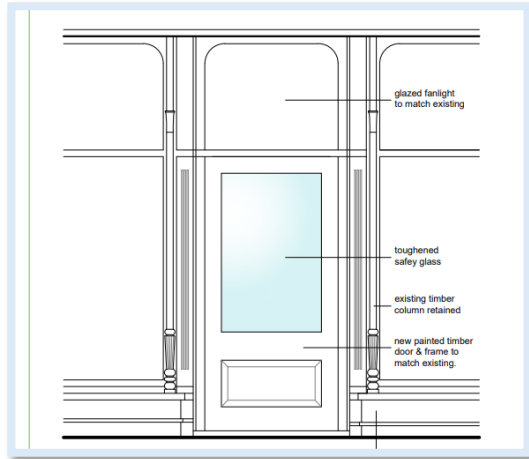
Planning permission is also required for relevant works of demolition and extensions. If you think you need planning permission please e-mail dev.control@hullcc.gov.uk.

In determining planning applications the Council has a statutory duty to give special attention to the desirability of preserving or enhancing the character of appearance of a conservation area.

During the period of designation, the determination of planning applications has resulted in some negative changes being introduced into the Conservation Area:

4.3. Negative Planning Trends

1. Approval of modern in design shop fronts.
2. The introduction of forecourt decking areas.
3. Use of aluminium joinery details.
4. Removal of entrance lobbies.
5. Approval of illuminated advertisements.
6. Approval of external canopy (No.58).
7. Combining units into double frontages.
8. and creation of in-active shop fronts.
9. Retention of roller shutters.



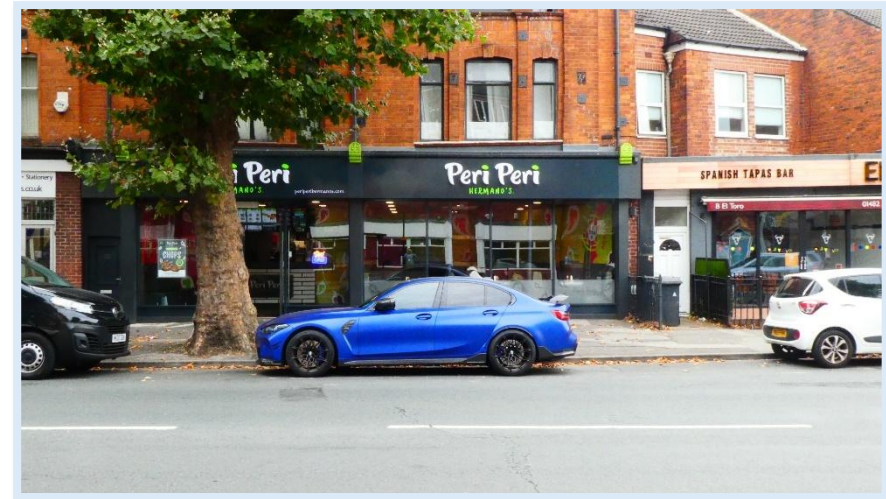
118 - Approved removal of lobby entrance to historic front at No.11 (not implemented).



120 - Retention of a roller shutter historically approved at No.93.



119 - Approved shop fronts at No.82 and 84, and unauthorised works at 84.



121 - Approved Shop front and illuminated advertisements at Nos.41-43.

5. Appeals

Appeal decisions are an independent indicator of if development would be acceptable within the Conservation Area. Examples of appeal decisions include:

5.1 Princes Avenue Appeal Decisions (Post-2010)

No.	Date	Description	Status
22-24	2025	Retention of two retractable canopies and boxes to front	Dismissed
8	2018	Erection of Building for use as a Coffee Shop (A3 use class)	Dismissed
38-42	2014	1. Retention of decking and screens to outdoor seating area; 2. Retention of use of former attic room as upper bar area.	Dismissed
13-15	2009	Change of use from tanning salon to restaurant. 2) Installation of new shop front.	Allowed

Appeals have been dismissed against modern interventions, such as externally mounted awning boxes, which have harmed the character and appearance of the conservation area.



122 - Unauthorised canopies at Nos.22-24.

6.Enhancements

Section 72(1) of the Planning (Listed Buildings and Conservation Areas) Act 1990 introduces a requirement for a Council to give special attention to the desirability of preserving or enhancing the character and appearance of a Conservation Area. Enhancements to the Conservation Area can be achieved within the Planning Application process by the following means:

6.1 Planning Application Enhancements:

1. Improving standards of design for:
 - a. Shop fronts & external security.
 - b. Advertisements
 - c. Illumination.
 - d. Boundary treatments.
2. Supporting the use of appropriate materials:
 - a. Slate roof materials.
 - b. Traditional bricks.
 - c. Timber or traditional joinery details.
3. Discourage use of inappropriate forms of:
 - a. Advertisements
 - b. External security measures.
4. Encouraging development schemes to:
 - a. Re-instate traditional roof materials.
 - b. Re-instate traditional shop fronts.
 - c. Re-instate lost architectural features.
 - d. Re-instate the uniform appearance of a terrace.
5. Refusing applications which include and promote the negative characteristics of the Conservation Area.

Further enhancements can also be achieved through introducing Planning Guides which serve as a material consideration in determining applications, which can be implemented by securing Grant Funding. The Town and County Planning Act 1990 also provides tools for enforcing the reversal of unauthorized developments within the Conservation Area and to enforce the maintenance of land and buildings. The following actions can be taken to achieve enhancements to the Conservation Area:

6.2 Promoting Enhancements	
1. Secure grant funding for:	<ul style="list-style-type: none"> a. Maintenance & Repair b. Re-instatement of traditional Shop Front & Advertisements
2. Implement an enforcement strategy:	<ul style="list-style-type: none"> a. S215 Notices b. Planning Enforcement Notices
3. Introduce Design Guides:	<ul style="list-style-type: none"> a. Shop Fronts b. Advertising & Illumination c. Outdoor seating areas.

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

7. Preservation

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

7.1 Considerations for Refusal:	
1.	Where they would result in the demolition or significant alteration of a key or positive building.
2.	Would result in the loss of a shop front or element of a shop front where it makes a positive contribution.
3.	Would introduce advertising or security measures which would cover over or obscure positive elements of a building and shop front.
4.	Would result in the loss of key architectural features from a building and uniformity of design of a terrace of buildings.

The Council should also secure actions for preserving the character of the Conservation Area by the following means:

7.2. Achieving Preservation	
1.	Promoting the Conservation Area Designation.
2.	Promoting planning permission requirements.
3.	Publicizing Enforcement Actions.
4.	Considering Article 4 Directions.

8. Demolition

Princes Avenue Conservation retains a majority of its historic developments introduced between its laying out in 1874 and the in-fill of its remaining plots in the 1920s. The area has high group value resulting from the collection of its late Victorian and early 20th century buildings. Any demolition of a building constructed between 1870 and 1930 will therefore likely result in a high degree of harm, unless the replacement building can be demonstrated to introduce the same historic qualities and character of age.

8.1 Demolition Policies

1. Key, Positive & Focal Buildings	The Conservation Area retains a high volume of buildings developed during the late 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.
2. 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.
3. 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.
4. 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 .

