Broadway Conservation Area

Character Appraisal and Management Plan

Adopted September 2025

Hull City Council

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Introduction

Conservation areas were introduced under the Civic Amenities Act 1967 and provide a means of designating areas of special architectural and historic interest. The designation of a conservation area is not intended to prevent development, but 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 special architectural and historic interest. The first conservation area in Hull was adopted in 1970 and presently, there are 26 designated conservation areas.

The adoption of Conservation Area Character Appraisal and Management Plan plays a key role in defining the special interest and the character and appearance of the conservation area, and should be used to inform its development, enhancement, preservation, and management. In 2023 a survey commenced to adopt and update Character Appraisals and Management Plans for all of Hull’s Conservation Areas.

Broadway Conservation Area was first designated in March 1994, and a character appraisal was adopted in 2010. The Conservation Area covers approximately 3.57 ha (8.84 acres), and comprises of four roads, namely The Broadway, The Bowling Circle, Willows Avenue and Seafield Avenue. The topography of the area is flat like most of the city, and there is no archaeological interest within the conservation area.

Negative trends have been observed within the conservation area contributing to the present character of the area. Much of the original construction materials are lost such as slate or clay roof tiles, timber doors and windows. This has been detailed in the further sections.

Part 1- Character Appraisal

1.1. Statement of Special Interest

The Broadway Conservation area is an example of a planned housing layout, based on the principles of the 'garden city movement' which promotes satellite communities in suburban areas, separated by greenbelts. Built for the employees of the British Oil and Cake Mill (BOCM), the area forms an integral part of Hull's pre-war and inter-war architecture.

The houses built in the early 1900s portray significant elements that contribute positively to the character and appearance of the area, including:

- The scale, density, height, massing, layout, style, detailing and original materials of inter-war housing.
- Soft front gardens and boundary hedges with wooden garden gates.
- Grass verges and open spaces
- Tree-lined streets.

The original 74 houses are built in a variety of Vernacular Revival styles and include a mix of 1 ½ or 2 storey semi-detached houses and terraces of four. The overall layout of the houses, built along the bowling circle contribute to the special interest of the area.

1.2. Character and extent

The Broadway Conservation Area is a good example of a planned residential suburb within Hull, developed in the 20th century and conforms to the 'Garden City Movement' of the early 20th century, principles of which are also followed in the more famous 'Reckitt's Garden Village'. The conservation area is bounded by the houses along the four major roads—The Broadway, the Bowling Circle, Seafield Avenue and Willows Avenue. The primary frontage on the streets is formed by the boundaries of houses, which are typically hedges.

The conservation area covers 3.57ha (8.84 acres) and contains 80 dwelling houses and 1 community building. The four major roads within the area were laid out as the primary phase of the British Oil and Cake Mills' (BOCM) 'Garden Village' for its employees in the early 20th century; The company's development of this land was never finished and parts of the development such as sports facilities that were built since have been erased. The original four roads and the houses are now designated as the Broadway Conservation Area.

Due to the lack of free space and the area being mostly residential, there is little opportunity for future new development.

The original 74 houses are built in a variety of Vernacular Revival styles (Early English Cottage Style) and are a mix of 1-1/2 to 2-storeys, built in semi-detached pairs, or short terraces. Houses are typically red-brick and roughcast with steep roofs, including gabled, hipped, and half-hipped roofs. Positive building elements that add to the character of the area include:

- Bay windows (square and canted)
- Porches (recessed and projecting)
- Canopies
- Front-facing gables, deep eaves, and stout chimney stacks.

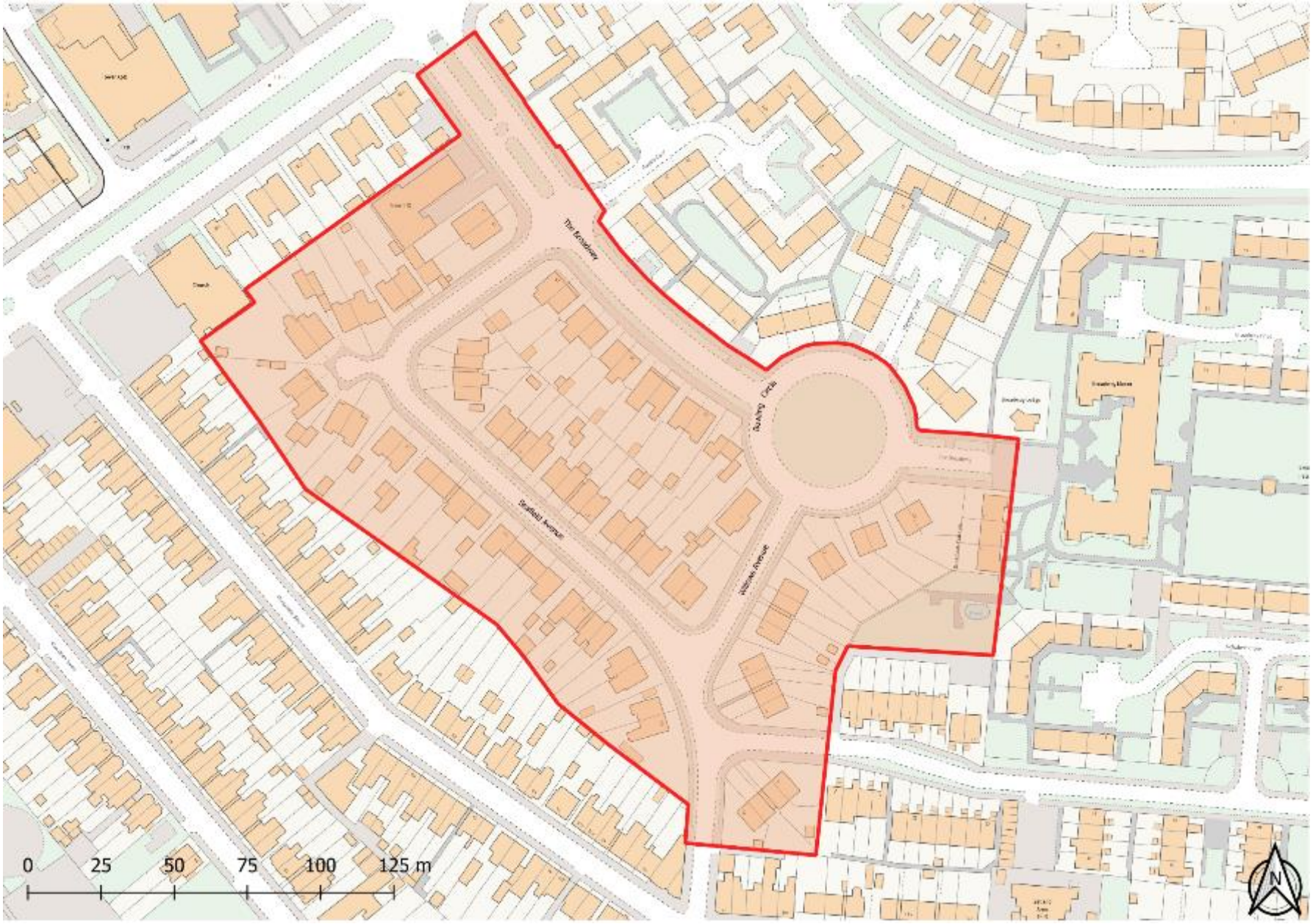
It is the variety of architectural styles and materials used within this small area that enhance its prominence and thus justify its designation as a Conservation Area. The positive features of the area include:

- The scale, density, height, massing, layout, style, detailing and original building materials of inter-war housing.
- Retained soft front gardens and boundary hedges.
- Grass verges and tree-lined streets.