9. Shop Fronts

Shop fronts form one of the key elements of the character and appearance of the Conservation Area and the retention of historic shops contribute highly towards its special interest. The conservation area a good level of full and partial historic shop fronts. The area has high potential where the replacement in full or part of individual shop fronts would have a high degree of positive impact upon the group value of individual rows of shop fronts. Negative development have resulted in the loss of several shop front of historic or positive value.

9.1 Shop Front Priorities

1. Applications which propose the removal or negative alteration to shops fronts identified as being historic, retaining historic elements or having a positive value shop fronts should be considered for refusal. Exemptions 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.
2. Applications for development should seek to remove negative elements of design to neutral and negative shop fronts.
3. 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.
4. Applications should take opportunities to provide integrated flood risk and accessibility requirements.
5. Opportunities should be taken to re-instate a uniform appearance of a terrace or row of shop fronts.

9.2 New Shop Fronts

In designing new shop fronts the following elements should be considered:

1. The design of a new shop front should be considered as part of a building as a whole.
2. Where being introduced within a building with multiple shop fronts it should replicate historic or existing positive shop fronts or should be designed based upon what was historically installed within the building.
3. Where re-instating a shop front an application should demonstrate:
 - a. Identify if any historic elements are retained within the individual shop or building.
 - b. Undertake historic research of what was previously installed within the building.
4. It should be built in materials which are sympathetic to the age of the building in which it is being installed. Timber is the predominant material along Princes Avenue.
5. Replacement shop fronts should retain the individuality of a single building or section of a building and should not extend across multiple units.
6. Consideration should be given to re-introducing traditional design details, such as facia boards, columns, and stall-risers. Full height glazing and bi-fold doors should be avoided.
7. Security shutters these should be fitted internally or integrated into the shop frontage.
8. They should be designed with flood risk requirements which integrate into the design of the shop front.
9. They should consider accessibility requirements which integrate into the design of the shop front.



123 - Mis-matched shop front details in Nos.7-43.



125 - Retention of historic shop fronts but with advertisement clutter - Nos.17-19.



124 - Negative quality of in-active shop fronts at no.83-85.



126 - Negative character of goalposts obscuring the historic shop front.

9.3 Alteration of Existing Shop Fronts

In considering applications for alterations to existing shop fronts:

1. Elements which make a positive contribution should be identified and retained. A specific reference is given to the retention of entrance lobbies.
2. The proportions of a shop front should be preserved and should respond to the upper floor design of the building.
3. Traditional elements such as stall risers, entrance lobbies and fascia panels should not be removed.
4. New features should not be introduced where they cover over features of architectural or historic interest.
5. Alterations should be designed to reflect existing traditional shop fronts.

9.4 Awnings & Canopies

The historic shop fronts of Prince Avenue historically featured retractable awnings, which were fitted into the fascia void, and end fillet fitting flush with the fascia. Opening brackets were mounted onto the shop front. Several examples survive within the Conservation Area and are a positive element of its architectural interest.

In considering applications for the awnings and canopies:

1. Historic retractable canopies should be retained.
2. New canopies which obscure features of architectural interest or sit prominently on a shop front or elevation should be refused. Exposed awning boxes should be avoided.
3. Where considered appropriate for installation they should incorporate high quality materials and be of a traditional or good quality modern design.

4. Fixed canopies which extend outside of the building line should not be installed.

9.5 Roller Shutters

Several examples of external solid metal roller shutters have been installed into the Conservation Area; these contribute negatively to its character and appearance. Enhancements should be made by encouraging their removal and refusing planning permission for further examples.

In considering applications for the installation of security measures:

1. Consideration should first be given to the installation of internal security measures.
2. If an external roller shutter is justified:
 - a. It should not cover other features of architectural interest.
 - b. The type of shutter should respect the architectural interest of the building.
 - c. Prominent shutter boxes and mechanisms should not be installed onto the shop front.
 - d. The shutter should not create a vacant appearance to the building when in a closed position.
3. Solid external roller shutters should not be supported, and when installed externally should be of a light weight or semi-transparent appearance.

9.6 Shop Front Management Recommendations:

1. The conservation area would benefit from a Shop Front Design Guide.
2. The Conservation Area would benefit from an extended Shop Front Enhancement Programme.

10. Advertisements

Advertisements and illumination are largely of a modern design within the Conservation Area and are a negative element of its special interest. The Conservation Area would benefit from an enhancement of the type of advertisement being introduced and an enforcement review of unauthorised advertisements.

10.1 New Advertisements:

In considering applications for advertisements the following items should be considered:

1. The design of an advertisement should be sympathetic in design and material use to its host building.
2. Consideration should be given to the use of painted lettering, or transfers of good quality, or appropriately designed individual cut out letters applied directly to fascia panels.
3. Advertisement should be applied to existing fascia where possible and should not introduce oversized or box fascia trays.
4. Where new fascia trays are required, these should be in proportion to the building, not cover features of architectural interest and be of a material which is sympathetic to its age.
5. Advertisements should not clutter a building.
6. Advertisement should not cover over or negatively impact upon features of architectural interest.
7. Projecting advertisements are not a feature of the Conservation Area and their installation should be avoided.
8. First floor advertisements are not a prominent feature of the area and should be avoided.

9. Advertisement should not be fixed to external boundaries, as they contribute towards street clutter, and do not contribute towards the historic character of the street.

10.2 Illumination

Illumination is not a prominent element of the conservation area, and does not form a part of its historic character and appearance.

1. Opportunities should be taken to improve the character of the area by the removal of prominent internally illuminated advertisements.
2. Illumination, if justified, should be achieved by discrete means of halo back lighting or traditional designs, such as swan neck light.
3. Illumination should not be a prominent feature on a shop front.

10.3 Opportunities

Opportunities should be taken to stop negative trends by refusing applications which include:

1. The introduction of oversize fascia panels.
2. Re-introducing a standard size or zone of fascia signs.
3. Advertisements featuring out of scale mounted letters.

10.4 Advertisement Management Recommendations:

1. The area would benefit from a review of unauthorised advertisements.
2. The area would benefit from an Advertisement design guide.

11. Forecourt Developments

11.1 Front Boundaries

Boundaries are a recent intervention into the conservation area. Positive examples include light weight, well-designed railings, which are a subservient feature of the area. Negative examples feature materials which are not in keeping with the character of the conservation, introduce 'clutter,' obscure views towards shop frontages and become a prominent negative feature.

1. Applications for boundaries **should** include:

- a. Well-designed metal railings of a low height.
- b. Continue the material use and design across a row of shop fronts.

2. Boundaries **should not** include:

- a) Timber fences or gates.
- b) Poor quality materials.
- c) Obscure views towards shop fronts.
- d) Become areas to feature advertisements.

3. The height of boundaries **should**:

- a) Continue those of a historic or good design in a terrace or of buildings.
 - b) Create a uniform appearance across a row or terrace of buildings.
- Not exceed 1.2m in height.

11.2 Outside Seating Areas

Outside seating areas have been introduced into the Conservation Area since the late 1990s, and contribute towards the vibrancy of the street. Their designs introduce both positive and negative characteristics to the character and appearance of the conservation area.

1. In designing outside seating areas, the following elements should be considered:

- a) They should not become a prominent feature which extends outside of the building line.
- b) They should not obscure views towards a shop front.
- c) They should not introduce 'clutter' into the Conservation Area.
- d) Areas of fixed or permanent shelter are not a feature of the area.