A survey of the Conservation Area was carried out in August 2024, which revealed that very few houses within the conservation area retain original details such as roof tiles and chimney stacks, but largely, details such as doors, windows and roof tiles have been replaced with modern materials such as uPVC and concrete roof tiles.

A few houses have large gabled dormers set on sloping roofs, and thus form 'one-and-a-half storey' buildings, which are a characteristic feature of the area.

1.3. Conservation Area Map



Map 1. Broadway Conservation Area.

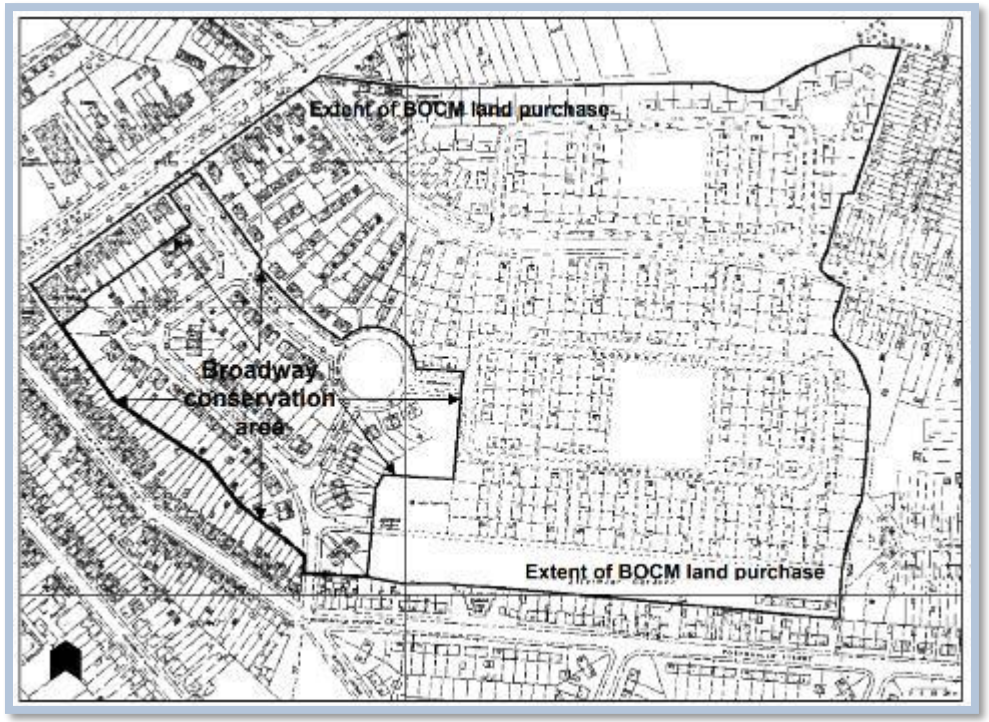
1.4. History and Development

In 1910 the present conservation area was still undeveloped fields; however, the area saw steady housing development encroaching the nearby Holderness Road and the west end of Portobello Street.

Just after the First World War, the British Oil and Cake Mills Company (BOCM, formed July 1899) brought 42 acres of land including parts within the present conservation area, to build a 'little' Garden Village for their employees to live in- similar to Hull's more famous and larger Garden Village built between 1907-13 and extended in 1924. The purchased land was bounded by Holderness Road to the north-west, Portobello Street to the south and in the east by a winding field drain running north from Portobello Street. On the north side, it was bounded by a watercourse which crossed Holderness Road at the Summergangs gate and flowed into what is now the East Park area. The path of this watercourse, and thus the original northern extent of the land purchased by BOCM, can be traced on modern maps.

In the earlier 20th century, the BOCM had already provided the Pearson institute on a different site for its workers (Cleveland Street on the east side of the river Hull) to promote sports and recreation. To improve on this provision, the company intended to build on the 'little' Garden Village site magnificent facilities and services for its workers- 400 to 500 houses were planned along with a library, concert hall, club room, tennis courts, a pavilion, cricket and football pitches and a 15-foot-wide cinder running track.

The first phase of the BOCM garden village was opened with a ceremony on the 23rd of July, 1921, with only 56 houses (those in the current conservation area) built on the south side of The Broadway and all along Seafield Avenue were completed. The houses were built in the 'Early English cottage styles' (vernacular Revival styles)



and with a general wish of avoiding uniformity, Mr A.I. Windross,

GARDEN VILLAGE OPENED AT HULL.

The Lord Mayor of Hull has opened the garden village which is being constructed by the British Oil and Cake Mills, Ltd., for the comfort and general welfare of their workers. When completed, the village, which is in the heart of "poppy-land," on the south side of Holderness Road, will consist of some 400 houses. About 56 of the houses are practically completed, and many of them are already tenanted. They include 34 parlour houses, 8 large kitchen houses, and 14 smaller houses. The rents of the houses have been fixed at 15s., 12s. 6d., and 10s. respectively a week, and have not, strictly speaking, been fixed on an economic basis. The villagers are to have everything they desire in the way of recreation, and provision has already been made for the playing of Rugby football, Association, cricket, tennis and bowls.

Figure 1. 42 acres of land brought by BOCM to build 'little garden village'. Source: OS maps edition of 1952.

estate agent and Major Edward Goddard, timber merchant, designed with advice from architect T.B. Thompson, 11 different house types of 4 different sizes, placed as semi-detached pairs or short terraces. Significant among these were the show house (opened by the Lord Mayor) and the Sunshine Houses, built in terraces of 4 with large living rooms designed to get sun throughout the day.

Figure 2. OS Map (Published 1928). Source: National Library of Scotland.

Development after the first phase was slow. More houses were added along the Willows Avenue in 1925, after a bequest of £10,000 by the late J.B. Willows (a director of BOCM) was left to assist in the building of the little Garden Village.

The current Broadway Conservation Area consists of the houses celebrated by the opening ceremony in 1921, and the others built along Willows Avenue in 1925. This includes 74 houses, however, currently there are 80 houses within the conservation area.

Maybury Road was built in 1925 according to the original plan of the BOCM and was a part of the Hull's outer ring road. A few more homes were added along Maybury and Holderness Road, which are not included in the current Broadway Conservation Area. The second World War saw the sports and running track used for anti-aircraft activities and after the war ended, prefabricated houses were erected on the remainder of the land originally purchased by the BOCM, with the basic course of the running track transformed into 'Broadway Drive'.

In the early 1900s, the prefabricated houses were cleared and replaced by bungalows and sheltered housing. Although these bungalows are outside the current Conservation Area boundary, they provide a sympathetic and complementary backdrop by the virtue of their subordinate scale, subtle vernacular architecture, soft gardens and boundary treatment.

Along with the original 74 BOCM Garden Village houses there are 6 other houses built within the Broadway conservation area. There are 3 bungalows ('Broadway Cottages'), accompanied by a small private residents' 'nature reserve' built on the eastern-most section of the conservation area. The bungalows were built in the late 1990s and they are part of the 1990s housing scheme immediately to the east of the conservation area, which replaced the post-Second World War prefabs (which in turn had been placed over the BOCM sports grounds). There is also one bungalow, built in the 1970s, on previously open land where Willows Avenue meets the Bowling Circle, and two 2-storey Moderne semis (c.1930s) on the corner where Seafield Avenue and The Broadway meet.