2. In Considering applications for the introduction of outside seating areas:

- a) Outside seating areas should be seen as 'temporary' additions.
- b) Fixed canopies or other solid means of enclosure should be refused; they should be a priority for enforcement action.
- c) Fixed seating should be avoided.
- d) Solid features should not be introduced behind any means of enclosure.
- e) Solid areas of decking should be avoided, as they create a sense of permanency, break up the uniform nature of a shop frontage and obscure views towards shop fronts.

12. New Development

Within the Conservation Area there are no vacant sites and any historically vacant plots have been re-developed. As such, there are currently no development opportunities within the Conservation Area.

13. Residential Conversions

At time of survey the majority of the buildings within the Conservation Area are occupied and there are currently no pressures for ground floor residential use. If at time of future survey, it becomes evident that there is demand for residential conversion a policy and design guide for implementing this change should be adopted. Based upon current the importance of ground floor residential uses and shop fronts to the character of the Conservation Area applications for ground floor residential use should be considered for refusal. Applications, which include the proposed removal of a historic shop front should be removed.

14. 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:

14.1. Uniformity of Design and Material Use

Opportunities should be taken to re-instate the uniform design and material used with terraces by re-instating:

1. Standard or historic design of windows.
2. Common use of roof materials.
3. Common design of shop fronts.

14.2 Works of Alterations

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

14.3 Cladding and Rendering

- a) **Brick** – The introduction of render or cladding onto a brick building has the potential to lose the historic appearance of its brickwork and will likely result in the covering over of historic features. Permission should be **refused** for the cladding or rendering of a brick build unless the works can be clearly justified.
- b) **Render** – The use of render should maintain character and architectural detail and colours should not be introduced or changed so that they alter the appearance and prominence of the building.
- c) **Insulation** - The Application of insulation to all positive and keys buildings to the Conservation Area or cladding a brick building will likely have a negative impact upon the architectural appearance of an individual dwelling or how it forms part of a terrace or pair of dwellings. Applications for the cladding or insulation should be considered for refusal unless it can be demonstrated that the works can be achieved without being harmful.
- d) **Painting** - Whilst Planning Permission is not needed for the painting of unlisted buildings such works should be discouraged. Painting a building can disguise features of architectural interest, requires ongoing maintenance, and introduces different colour finishes into the Conservation Area.

14.4 Chimneys

Are an important part of the design of buildings of the area. Applications for works of alteration and development which propose their removal should be amended or **refused**.

14.5. 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.

In considering applications for development which include roof lights the following guidance should be considered:

1. Preference should be given against installing rooflights within the street facing elevations of the area.
2. Where justified as being installed on a front elevation they should:
 - a. Align with architectural features and across a terrace.
 - b. Should be small in size and in proportion to the roof scape.
 - c. Should be of a conservation design – thin metal frame, with central glazing bar, which fits flush to the roofscape.
3. Roofs lights which are oversize, project prominently on a roofscape or do not align with architectural features should be considered for refusal.

14.6 Satellite Dishes

Satellite dishes are small in number in the conservation and when installed negatively contribute towards the special interest of the area. Poorly placed satellite dishes and buildings cluttered with satellite dishes should be a target for enforcement action.

1. Applications for satellite dishes should be **refused** where they negatively impact upon key and positive buildings.
2. Applications for satellite dishes should be **refused** where they clutter a building where visible from the public realm.

14.7 Solar Panels

Solar panels are not in keeping with the late 19th and early 20th century character of the Conservation Area.

In considering applications for Solar Panels the following guidance should be considered.

1. Where installed onto a street facing roof elevations, they may cause harm to the character and appearance of the Conservation Area and may be considered for refusal.
2. Support should be given where they are located on a roof elevation or outbuilding not visible from the public realm or within key views

14.9 Dormers

Dormers are a feature of the Conservation Area. Positive styles of dormers are of an appropriate scale and material use, whereas negative styles of dormers are typically too large and feature flat roofs.

Applications for the introduction or alteration of dormers should only be **supported** where:

1. They are designed to be in keeping with the architectural design of the host building or are designed to represent the type of dormer located within the area;
2. Are of an appropriate scale and material finish;
3. Maintain the uniform and/or symmetrical appearance of a terrace or pair of dwellings.

Applications for the introduction or alteration of dormers **should not** be supported where:

4. They are out of scale with the typical form of dormer of the area or dominate a roof scape.
5. They are of a modern or flat roof design.

6. They negatively impact upon a historic roof form or remove the symmetrical or uniform appearance of a terrace or pair of dwellings.

7. The rear elevation is visible from the public realm and the application does not meet the above requirements.

14.10 Windows

Windows are a prominent feature of the Conservation Area but in many buildings historic joinery have been replaced with uPVC replacements. Where replaced they have often failed to match the historic forms of windows once found in the area and fail to respond to the architectural design or period of the building. Historic windows are retained within several key and positive buildings and can be used as templates for new windows in the area.

In considering applications for development within the Conservation Area the following guidance should be considered:

1. Where historic timber windows are retained, **priority** should be given to their retention, with **great weight** given to those in key and positive buildings.
2. Where the removal of historic windows can be justified:
 - a. Preference should be given to re-instating traditional in design timber windows.
 - b. Where appropriate, consideration can be given to introducing timber double glazing.
 - c. uPVC windows should only be introduced when clear and convincing justification has been provided and,
 - d. Where it can be demonstrated that the replacement window matches the quality of the windows they are replacing.

When installing replacement windows:

3. Consideration should be given to re-instating the historic or uniform pattern of windows across a terrace.
4. Siting windows within the correct position within the window reveal.
5. They should be designed to match the architectural style of the building.
6. uPVC windows could be supported where they offer an enhancement, i.e., uPVC casement windows being replaced by traditional in design uPVC sash windows.

Planning applications should be **refused** where:

7. They significantly reduce the architectural design associated within the windows they are replacing.
8. They reduce the architectural interest of the building.
9. They would further reduce the uniform design across a terrace of buildings.

14.11 Doors

Doors are a part of the historic character of buildings within the area and provide access to first floor residential areas. Positive examples replicate the design of the shop front of which they form a part of.

In considering applications which remove doors the following guidance should be considered:

1. Preference should be given for the retention of historic doors or doors of a good design.
2. New doors should be designed to replicate the architecture of the building or associated shop front.
3. New doors should match retained positive examples within a terrace.

14.12 Rainwater Goods

Applications for development **should**:

1. Support the introduction and retention of traditional in design and material type (i.e., cast iron or timber) rainwater goods.
2. Use traditional design elements such as decorative brackets or timber corbel.

Applications for development **should not**:

1. Result in the loss of historic features, such as original rainwater hoppers, or design details should as decorative brackets.
2. Introduce modern materials, such as plastic gutters and downpipes.

15. Energy Efficiency

15.1 Energy Efficiency & Adapting to Climate Change

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

Air Source Heat Pumps	Applications for Air Source Heat Pumps should: <ol style="list-style-type: none"> 1. Not be visible from the public realm. 2. Not impact upon features of architectural interest.
-----------------------	---

Windows	Where it can be demonstrated that an application will not result in the loss of historic fabric and the proposed replacement type of window is of an acceptable design and material, support could be given for the installation of double-glazed windows. Where a window cannot be replaced without harming the character of the conservation area, consideration should instead be given for the installation of secondary glazing to improve the energy efficiency of a building.
---------	--

Electric Vehicle Chargers	Electrical vehicular chargers should be sited in a position where they are not a prominent feature from within the public realm and should not be a prominent visible feature with the front garden or on street facing elevations of buildings within the conservation area. Support should be given for their installation where they are a discrete feature of the area.
---------------------------	---

16. Setting

16.1 Development with Setting

Development within the setting of a conservation area has the potential to introduce harm to its character and appearance and elements of significance such as key views. In developing within the setting of the Princes Avenue Conservation Area consideration should be given:

1. The impact of development within keys views through the Conservation Area.
2. The potential for the negatively impacting upon the scale of development within the Conservation Area.

Development within the setting of the conservation **should not:**

1. Introduce large scale developments which would negatively change the sense of proportion and scale of the Conservation Area.
2. Introduce prominent new developments which would harm the significance of key views and vistas within and through the Conservation Area.
3. Harm the prominence or status of key and focal buildings within the Conservation Area.

17. Trees

17.1. Trees

Street trees and trees located within front gardens contribute highly towards the creation of the character of the area being a Victorian suburb. Trees also contribute towards screening negative buildings within the Conservation Area.

In determining planning applications include works to trees and Tree Preservation Orders the following guidance should be considered:

1. Applications which propose the removal of mature trees of positive heritage or street scene value should be considered for refusal. An exemption should be given where the tree is diseased or causing unacceptable damage to a building or public highway, which cannot be mitigated. In both instances an application should be supported by a report by an experienced Arboriculturist or Ecologist.
2. Where approval for the loss of a mature trees is granted, this should be mitigated by a replacement tree of an appropriate species.
3. Applications should be considered for refusal where trees providing natural screening against buildings of a negative contribution to the Conservation Area are proposed for removal.

18. Summary

18.1 Management Recommendations:

In managing the Conservation Area, the Council should implement the following actions:

1. Planning applications should be determined in accordance with above referenced Character Appraisal & Management Plan.
2. That the Council should consider refusing planning applications of a poor quality and should instead seek enhancements to the Conservation Area.
3. The Conservation Area should be monitored within a four-year period to allow timely review of planning enforcement matters.
4. Enforcement action should be undertaken where relevant to rectify breaches of Permitted Developments Rights.
5. That an Enforcement Management Plan is completed for the Princes Avenue Conservation Area.
6. Article 4 Direction should be adopted to introduce additional planning controls for:
 - All forms of external boundaries.
 - The painting of buildings.
 - Changing roof materials.

End Notes

1. See Victoria County History 'A History of the County of York East Riding: Volume 1, the City of Kingston Upon Hull'.
2. See National Library of Scotland.
3. Ibid.
4. See the 1852-63 Ordnance Survey, as available via the National Library of Scotland.
5. See https://en.wikipedia.org/wiki/Hull_Botanic_Gardens_railway_station for further information.
6. Hull Daily Mail 16.05.1868, accessed via the British Newspaper Archive.
7. Hull Daily News 12.09.1874 – ibid.
8. Ibid.
9. Hull Packet 26/03/1875 – ibid.
10. Hull Packet 29/01/1875 – ibid.
11. Yorkshire Post and Leeds Intelligencer – 30/03/1875 – ibid.
12. See the Victoria County History.
13. Gibson, P (2010).
14. Map located in the Hull History Centre Archives.
15. Ibid.
16. Phasing map compiled based on 1890 and 1908 Ordnance Survey Maps, information taken from the Hull Daily Mail and Gibson, P (2010). See also Appendix 3.
17. Defer to Gibson for a history of the street.
18. Including 16/03/1896 and 27/03/1896. Accessed via the British Newspaper Archive.
19. Hull Daily Mail 14/02/1900 – Ibid.
20. Hull Daily News 12.09/1874 – ibid.

21. (Hull Daily Mail 11/01/1929. Accessed via the British Newspaper Archive.

References:

Gibson, P (2010) *Hull Now and Then 2*. Hull: Carnegie Heritage Centre Ltd.

Finding contractors:

The following websites can be consulted to locate conservation specialist to undertake work within the conservation area:

- <https://www.buildingconservation.com/>
- https://ihbc.org.uk/resources_head/specialist_registers/index.html
- York Consortium for Conservation and Craftsmanship | Supporting conservation and the craft skills

Appendix 1 – National Planning Policy Framework (February 2025)

Paragraph 135:

Planning policies and decisions should ensure that developments:

- a) will function well and add to the overall quality of the area, not just for the short term but over the lifetime of the development;
- b) are visually attractive as a result of good architecture, layout and appropriate and effective landscaping;
- c) are sympathetic to local character and history, including the surrounding built environment and landscape setting, while not preventing or discouraging appropriate innovation or change (such as increased densities);
- d) establish or maintain a strong sense of place, using the arrangement of streets, spaces, building types and materials to create attractive, welcoming and distinctive places to live, work and visit;
- e) optimise the potential of the site to accommodate and sustain an appropriate amount and mix of development (including green and other public space) and support local facilities and transport networks; and
- f) create places that are safe, inclusive and accessible and which promote health and well-being, with a high standard of amenity for existing and future users; and where crime and disorder, and the fear of crime, do not undermine the quality of life or community cohesion and resilience.

Paragraph 141:

The quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

Paragraph 210:

In determining applications, local planning authorities should take account of:

- a) the desirability of sustaining and enhancing the significance of heritage assets and putting them to viable uses consistent with their conservation;
- b) the positive contribution that conservation of heritage assets can make to sustainable communities including their economic vitality; and
- c) the desirability of new development making a positive contribution to local character and distinctiveness.

Paragraph 220:

Not all elements of a Conservation Area or World Heritage Site will necessarily contribute to its significance. Loss of a building (or other element) which makes a positive contribution to the significance of the Conservation Area or World Heritage Site should be treated either as substantial harm under paragraph 201 or less than substantial harm under paragraph 202, as appropriate, taking into account the relative significance of the element affected and its contribution to the significance of the Conservation Area or World Heritage Site as a whole.

Appendix 2 – Local Policies - Hull Local Plan 2016 to 2032 – Adopted November 2017

Policy 15 – Local Distinctiveness:

1. Development should promote local distinctiveness where appropriate, with particular reference to:
 - a. improving access to and making effective use of the Port, the city's waterfront and maritime assets along the River Hull and the Humber Estuary whilst taking account of flood risk;
 - b. creating a network of landmarks in prominent or gateway locations to develop legible local references that distinguish parts of the city;
 - c. encouraging contemporary architecture that respects the city's heritage, creating positive and distinctive contributions to enrich the built fabric;
 - d. the setting, character and appearance of Listed Buildings, Conservation Areas and other heritage assets;
 - e. waymarking arterial routes; and
 - f. ensuring proposals, including those on allocated sites, accord with any adopted masterplan, development brief or local development order.