The only other substantial building not part of the original BOCM development is the Portobello Methodist Scout Group Headquarters on The Broadway. This was opened in 1962 and extended a few years later.

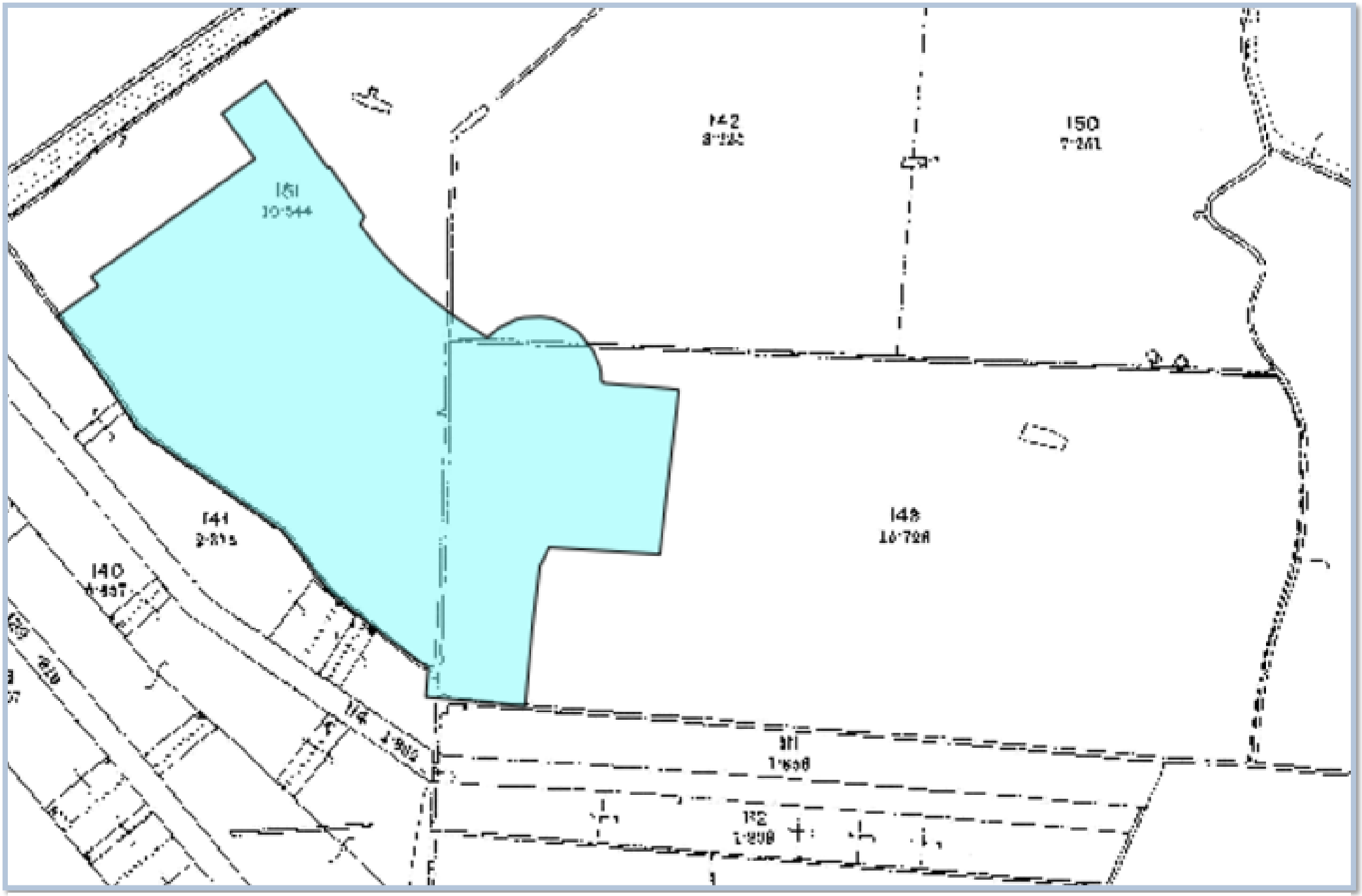
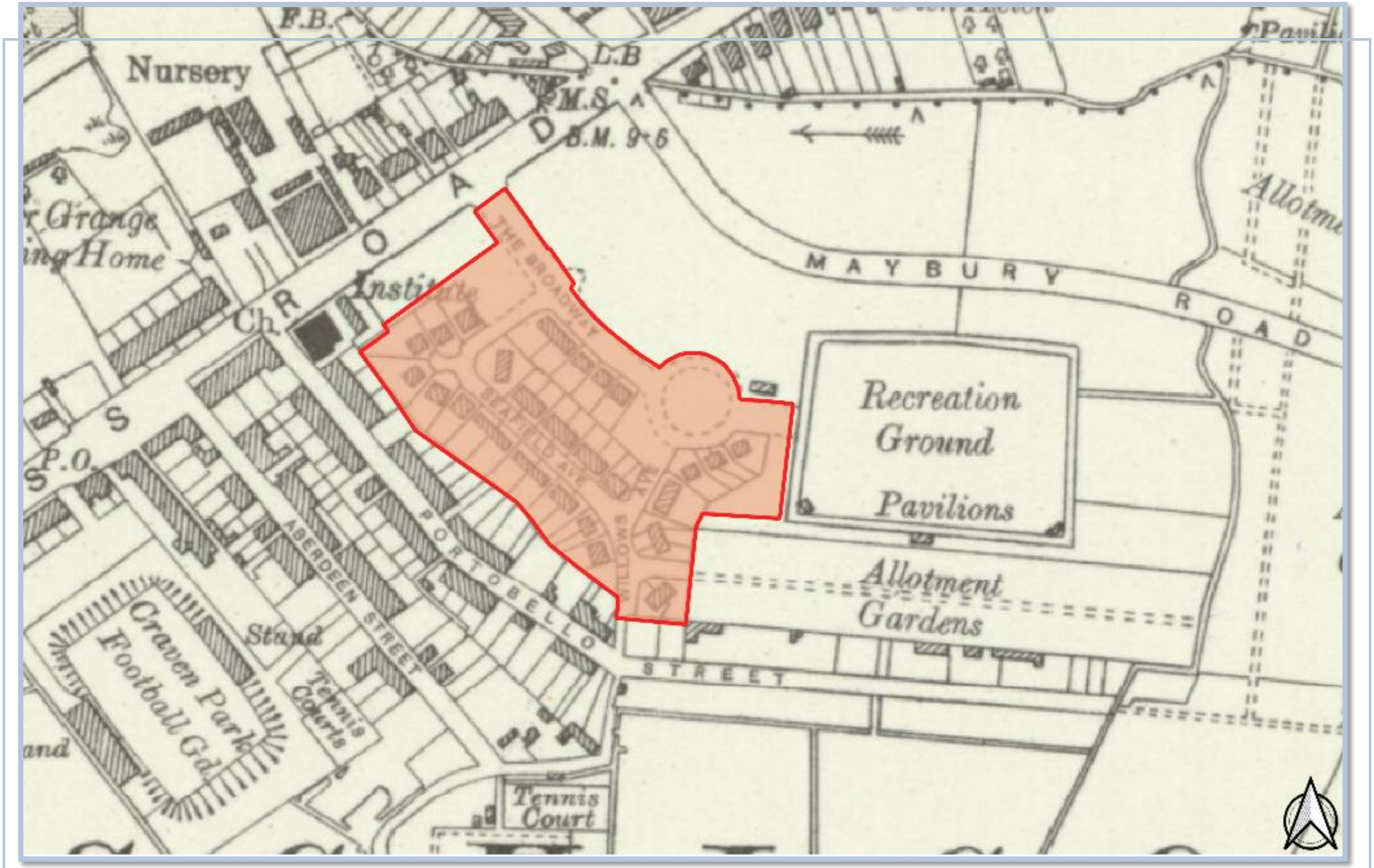
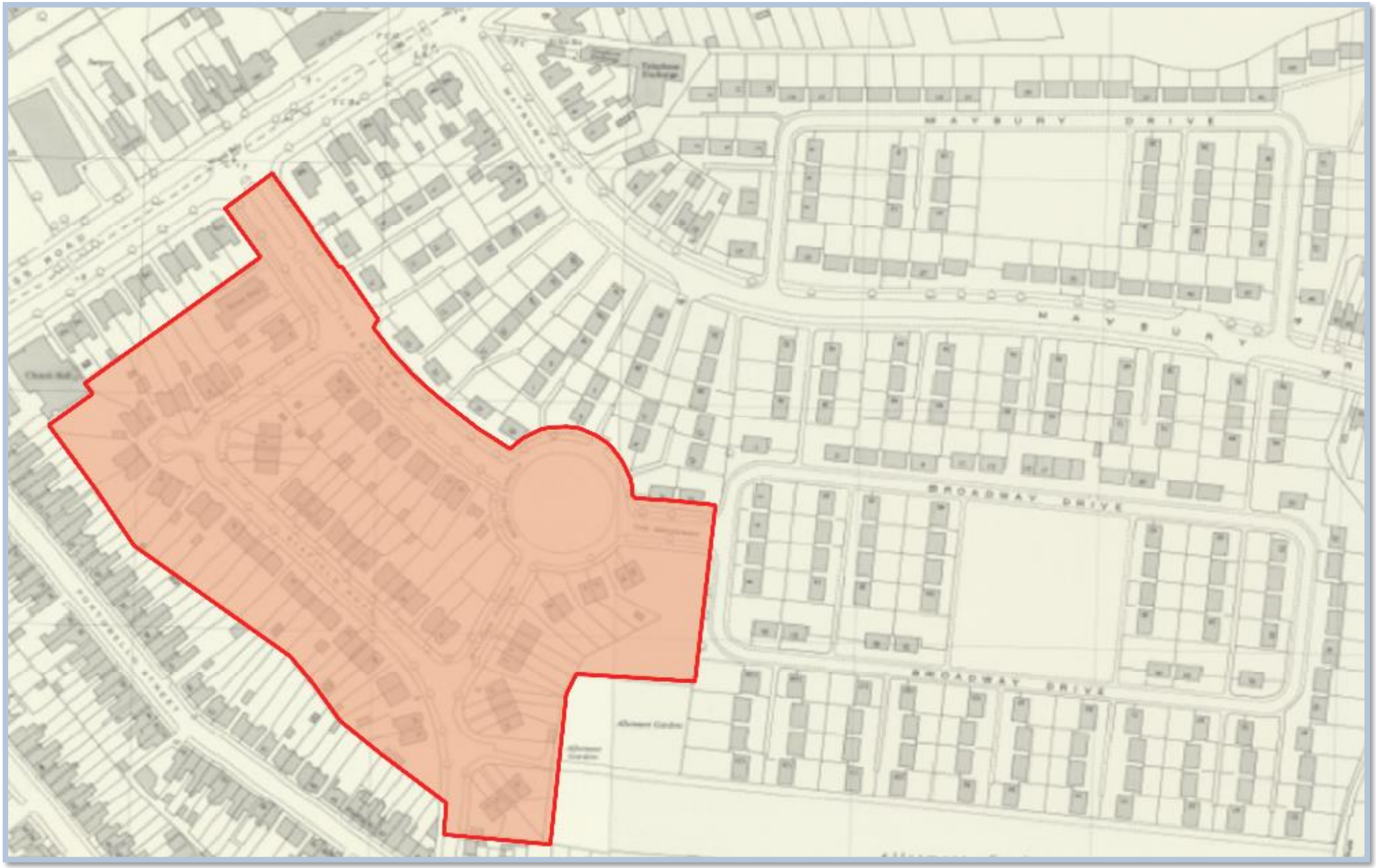


Figure 3. Historic 1890 map of Broadway, the area was open fields. Source: (Hull City Council, 2024)



Map 2. First phase of BOCM development, map of 1928. Source: (National Library of Scotland, 1842-1952)



Map 3. 1946 map showing the recreation grounds occupied by prefabricated houses. (National Library of Scotland, 1842-1952)

1.5. Layout

The Conservation Area covers roughly an area of 3.57ha (8.84 acres, the 4 major roads bounded by grassed verges and trees on either side. Specific elements of significance include:

- Retention of the planned layout of the B.O.C.M estate, including Seafield Avenue, Willows Avenue and The Broadway.
- Inclusions of the 1930s ring road, the Bowling Circle and Broadway Cottages which were a later addition to the area.

The Broadway forms the main entrance to the conservation area and between its junction with Holderness Road and Seafield Avenue, it is divided by a grassed central reservation, planted with several small trees. The street has a great sense of space due to its broad width and bordered on either side by for its entire length by grassed verges and tall trees. Beyond the junction with Seafield Avenue, the street narrows and gently curves towards the bowling circle.

The Bowling Circle is a focal point within the conservation area and contributes to the 'little' garden village character. The green grassy circle with mature trees is bordered on the north edge by late 20th century bungalows which have been designed with neat front gardens and thus provide a sympathetic backdrop to the character area.

The Willows Avenue, at the south of Seafield Avenue provides a 'vista' out of the Conservation Area, across the junction with Portobello Street where a small grassed open space is seen.

Seafield Avenue, the longest street within the Conservation Area has the most number of housing. The street has seen massive change, especially after the replacement of the grass verges with Grasscrete, which has negatively affected the 'village-lane' feel of the street.