Policy 16 – Heritage Considerations

1. Development that would cause harm to the significance of a designated heritage asset will only be approved where it has been convincingly demonstrated that the harm cannot be avoided and there would be public benefits sufficient to outweigh the harm or loss caused. Scheduled Monuments, Registered Parks and Gardens and Conservation Areas are shown on the Policies Map.
2. Development affecting non-designated heritage assets must demonstrate that it has taken account of the particular interest of the asset. Development which would result in harm to or the loss of a non-designated heritage asset must demonstrate that:
 - a. it would not be economically viable for the asset to be retained and that harm could not be avoided; and
 - b. the economic or community benefits of the proposed development outweigh its loss.
3. Where development is acceptable in principle but would affect an archaeological deposit of less than national importance, the Council will seek to preserve the remains in situ. If this is not achievable, adequate provision for excavation and recording before and during development and publication, curation and dissemination of findings after development, will be required.
4. Where evidence supports it, Article 4 Directions removing permitted development rights will be introduced to preserve the character of an area.
5. Development and initiatives which preserve and/ or enhance the significance and setting of the city's heritage assets will be supported, especially those elements which contribute to the distinct identity of Hull etc.

Policy 19 – Shop Fronts

1. Shop fronts should be designed with regard to the character of the building on which it is to be sited and the character of the surrounding area. Particular care should be given to the proportions and alignment of the shop front relative to the building, particularly within Conservation Areas.
2. Existing shop fronts which make a particular contribution to the character of the building or surrounding area should be retained and refurbished wherever practicable.
3. Shop fronts should be designed in a way that maximises their accessibility. Applications that fail to do this will be refused.
4. The installation of permanent security features must show why less intrusive security measures would not be appropriate. Security features must be designed as integral features of the shop front and must be treated in such a way as to provide an active frontage when lowered. Applications for solid, untreated shutters will be refused.

Policy 20 – Advertisements

- Advertisements should have an acceptable impact on public safety and amenity. Assessment of impact will have particular regard to:
- a. the impact of the advertisement on the safe movement of vehicles and pedestrians;
 - b. the impact of the advertisement on CCTV coverage;
 - c. the relationship of the advertisement to the features of the building it is placed on;

d. the character of the surrounding area, particularly in Conservation Areas and in proximity to heritage assets; and

e. advertisement clutter.

Appendix 3 – History Notes

Notes taken from Gibson, P (2010):

- Botanic Station Built 1864
- Old Zoological Pub – 1994
- 1-5 Spring Bank – 1926-7
- No.7-43 Princes Avenue – 1907, with 19 shop fronts
- North of Welbeck Street been 1899 as shops.
- No.45-9 built in 1899 as private houses and then converted to shops.
- Corner of Clumber Street built in 1898 for Co-Op.
- 12a-29 – Built as private houses
- Providence House was built in 1860 (*these are not however shown on the maps*)
- The terrace to the north of the Congregational Church was original built as houses with built and front gardens in 1894. Converted to shop by 1915.
- Fountains removed in 1926.
- Terrace from Park Grove to Hinderwell Street were built in 1897 as private houses.

Appendix 4 – Building Data

Street Number	Category	Date	Windows	Shop Front	Unauthorised Works	Roller Shutter	Roof	Walls	Focal
1	Positive	1920-1930	uPVC	Neutral	Yes	Yes	Concrete Roman	Brick	Yes
1	Neutral	1980-1990	uPVC	Neutral			Clay Pantile	Brick	
2	Neutral	1980-1990	uPVC	Neutral			Clay Pantile	Brick	
3	Positive	1920-1930	uPVC	Positive			Slate	Brick	Yes
3	Neutral	1980-1990	uPVC	Neutral			Clay Pantile	Brick	
4	Neutral	1980-1990	uPVC	Neutral			Clay Pantile	Brick	
4	Neutral	1980-1990	uPVC	Neutral			Clay Pantile	Brick	
5	Positive	1920-1930	uPVC	Historic		Yes	Clay Roman	Brick	Yes
5	Neutral	1980-1990	uPVC	Neutral			Clay Pantile	Brick	
7	Key	1900-1910	uPVC	Historic	Yes	Yes	Clay Pantile	Brick	Yes
8	Negative	1980-1990		None			Clay Pantile	Brick	
9	Key	1900-1910	Timber	Historic	Yes		Clay Tile	Brick	Yes
10	Positive	1880-1890	Timber	None			Slate	Painted Brick	

11	Key	1900-1910	Timber	Historic	Yes			Clay Tile	Brick	Yes
12	Positive	1890-1900	Timber	Positive	Yes		Yes	Slate	Brick	
13	Key	1900-1910	Timber	Neutral	Yes			Clay Tile	Brick	Yes
14	Positive	1890-1900	uPVC	Positive	Yes			Slate	Brick	
15	Key	1900-1910	Timber	Neutral	Yes			Clay Tile	Brick	Yes
16	Positive	1890-1900	Timber	Positive				Slate	Brick	
17	Key	1900-1910	Timber	Neutral	Yes			Clay Tile	Brick	Yes
18	Positive	1890-1900	Timber	Historic				Slate	Brick	
19	Key	1900-1910	Timber	Positive	Yes		Yes	Clay Tile	Brick	Yes
20	Positive	1890-1900	Timber	Positive	Yes			Slate	Brick	
21	Key	1900-1910	uPVC	Negative	Yes		Yes	Clay Tile	Brick	Yes
22	Positive	1890-1900	Timber	Positive	Yes			Slate	Brick	
23	Key	1900-1910	uPVC	Negative	Yes			Clay Pantile	Brick	Yes
24	Positive	1890-1900	Timber	Historic	Yes			Concrete Roman	Brick	
25	Key	1900-1910	uPVC	Historic				Clay Pantile	Brick	Yes
26	Positive	1890-1900	uPVC	Positive				Slate	Brick	

27	Key	1900-1910	uPVC	Positive			Clay Pantile	Brick	Yes
28	Positive	1890-1900	uPVC	Positive			Slate	Brick	
29	Key	1900-1910	Timber	Positive			Clay Tile	Brick	Yes
31	Key	1900-1910	uPVC	Negative	Yes		Clay Pantile	Brick	Yes
34	Key	1900-1910	Stone	None			Slate	Brick	Yes
35	Key	1900-1910	uPVC	Positive			Clay Pantile	Brick	Yes
37	Key	1900-1910	Timber	Negative			Clay Roman	Brick	Yes
38	Positive	1920-1930	Metal	Positive			Clay Tile	Brick	
38	Positive	1890-1900	uPVC	Positive			Clay Tile	Painted Brick	
41	Key	1900-1910	Timber	Neutral			Clay Roman	Brick	Yes
43	Key	1900-1910	Timber	Neutral			Clay Roman	Brick	Yes
44	Positive	1890-1900	uPVC Sash	Negative	Yes		Clay Tile	Render	
45	Positive	1890-1910	uPVC	Negative			Concrete Roman	Brick	
48	Positive	1890-1900	uPVC	Positive			Concrete Roman	Painted Brick	
49	Positive	1890-1910	uPVC	Positive	Yes		Concrete Roman	Brick	
50	Positive	1890-1900	Timber	Positive			Clay Tile	Painted Brick	