1.6. Setting

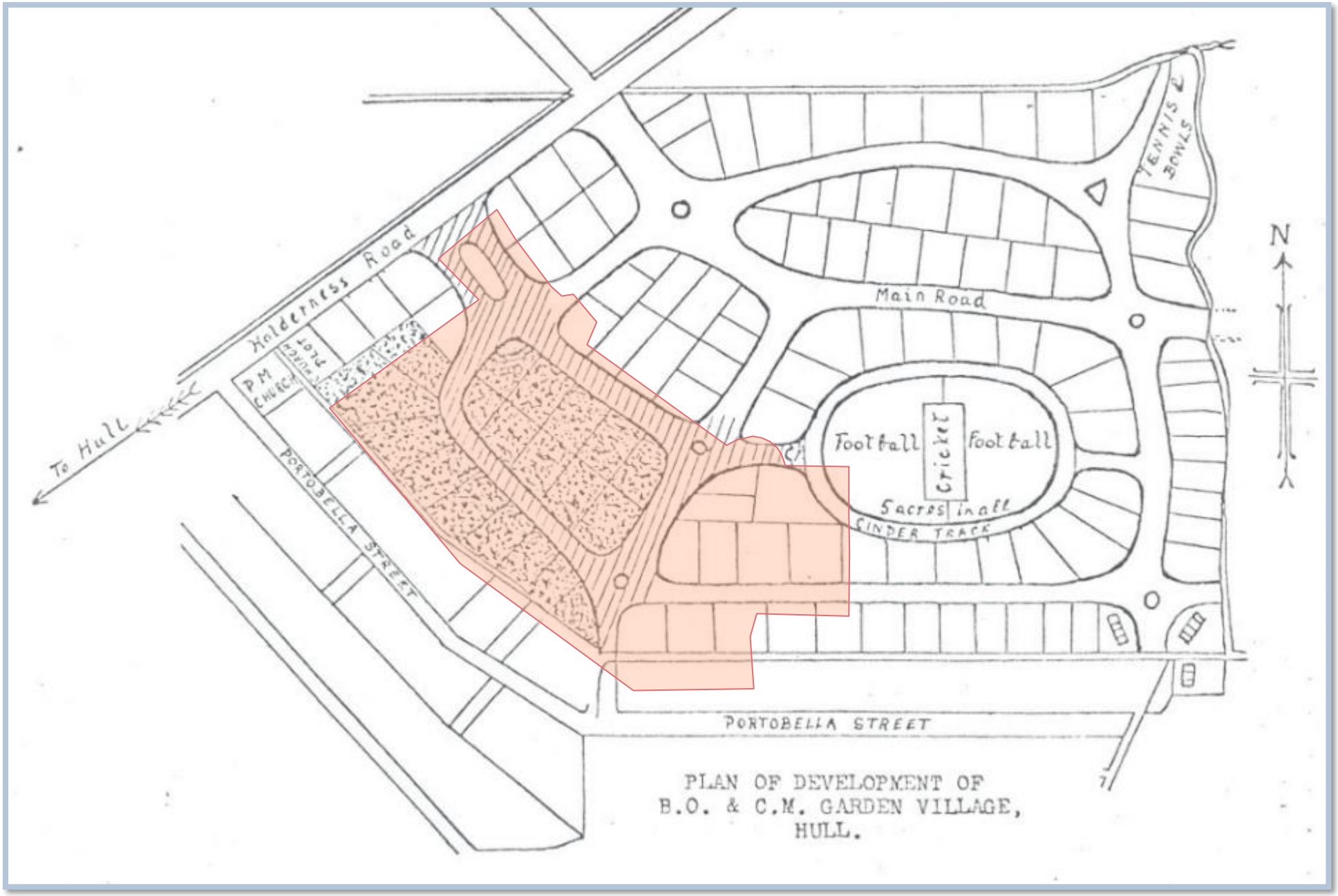
Due to the original B.O.C.M Garden Village not being developed in full and the post-war developments of the planned estate by other developments, there is little significance attached with the setting of the Conservation Area.

On the northern edge of the Broadway (outside the conservation area boundary), the houses built in the late 20th century are designed such that they do not overshadow the historic buildings of the conservation area. The single-storey structures along Royale Court and Broadway Drive have hedged boundaries to maintain the green-suburb character of the area. The land was previously open fields.

The Broadway Manor, built in the 1990s was previously recreational grounds, including a running track and other facilities. This area was later used for the construction of prefabricated houses during World War 2, which were demolished post-war. The Broadway Manor is set back from the east end of the Bowling Circle, and do not affect the visual dominance of the houses along Willows Avenue and other buildings within the conservation area.

The setting of the conservation area is thus as originally planned to comprise of houses with front gardens, although the recreational spaces as per the original BOCM plan have now been constructed on.

The north-western edge of the conservation area is bounded by Holderness Road, and a part of the Holderness Road East Conservation Area. These areas were developed before the Broadway BOCM houses were constructed and remain intact.



Map 4. BOCM Development plan with a rough overlay of current Conservation Area.
Source: (The British Oil & Cake Mills, 1921)

1.7. Built Environment

1.7.1 Building Character - *The built environment can be broken down into (a) The Original BOCM Planned development; (b) New builds (built after World War 2 and not a part of the original BOCM scheme).*

(a) Original BOCM Houses:

The planned original scheme for employees of the British Oil & Cake Mills includes 74 houses—the houses built in the early 1900s, opened in 1921, and Willows Avenue built in 1925. The first phase of houses comprised of 56 houses (originally planned 112 houses) built on the south side of the Broadway and all along Seafield Avenue. The running track and pavilion on the sports ground immediately east of the housing area were opened in 1921.The houses were built in the Early English cottage styles, and with an intention to avoid uniformity, 11 different house types, in 4 different sizes were designed. More houses were built along Willows Avenue in 1925, and are a part of the original BOCM development.

The key elements of the built form include the common use of architectural form, scale, details and materials. The differences in building design become evident at a closer look—some building have single large dormers, some have two adjacent dormers and some have crosswings. None of the buildings have a plain façade, owing to the introduction of dormers, crosswings, bay windows or entrance porch overhangs.Decorative elements include:

- Bay windows
- Porches
- Dormers
- Overhanging roof forms
- Chimneys
- Wall finishes
- Timber framing

The house styles are distinguished as follows:

Style 1:

1-and-a-half storeyed semi-detached housing with two large scale mock-Tudor dormers. The front elevation comprises of mullioned bow windows, roofed by the base pf the dormer. The front doors are flat on the front elevation, with the illusion of a front porch formed by the catslide roof extending to the base of the first floor. A common 8-flued chimney stack sits at the centre of the roof ridge.

Houses designed in this style include 18-20 The Broadway, 2-4 Seafield Avenue, with slight modifications to the roof form.

Figure 4. House no.s 18-20 The Broadway, designed in Style 1 of the BOCM layout. Source: (Walker, 2024)

Figure 5. Mock-Tudor detailing on the side elevation of 18-20 The Broadway. (Google Maps)

Style 2:

Figure 6. Style 2-- House No.s 22-24 The Broadway. Source: (Google Maps)

1-and-a-half storeyed semi-detached housing with two large scale dormers. The front elevation comprises of canted bay windows. The doors are flat on the front elevation, with individual overhangs. A single 8-flued chimney stack sits on top of the ridged roof. Houses designed in this style include: 22-24 The Broadway, 10-12 and 50-52 Seafield Avenue, with slight modification to the front bay windows.

Style 3:

Figure 7. Style 3-- Houses 54-56 Seafield Avenue. Source: (Google Maps)

Two Storey semi-detached houses, comprising of two gabled crosswings on either sides of the front elevation, and a common central entrance porch formed by the 'niche' created between crosswings, and an overhang roof. Three chimney stacks sit atop the ridged roof. This style is seen in house no.s 6-8, 22-24, 33-35 and 54-56 Seafield Avenue, and 26-28 The Broadway, with slight variation in their roof form and material finished including half-brick, half-render or full render finishes.

Style 4:

Figure 8. House No.s 30-32 The Broadway, designed in Style 4. Source: (Walker, 2024).

1-and-a-half storeyed semi-detached housing with a single, common large scale mock-Tudor dormer. The jettied front elevation comprises of mullioned bow windows, and door recessed from the front elevation, with the illusion of a front porch formed by the pitched roof extending to the base of the first floor. A single 8-flued chimney stack on the ridge of the roof. No.s 30-32 The Broadway, 14-16 Seafield Avenue are built in this style.

Style 5:

Figure 9. No 34-36 The Broadway, style 5. Source: (Google Maps)

1-and-a-half storeyed semi-detached housing two large scale mock-Tudor dormer, and look similar to style 1, with the exception of bow/bay windows. The footprint of the building is such that the dormers appear like crosswings at the centre of the front elevation. The front doors are recessed and the front porch is formed by the pitched roof extending to the base of the first floor, roofing the front door. A single 8-flued chimney stack on the ridge of the roof. House no.s 18-20 Seafield Avenue and 34-36 The Broadway are designed in this style.

Style 6:

Figure 10. 1-7 Seafield Avenue, style 6. Source: (Walker, 2024).

1-7 Seafield Avenue is constructed in this style. Two-storey short terraces of four, the houses are made of a single 2 bay crosswing at the centre of the rendered front elevation, adjacent to bay windows and entrance porch. An arched alley at the centre of the crosswing leads to the backyard. 2 chimney stacks sit atop the hip roof on either side of the ridge.

Style 7:

Figure 11. House Nos. 9-15 Seafield Avenue, style 7. Source: (Walker, 2024).

The one-and-a-half storey structure has a staggered front elevation with a mix of dormers and crosswings. Central bay includes an arched entrance to the backyard, entrance doors and bay windows with a common overhang roof. The crosswings on either side include a large-scale dormer and arched entrance porch.

Style 8:

Figure 12. 17-23 Seafield Avenue, constructed in style 8. Source: (Walker, 2024)

Similar to style 6, with slight variation in the elevation formed by the arched front porch. The single crosswing has two bays of windows, with separate roofs. The elevation is accentuated through the quoins and up to the ground floor sill coloured different to the rest of the building.

The building features unsympathetic double roman roof tiles that replace original roof tiles.

Figure 13. Zoomed in picture of double roman pantiles. Source: (Walker, 2024)

Style 9:

Figure 14. Houses 25-31 Seafield Avenue designed in style 9. Source: (Walker, 2024).

Designed similar to style 3, the short terrace of four dwellings has crosswings comprising of an arched entrance porch and a bow window on either side. The central bay includes a common entrance porch to two adjacent houses and canted bay windows on either side. Chimney stack sits atop the pitched roof. The crosswings have a pitched roof perpendicular to the main roof. Numbers 25-31, 42-48 Seafield Avenue are constructed based on this design.

Style 10:

Figure 15. House numbers 34-40 Seafield Avenue, constructed in style 10. Source: (Google Maps)

The short terrace of four includes a large-scale mock Tudor gabled crosswing on either side, and the central bay comprising of an arched alley, bay windows, and front doors with separate roof overhangs on either side.

The crosswings include an entrance door with a separate overhang roof and mullioned casement windows.

Each of the front doors have single-light casement windows on either side, to form the sidelights.

Style 11:

Figure 16. House numbers

The terrace of four has five bays formed by two crosswings, one section on either side, and a central section. The central section consists of a common entrance porch to adjacent houses, and bay windows. The mock-Tudor gabled crosswings have casement windows on each floor. The sections formed on the edges of the terrace have front doors with sidelight windows and an overhang roof. This design is seen in 26-32 Seafield Avenue.

Willows Avenue

Houses along Willows Avenue, built in 1925 include 2-20 Willows Avenue, and 37-51 Seafield Avenue. These houses have similar designs, but different scale, including semi-detached houses and terraces of four. The general design of the two-storey buildings includes a half-render, half-timber framed elevation and a clay-tiled hip roof. Rectangular bay windows with a hip roof and entrance doors with separate roof overhangs are a typical feature. The prominent feature of these houses is the front boundary hedges that add to the uniform appearance of the houses.

Figure 17. Semidetached houses along Willows Avenue have a uniform appearance. Source: (Google Maps)

Figure 18. Short terraces along the junction of Seafield and Willows Avenue have similar features and appearance as demi-detached houses along Willows Avenue, but differ in length of elevation. Source: (Google Maps)

(b) New Builds

Built much after the original BOCM houses, and not a part of the original plan, but their design elements and architecture complements and reflects the architecture of the original BOCM development, and are thus a part of the Conservation Area.

- **The Portobello Methodist Scout Group Headquarters**

Opened in 1962 and extended 1965-6, this single storey structure is the first building to be seen along the Broadway, on its west side, creating a focal point at the beginning of the conservation area.

The height and proportion of the building do not match the surrounding buildings but is a community asset of the area. The bricks are laid in English Garden Bond with roughcast on the front facade, under a gabled roof. Exposed red-brick door and window lintels and quoins add to the building character.

Figure 19. Portobello Methodist Scout Group HQ. Source: (Walker, 2024)

- **14-16 The Broadway**

Semi-detached inter-war houses, not characteristic to the Garden Village type housing, and are later additions within the conservation area, built in the 1930s, in the Moderne style, with rounded corners. 2 storeyed building, with curved sun-trap bay windows on the centre of the front elevation, and corner windows on either side. Entrance porch on either side of the building, featuring a large, rounded arch, enclosing the door with sidelights and transoms.

The houses are tied into the conservation area due to their hedged front boundaries and the scale of the houses similar to the rest of the houses in the CA.

Figure 20. 14-16 The Broadway. Source: (Google Maps)

- **1 Willows Avenue**

Figure 21. 1 Willows Avenue breaks the uniform roofline of the conservation area. Source: (Google Maps, 2022)

The southern view down Willows Avenue is arrested by a single bungalow built on the corner of Willows Avenue and the Bowling Circle. This bungalow (built in the 1970s) conflicts with the Vernacular Revival style of the original BOCM houses, and as it was built on previously open space (which originally extended as far as no.36 The Broadway), it has reduced the spacious feel of the street. This building is a negative building with the Conservation Area, since its building height and scale break the uniformity of the Conservation Area.

- **Broadway Cottages**

Figure 22. Rear elevation of Broadway Cottages. Source: (Walker, 2024).

The very east end of The Broadway runs into the entrance of a 1990s housing scheme (built for The Pickering & Ferens Homes). Only the 3 ‘Broadway Cottages’ at the entrance and the adjacent residents’ private nature park (a positive open space) are within the conservation area. These cottages are a neutral aspect of the area and are similar to the bungalows built on the north side outside of the conservation area. The building fits comfortably with the ‘English Cottage Style’ architecture that is predominant in the area.

Character & Appearance Summary

Scale - The scale of the houses varies between 1 ½ and 2 storey building with the exception of 1 Willows avenue and the Broadway Cottages which are single storeyed. The roof heights within the conservation area thus have slight visual variations, owing to the small difference of ridge heights.

Figure 23. Uniform appearance of the roofline. Source: (Google Maps, 2022)

Roof Forms - Roof forms—the basic roof form observed here includes a mix of hipped roof and gable roof. A variation of roof pitch angles is formed by the roof of 1 ½ storey structures, where the roof extends to the door or window lintel level. The basic roof form is broken by the introduction of crosswings and dormers, creating a fragmented roof form.

Figure 24. Variety of roof materials within the Conservation Area. Source: (Google Maps, 2022)

Roof Materials - Historically, clay or slate roof tiles were used, which have now been replaced with concrete tiles. Decorative pantiles and fish-scale shingles are another roof materials that are seen on buildings along Seafield Avenue.