51	Positive	1890-1900	uPVC	Positive				Slate	Brick	
53	Positive	1890-1900	uPVC	Positive				Slate	Brick	
54	Positive	1890-1900	Timber	Positive				Clay Tile	Painted Brick	
55	Positive	1890-1900	uPVC	Neutral				Slate	Brick	
56	Positive	1890-1900	uPVC	Negative	Yes		Yes	Clay Tile	Painted Brick	
57	Positive	1890-1900	uPVC	Positive				Concrete Roman	Brick	
58	Positive	1890-1900	Timber	Negative	Yes			Clay Tile	Painted Brick	
59	Positive	1890-1900	uPVC	Negative	Yes		Yes	Concrete Roman	Brick	
60	Positive	1890-1900	uPVC	Neutral				Slate	Brick	
60	Positive	1890-1900	uPVC	Neutral				Slate	Brick	
61	Positive	1890-1900	uPVC	Neutral	Yes			Concrete Tile	Brick	
62	Positive	1890-1900	uPVC	Negative	Yes			Slate	Brick	
63	Key	1890-1910	Timber	Historic				Concrete Tile	Brick	
65	Positive	1890-1910	uPVC	Neutral	Yes		Yes	Concrete Roman	Brick	
67	Positive	1890-1910	Timber	Neutral	Yes			Slate	Painted Brick	
68	Positive	1890-1900	uPVC	Negative	Yes			Concrete Roman	Painted Brick	

69	Positive	1890-1910	uPVC	Neutral	Yes	Yes	Concrete Roman	Brick	
70	Positive	1890-1910	uPVC	Positive	Yes		Concrete Roman	Painted Brick	
71	Positive	1890-1910	Timber	Neutral			Slate	Brick	
72	Positive	1890-1910	uPVC	Positive	Yes		Slate	Painted Brick	
73	Positive	1890-1900	Timber	Neutral			Slate	Brick	
75	Positive	1890-1910	uPVC Sash	Negative	Yes		Clay Roman	Brick	
76	Positive	1890-1910	uPVC	Negative	Yes		Slate	Brick	
77	Positive	1890-1910	uPVC	Historic			Clay Roman	Brick	
78	Positive	1890-1910	uPVC	Positive			Slate	Painted Brick	
79	Positive	1890-1910	uPVC	Neutral	Yes		Clay Roman	Brick	
80	Key	1890-1900	uPVC	Historic	Yes		Slate	Brick	
80	Positive	1890-1900	uPVC	Positive	Yes		Slate	Brick	
81	Positive	1890-1910	uPVC & Timber	Positive			Slate	Brick	
82	Positive	1890-1900	uPVC	Negative	Yes		Concrete Tile	Render	
83	Key	1900-1910	Timber	Neutral			Slate	Faience	
84	Positive	1890-1900	uPVC	Negative	No		Concrete Tile	Render	

87	Positive	1900-1910	Timber	None				Slate	Brick	
91	Neutral	1990-2000	Timber	None				Slate	Brick	
93	Positive	1890-1900	Timber	Neutral	Yes		Yes	Concrete Roman	Brick	
95	Positive	1890-1900	Timber	Neutral				Concrete Roman	Render	
97	Positive	1890-1900	uPVC	Historic	Yes			Concrete Roman	Render	
30-32	Neutral	1980-1990	uPVC	Neutral				None	Render	
30-32	Neutral	1980-1990		None				None	Brick	
BS 1-9	Negative	1990-2000	Timber	None				Concrete Tile	Brick	
BS 3-5	Neutral	1990-2000	Timber					Concrete Tile	Brick	
Church	Key	1900-1910	Stone					Slate	Brick	Yes
Pub	Neutral	1980-1990	uPVC	Neutral				Slate	Painted Brick	

Appendix 5 – Monitoring Notes

No.	Monitoring Notes
	* = Requires Enforcement Review
No.1	Roller shutter added between 2009 and 2012.
No.3	Security grills added between 1997 and 2005.
No.5	Historically feature an external roller shutter. Shop fascia altered between 2009 and 2012. No PP.
No.7*	The external roller shutters were added after 2022, and a section of column is missing. The shop front is negatively changing.
No.9	External grills and gatepost added between 2009 and 2012 harming the appearance of the building.
No.11	External grills and gatepost added between 2008 and 2009 harming the appearance of the building.
Nos.13-15*	Historically the shop front was poor quality, but a good quality restoration took place between 2012-2014. Negative elements have been introduced since 2021 to introduce a poor-quality fascia sign, which continues across the two frontages, and open section of shop front.
No.17*	The shop front has been cluttered with more advertisements, and features an unauthorised projecting advertisement, installed after 2008. No. PP.
No.19*	The shop front retains its original columns and fascia. Negative changes include the installation of an external roller shutter after 2009 and advertisement clutter.
Nos.21-23*	An external roller shutter has been installed onto No.21 and new advertisements after 2018. After 2021 a continuous advertisement have been installed onto the two properties. The shop frontages now negatively contribute towards the conservation area.
No.31-33	A positive shop front restoration scheme took place following planning approval in 2004. After 2009 the shop

	front was altered to feature oversize columns and capitals. The shop front negatively contributes towards the area.
No.35	A positive shop front restoration took place between 1999 and 2008.
Nos.41-43	Up to 2015 No.43 was a positive quality modern shop frontage. Post-2015 the shop front was re-built along with No.41 to form a continuous frontage. No.45 is now an inactive frontage without a separate door, with planning permission. The changes to the shop frontage have been negative.
No.45-47	The shop front was changed to full height windows after 2012-14, and poor-quality advertisement introduced after 2018. It is a bad example of advertisements continuous over two shop fronts.
No.49*	The forecourts railings and decking were introduced after 2002. The introductions have obscured the visibility of the shop front and introduced development outside of the building line. Within the enclosed area a gazebo has been installed.
No.51	Positive shop front restoration between 1997 and 2008.
No.53	Positive shop front restoration between 1997 and 2008.
No.55	When the conservation area was surveyed in 1997 the building retained a traditional in appearance historic shop front, with entrance lobby, This was removed by 2008, with no identified planning history. In 2014 retrospective permission was granted for the retention of an aluminium framed shop front. Elements of the historic fascia and architrave are retained.
No.57	The shop front was positively restored between 1997 and 2009. No identified planning history.
No.59*	In 1997 a traditional in appearance was photographed. This was removed and retrospective planning permission granted in 2004. A modern shop front and roller shutter were approved in 2005. Following 2016 a series of works have taken place to introduce a timber boundary, and

	takeaway box since 2018. The shop has been cluttered with advertisements.
No.61	Negative quality advertisements have been introduced since 2018. External decking has been installed after 2009 with a mixture of approved planning permission and unauthorised works.
No.65* Priority	No.65 retains key elements of a historic shop front, including the shop front columns, fascia panel and integrated first floor access door. The shop window, installed after 1997, is however of a modern design and material use. An external roller shutter and modern fascia advertisement were installed after 2022. The additions have made the shop front contribute neutrally to the conservation area, but it has potential to be a positive shop front. At, first floor the building has also historically lost its bay window.
No.67*	Following 2018 a series of poor-quality advertisement have been introduced onto the building. Between 2009 and 2012 the historic gable was removed and replaced with a poor-quality replacement.
No.69* Priority	The building retains its historic shop front columns and fascia. Since 2008 the building has featured a modern shop front. An aluminium framed shop front was approved in 2014, but the full height shop front installed is not in accordance with approved plan. Further works have taken place to install an external roller shutter and a fascia box advertisement, which projects forwards of the historic capitals. The shop front elements contribute negatively to the conservation area, but the building has the potentially to positively contribute.
No.71a	A neutral shop front replaced a neutral shop front between 2017 and 2018. Railings were installed after 2018.
Nos.71-73	Prior to 2012 the building retained a c.1950s shop front. This was replaced, with planning permission, with a new shop front, but with more modern design. The project advertisement in not in keeping with the area.

No.75* Priority	The shop front retains element of its modern fascia panel. Since 2024 the shop front has become cluttered with advertisement, result in the building contributing negatively to the Streetscene.
No.79*	Up to 2018 the building retained in full a traditional shop frontage, with a timber shop window. After this period a aluminium shop window was installed, and only the capitals and fascia architrave of the shop front retained Planning permission was not granted for the works.
No.81	The shop front retains key elements of historic shop front, including the columns, separate residential entrance and fascia. However, the shop window is modern and residential door of a plain modern design. Modern uPVC windows of different designs were installed between 1997 and 2008.
No.93	The shop was vacant at the time of survey. Historically the shop has featured an external roller shutter. The timber fencing was added after 2008.
No.95*	The shop was vacant at the time of survey. Between 2022 and 2024 a fascia panel was installed hiding elements of architectural value. The condition of the building requires review.
No.97* (High Priority)	The building was photographed in the early 20 th century with a historic shop front. Up to May 2022 the building retained all elements of this historic shop front. The shop front included decoratively carved pilasters and capitals, stall riser, splayed lobby entrance, carved timber mullions and moulded spandrels. The shop front is at risk due to authorised changes. Between 2022 and 2024 works took place to clad over the pilasters and install a new fascia box. Further works to install a fascia sign have hidden from view the decorative spandrels panels. The historic interest of the shop frontage is at risk. Between 2019 and 2021 decking a was installed, which obscured views towards the stall riser of the shop front. Railings were installed between 1997 and 2008.

No.12a	The shop has historically retained its shop front columns. Between 2009 and 2012 the shop front was positively restored to re-instate spandrels and the historic proportions of the fascia. Between 2009-12 railings were introduced and between 2012-24 timber decking. Between 2022-24 an external roller shutter was installed over part of the shop front.
No.14	Appears to be a pre-1997 restoration and then a replacement installed to match Nos. 16 and 18 between 1997 and 2008. Unauthorised awning introduced between 2018 and 2021. Outside seating areas introduced after 2021.
No.16	Was potentially a historic shop front but changed between 1997 and 2008 to include a pedestrian door. This broke up the uniform pattern of the shop fronts, and the unit lost its entrance door. The fascia and awnings were retained.
No.18	Historic shop front – features a rendered stall riser, splayed lobby entrance, check floor, turned mullions and decorative spandrels, full height windows, retractable awning and brackets.
No.20	A photograph from 1997 showed a historic shop front and stall-riser of an unknown date, but with what appears to be some historic elements, including a leaded light transom light. By 2008 a new shop front had been installed, of a good standard of architectural value and using appropriate materials.
No.22	The shop front was restored between 1997 and 2008 to a high architectural value, with the mullions and spandrels replicating those on No.24. Again, fixed seating obscured views towards the shop front.
No.24	This is a historic shop front, and the spandrels replicate those photographed in No.26 in the early 20 th century. The shop front features turned vase mullions and moulded spandrels, a green tile stall riser, The shop front lobby is splayed and features a checked tile floor. The recent installation of the awning has lost the original retractable

	awning, and decorative architrave to the top of the shop front. Needs an enforcement notice serving. The introduction of fixed seating has obscured view towards the shop front.
No.26	In 1997 the building has a timber shop front, with an entrance lobby. It was restored to match No.24. Both numbers 28 and 26 have retractable awnings as part of their restoration. The historic shop shown in Gibson's book was lost by 1997.
No. 28	28 – In 1997 was potentially historic but restored by 2008. Lost its lobby entrance. The new shop front includes spandrels.
Nos.30-32	The building has been painted in several colours since 2016. The recent blue colour is not in keeping with the character of the street.
No.42	Positive quality shop front introduced after 2009.
No. 44	Between 2009 the positive value modern shop front has been replaced by full height bi-fold doors, which do not contribute towards the character of the street.
No.50-54	Between 1997 railing and a decking were introduced.
No.56.*	In 1997 the building retained a positive quality shop frontage. By 2008 a replacement shop front has been installed and railings and decking introduced. Since 2019 a series of external alterations have taken place to introduce an enclosed outside seating area. Between 2019 and 2021 the building was painted, removing its historic character.
No.58*	In 1997 the building was photographed with a double bow front shop front and recessed entrance lobby. By 2008 traditional joinery had been replaced by a replacement shop front. In 2007 planning permission was granted for the retention of an external canopy. The metal framed structure has been altered since 2019 to include timber cladding and solid panelling. The canopy contributes negatively towards the character of the conservation area.

	The façade of the building was painted between 2008 and 2009 removing its historic character.
No.60	Between 2014 and 2015 the two shop fronts were merged to create one continuous frontage, which has lost the traditional proportions of individual units.
No.62*	In 1997 the building was shown with a traditional in appearance shop front, with retractable awning. In 2008 the building retained its lobby shop entrance. In 2011 permission was granted to replace the shop front with a modern design, with external illumination and an external ramp. In 2019 the shop front was of a positive value to the streetscene. By 2021 the building has been painted in an unsympathetic colour scheme and since 2022 it has become clutter with advertisements, and an inactive frontage created.
No.66-70*	Negative alterations were taken to clad the classical detailing of the dormer window between 2018 and 2021. Alterations were made to remove the modern decorative joinery details to the shop front between 2012 and 2014.
No.72*	The bay window shop front is an early to mid-20 th century addition to the building. Between 2022-24 the timber shop fittings were replaced by timber, reducing the architectural of the building. The shop front retains a re-tractable awning with hidden fixtures.
No.74*	In 2009 approval was given for the removal of existing mid-20 th century shop front and its replacement with a modern in design shop frontage, contrasted in aluminium. Between 2019 and 2021a timber fence was installed to the forecourt of the building. Between 2021 and 2022 an external canopy was installed and by 2024 a new fascia box and first floor advertisement installed. The building now negatively contributes towards the special interest of the conservation area.
No.76*	New advertisements and external illumination have been installed on the building since May 2025.

No.78	Positive shop front restoration between 2014 and 2015. No associated planning history.
No.80*	Key shop front, but with external grills installed between 2018 and 2019. Grills have also been installed to No.80a. The character of the shop front has been reduced by the modern paint scheme.
No.82*	The building was rendered between 2016 and 2017, losing its historic appearance and architectural features. A modern ground floor frontage, of negative value, was introduced between 2015 and 2017. The building also features modern in design advertisements, introduced after September 2024.
No.84	The building has historically been rendered and features a modern ground floor frontage. It has lost its architectural value. The external decking was introduced between 2008 and 2012.

Appendix 6 – Listed Buildings

Former Butcher's Shop, 63 Prince's Avenue

Entry No.: 1392402

Designation: II

Date of Listing: 11/02/2008

Listing Description (Summary): * For the high quality of the tiled interior of the shop, particularly the panels of painted tiles designed to look like framed pictures. * For the good, little altered survival of the shop front which also retains painted and decorative tile work, multi-paned windows and decorative ventilation grills. * It contains the rare survival of a rail system suspended from the ceiling originally designed for displaying carcasses for sale. * The upper part of the building is not of special interest although the first-floor windows with their surviving sash windows positively complement the shop below.