Dormers - Widely used in the conservation area in different forms. The use of dormers as a design element includes a large single shared dormer between adjacent dwelling units or as two separate dormers. Typically built with timber frames and casement windows.

Doors and Windows - Historically, the doors were timber panelled doors, but have been widely replaced with modern doors including uPVC and composite materials. The windows were timber casement windows, and now have been replaced with uPVC windows which do not compliment the character of the area and introduce different types and scale of openings.

Bay windows are another widely used element, adding to the character of the area.

The replacement of doors and windows in the area do not respond to the general architecture of the area, and thus are a 'neutral' element of the dwelling units.

Figure 25. Willows Avenue

Porches - Typically, the doors are flush on the front façade, with a few dwelling units appearing to have a set-back entrance porch due to the extended roof form. Most houses have a basic timber canopy over the front door.

In a few instances, the uniform appearance of a building has been impacted by enclosing the porch on a semi-detached property, removing the symmetry of the building.

Figure 26. Front porch formed by a common overhang roof between crosswings.

Rainwater Goods - The dwellings were installed with cast-iron or timber guttering, with ornate hoppers. The only surviving example is seen between 3-5 Seafield Avenue.	**Chimney -** Central ridge type chimneys with 6-8 flues are predominant in the area, and all the original BOCM houses have retained this feature.
General layout - The houses are built in a number of semi-detached and terrace forms with spacing between the buildings, including a front and back garden. Hedged boundaries were typical to the area and accentuated the natural environment of the area. The main streets within the CA are edged by grassed verges and pedestrian paths, forming the curtilage of the houses. The front gardens of individual houses, footpaths and grassed verges are thus a part of the general layout of the area. The road verges also feature trees that form a part of the natural environment of the area. The retained significance of the area is formed by the surviving layout of the BOCM estate, where houses were plotted such that there is a visual distinction between the semi-detached houses and terraces. This space between the houses is thus another important aspect of the layout. Negative trends observed within the character area include the change of material or complete loss of boundary treatment, conversion of front gardens to hard-standing areas and the introduction of side extensions, which affect the symmetry and layout of the area.	**Natural environment -** The strong sense of a 'green suburb' is created by the trees planted along the main streets with the CA and along the Bowling Circle, and the grassed road-verges. Another contributor to the natural environment would typically include the front boundary hedges which have now been altered, replaced with different materials or completely lost in a few instances. *Figure 27. Bowling Circle. Source: (Walker, 2024)*

1.7.2 Building Criteria

(a) Key groupings of buildings

Building groups within the conservation area can be classified as ‘key groupings’, depending on how they contribute to the special interest of the Conservation Area.

These building represent the first phases of development within the area and retain the historic integrity of the key architectural features and design. This grouping of buildings has retained most of its original design features and the similarity of architecture as a grouping, which includes the Tudor-revivalist half-timber and half-render façade, roof height and form, design and placement of windows which gives them a uniform appearance.

Houses along Willows Avenue—2-20 Willows Avenue and 37-51 Seafield Avenue.

Categorised as a key grouping due to:

- Uniformity in design
- Prominent location—along the Bowling Circle towards Willows Avenue
- Architectural design and maintenance of characteristic features such as Tudor revival facades (half-timber and half render) and hedged boundaries.

The 12 Willows Cottages grouped into three terraces-of-4 all retain their original plain roof tiles and have maintained the uniformity of their architectural form. The cottages have half-rendered and half-timbered facades, and large gables dormers on either side. Bay windows on the ground floor adjoin the entrance door, which is roofed by an overhang with decorative cornices.

The key design elements within the terraces are as follows:

- Plain roof form, and retention of original roof tiles.
- Half-timber and half render, Tudor-revival facades.
- Maintenance of the door and window type, even if the material has been changes (doors and windows are presently uPVC).
- Maintenance of hedged boundary treatment.

The 1921 original cast-iron rainwater gutter ‘hopper’ at 3-5 Seafield avenue is a distinctive feature, and only one of its kind within the area, and thus, desirable to be maintained.

Positive buildings:

Contribute to the special interest of the area, and add to the historic and aesthetic values of the local area.

A positive building may feature negative elements, which would otherwise identify them as key buildings. The positive buildings within Broadway Conservation area include the buildings built in the first phase of construction.

All buildings within the Conservation Area are thus considered to be positive unless classified as neutral or negative. The replacement of doors and loss of all original windows within the conservation area are the key reason for no buildings being classified as key buildings.

(b) Neutral Buildings:

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 feature negative elements or have condition and maintenance issue, which would otherwise identify them as positive buildings. The buildings, which are not a part of the original BOCM layout are thus classified as neutral, including:

- Portobello Methodist Scout Group HQ building
- 14-16 The Broadway,
- 1 Willows Avenue
- 1,2,3 Broadway Cottages.

These buildings are a neutral element if the conservation area as they do not contribute to its special interest.

Other buildings from the original BOCM layout are classified as neutral:

House number	Neutral elements
8, 14-16, 22-24, 25 Seafield Avenue and 26-28 The Broadway	Enclosed front porch and/or unsympathetic replacement of windows
26-32 Seafield Avenue	Total loss of boundary and/or conversion to hardstanding.
6 Seafield Avenue	Introduction of side extension.

(c) Negative Buildings

Do not contribute to the special interest of the conservation area, and identified as being harmful to its character and appearance.

1 Willows Avenue is classified as a negative building, reasoning as follows:

Single storey structure which creates a 'gap' in the predominant roofline of the conservation area which is otherwise formed by the ridge of 1 ½ and 2 storey structures.

Window design is not in keeping with the character of the area.