Elm Pentecostal Church Sunday School and Boundary Wall, Princes Avenue

Entry No.: 11297025

Designation: II

Date of Listing: 21/01/1994

Listing Description: Pentecostal church and adjoining Sunday school and boundary wall. 1897-99. By WH Bingley. Brick with ashlar dressings and gabled and hipped slate roofs with single ridge and single gable stacks. Plinth and coped west gables. Nave with clerestory, aisles, transepts, north-west and south-west porches, north-west bell tower. Nave east gable has a cross transomed round window and below, a single-storey L-plan building adjoining. West end has string course and stepped sill band. Transomed central lancet flanked by double transomed double lancets with elliptical-arched heads. Above, a round window with cross-shaped tracery. Below, two 4-centred arched doorways with double board doors. All these openings have hoodmoulds. To right, a slim gabled buttress topped with a crocketed pinnacle. Clerestory has on either side 2 windows with lattice tracery and 2 triple lancets all set in recesses with stepped heads. Aisles have 4 cusped triple lancets in flat-headed openings. North transept has transomed triple lancet to north and transomed double lancet to west. Canted 2-storey south-west porch has to west a pointed-arched doorway with hoodmould and above it, a square window with lozenge tracery. To its right, a single lancet. Similar, lower north-west porch has 3 single lancets. Octagonal south-west tower, 3 stages, has blind square base with broaches. Second stage has short gabled buttresses and a single small window on 4 sides. Bell stage has brick and stone bands and 8 small lancet openings with crocketed gables. Squat octagonal spire has crenellated base and finial. Sunday school, to left, single-storey, cross plan, has hipped and gabled roof topped with an open bell turret with square dome and finial. Coped west gable has central gabled buttress flanked by single stone mullioned cross casements and above, a quatrefoil in a circle. Left return has a single window. North wing has canted end with buttresses and 3 stone mullioned cross casements. Left return has a single casement and a wooden cross casement. Higher east gable has 2 segment-headed wooden cross casements. Outside, brick boundary wall and wrought-iron railing, with ashlar coping to wall and pedestals and 2 pairs of gatepiers with billeted caps. 2 pairs of wrought-iron gates. INTERIOR: nave has arch-braced roof with ceiling and tie beams, wall shafts and struts with traceried panels. Perpendicular style arcades, 6 bays, with brick arches, stone intrados and springing, and round granite columns with octagonal stone bases. Moulded sill band to clerestory windows. East end has a traceried round window, and a double lancet to north and south. Full-width 2-tower organ case. West end has a panelled wooden gallery with canted corners. Above it, 4 windows with stained glass. Below the gallery, a pair of

half-glazed doors on either side. Aisles have lean-to roofs and at their east ends, brick half-arches. 4 triple lancets with depressed segmental brick heads, 2 to south-east with stained glass, 1873 and 1917. North transept has to east and west a double lancet, the west one transomed, the east one with stained glass, 1949. North gable has a door on each side and a round window above. South transept has a transomed double lancet to west, and 2 double lancets to east with stained-glass by Abbott & Co. of Lancaster, c1918. South gable has a round window. Western entrance lobby has 2 panelled internal porches and a single door each end. Foundation stone dated 1898. Apsidal ended Sunday School has arch-braced roof with ceiling. North side has half-glazed screens separating the side rooms. Fittings include matchboard benches. No font or pulpit. Memorials include marble and slate tablet with sarcophagus, to George Lambert, 1816. 2 mid C19 marble and slate tablets.

Methodist Church Tower, Princes Avenue

Entry No.: 1197681	Designation: II	Date of Listing: 23/06/1992, revised 13/02/2001
---------------------------	------------------------	--

Listing Description: Methodist church tower with porch. 1905, altered 1995. By Sir Alfred Gelder. Red brick with ashlar dressings. Free Gothic Revival style. Plinth. South-west tower with spire now attached to modern church. Battered south-west tower, 2 stages, has diagonal buttresses and a central buttress on each side, all with brick and stone banding to the second stage. Diagonal buttresses are topped with octagonal pinnacles with 4 niches and domed tops. Intermediate buttresses have short square pinnacles with flat tops. South side has 2 staggered round-headed windows on the lower stage, and a round-headed door to right. Bell stage has on each side 2 moulded segmental arches containing a louvred double lancet opening. Octagonal spire has a panelled band and ball finial. South-west porch, at the foot of the tower, has shallow coped gable and parapet. To west, pointed-arched doorway with hoodmould, flanked by buttresses topped with panelled pedestals. The original church was demolished in 1995. Buildings of England: Pevsner N: Yorkshire: York and The East Riding: Harmondsworth: 1972-: 284).

Pair of K8 Telephone Kiosks, Princes Avenue at junction with Park Grove, Hull

Entry No.: 1482742	Designation: II	Date of Listing: 27/02/2023
---------------------------	------------------------	------------------------------------

Listing Description (Summary): The pair of K8 telephone kiosks in Princes Avenue, Hull, are listed at Grade II for the following principal reasons:

Architectural interest: * as nationally rare survivals of a once common telephone kiosk, first introduced in 1968; * Bruce Martin's meticulously simplified and updated iteration of Scott's iconic design for the K2 and K6 kiosks was a worthy winner of the General Post Office's competition for a new kiosk, notable for its modern appearance, easy re-assembly on site and ease of maintenance and repair; * the kiosks are intact and in good condition, having been maintained in working order.

Historic interest: * the K8 is the last generation of the "red public telephone box" and as such makes an important contribution to the understanding of the historic development of the telecommunications industry in England before the introduction and subsequent widespread use of mobile phones; * Hull had the only council-run public telephone network in Britain from the granting of a licence in

1902 until 2007, then continuing to be independently run, its independent status always visually marked by painting the kiosks cream rather than the red used elsewhere; * this rare pair of kiosks, both manufactured by the Carron Company, represent the original Mark 1 design and the Mark 2 design with a modified roof intended to counteract cracks which could appear when casting the single roof component.

Group value: * the K8 kiosks are a highly recognisable marker of C20 social history of the nation which make a positive contextual contribution to the historic public realm of Princes Avenue, a wide tree-lined boulevard opened in 1875, and have a strong visual relationship with the Grade II listed Methodist Church Tower.

Appendix 7 – None-Designated Heritage Assets

Nos.7-43 Princes Avenue

Designation: Local List

Dated Added: 19/09/2006

Listing Description: Fine three-storey terrace of Edwardian shops with a strong Dutch feel. Red brick with simple Dutch-style gables which form an attractive and distinctive pattern.

Sainsbury's Local, No.83-85 Princes Avenue

Designation: Local List

Dated Added: 20/11/2007

Listing Description: Built for local grocers William Jackson & Son Ltd and opened in 1905. Classic Jackson's façade (in grocer's Classical style) designed by Gelder & Kitchen. Distinctive Marmo (white faience) faced façade with good coloured mosaics. The oculus (circular opening) in the splayed corner formerly held a clock.

No.80 Princes Avenue

Designation: Local List

Date Added: 21/04/2026

No. 80 Princes Avenue is one of the best surviving shop fronts within the Princes Avenue Conservation Area. Built in c.1897, the building features a timber shop front consists of a double bay window with central recessed entrance lobby. Each of the bay windows is split into three lights, with leadlight glass transom lights. The fascia features a retractable awning, which recesses flush into the fascia panel. A set of four awning brackets are retained on the building. The appearance of the building has been harmed by the installation of security grills.