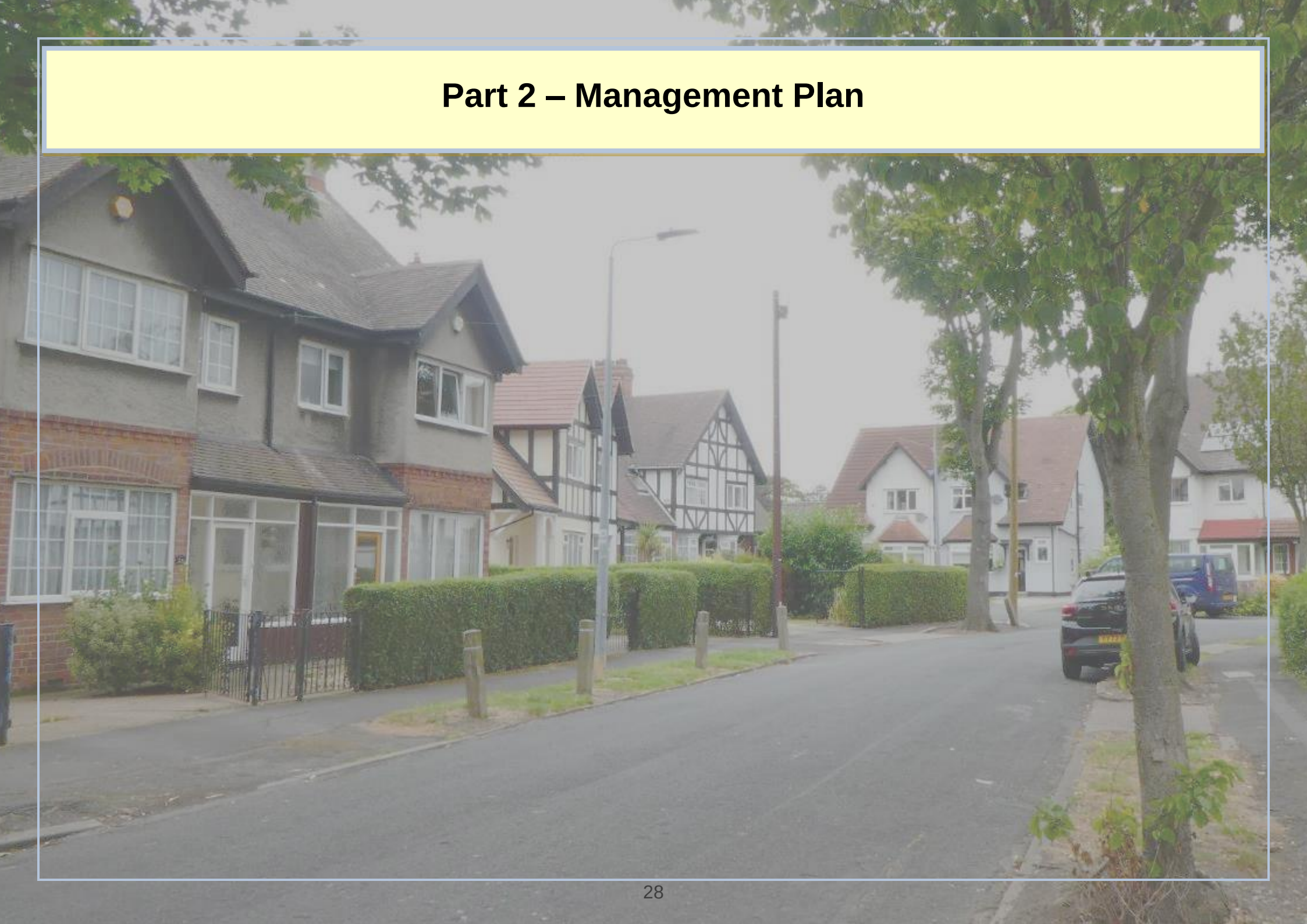
The entire façade of the building is red-brick which is not a characteristic feature.

The location of the building at the junction of the Bowling Circle and Willows Avenue is a focal point, and the small scale of the building, the architecture and finishes are not characteristic to the conservation area.

1.7. SWOT Analysis

STRENGTHS	• The distinctiveness of building facades, tied together by the use of same architectural style adds to the character and visual appeal of the area. • The special interest of the area is preserved by maintaining the architectural form of the buildings, street trees and road verges. • The form and scale of buildings has been largely preserved, except for the are instance of a side extension introduced.
WEAKNESSES	• The use of modern materials such as uPVC doors and windows. • Poor boundary treatment. • Material changes to roof tiles. • Conversion of front gardens to hardstanding to be used as car parking spaces. • Historic streetlights (gaslights) have been replaced. • On street parking & high weekday traffic.
OPPORTUNITIES	• Promote community engagement in maintenance of the Conservation Area. • Restoration of original detailing by following good design and material standards for replacement of roof tiles, doors and windows. • Enforcement of conservation area management standards. • Promoting the area's historic architectural and historic significance by improving the quality of the public realm, maintaining the ecology of the area, and uniformity in architectural elements. • Integrate modern sustainability practises with heritage considerations to enhance the area's appeal and ensure long-term viability of historic buildings. • Reinstate historic appearance of boundaries and hedges.
THREATS	• External rendering and changing overall architectural style of individual blocks by the addition of modern architectural elements and materials. • Alteration of road-verges by introducing Grasscrete. • Introduction of rooflights on the front facades of buildings. • Introduction of prominent side extensions, visible from the public realm.

Part 2 – Management Plan



2.1. Introduction

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

1. Uniformity of the built form.
2. Variety of architectural typologies
3. Hedged boundaries
4. Front gardens
5. Natural environment formed by trees, grassed verges, and hedges.

Any works of alteration and development which would remove or erode any of these key elements has the potential to introduce individual and collective harm to the special interest of the area. The following section outlines the current condition of the individual elements of the conservation area and provides management policies for development within the conservation area which would allow for its preservation and enhancement.

2.2. Condition

The overall condition of the Broadway Conservation Area is considered as ‘neutral’, with a large proportion of houses having replaced doors and windows and altering front gardens and boundaries. The details of the negative alteration include:

- Change in roof, door, and window materials.
- Conversion of front gardens to hardstanding to create parking spaces.
- Alterations to front hedged boundaries.

The weak character of the conservation area is formed by the introduction of vehicular access gates and opening into the hedged boundaries of the dwellings of the estate and the associated introduction of the hardstanding areas for parking cars.

Another negative trend observed within the conservation area includes covering the open front porch, harming the uniformity of the semi-detached houses and terraces of 4.

1	Addition of doors, closing off the ‘open’ front porch.
2	Change in window material and type
3	Addition of solar panels and/or rooflights to the front façade of the house.
4	Side extension alters the proportion of the built form.
5	Conversion of front garden to hardstanding.
6	Hedged boundaries converted to close-boarded fences.

- Please note, the picture above is only used as an example.

2.3. Development

A large volume of the buildings within the conservation area are retained in their original form, which contributes to its special interest. Negative forms of development and alterations include:

1) Houses which have removed the uniformity by
   i) addition of elements not in keeping with the character of the adjoining house(s),
   ii) and/or removal of architectural elements which contribute to the character of the area.
2) Developing into the front garden space and thus, altering the sense of open space and greenery associated with a dwelling.
3) Altering the front and side boundaries by replacing hedges with various other types of fences or the total loss of boundary treatment.

2.4. Policy Recommendations

In determining applications for development within the Conservation Area, the Council should consider:

Policy 1: New development

1) Applications for new and ancillary buildings (side extensions and garages) should be refused where they would negatively impact:

- The historic pattern of development,
- Sense of open space created by the trees, grassed verges and front gardens.
- Remove or significantly alter the front garden space associated with a dwelling.
- Would be prominently visible from the public realm.
- Would project forwards from the building line of adjoining units.

2) Applications for new and ancillary buildings should be supported where:

- They retain the garden spaces associated with the dwelling.
- They are not a prominent feature seen from the public realm.
- Retain the separation between adjacent buildings.
- They are not located in the front garden of the building.
- They are set back behind the building line.
- Design and materials are in accordance to the character of the adjoining building and the conservation area.
- They can demonstrate appropriate access arrangements can be introduced.
- Do not harm the uniformity and proportions of the conservation area.

Policy 2: Demolition

The conservation area is populated with a high volume of buildings associated with its original planned development, and thus the demolition of any building associated with the original development is likely to cause substantial harm to the character and significance of the conservation area, impacting upon its planned development form and historic character. Applications for the demolition of any buildings within the conservation area should thus be refused unless exceptional circumstances arise.

Policy 3: Alterations

Alterations to the built form within the Conservation Area can harm its character and thus, the following policies should be considered.

1) Chimneys

Are an important part of the design of buildings. Applications proposing works of alterations or complete removal should be amended or refused.

2) Dormers

Dormers: Applications for the introduction or alteration to dormers should only be supported where:

- They are designed to be in keeping with the architectural design of the host building and represent the type of dormer in adjacent buildings within the conservation area.
- Are of an appropriate scale and material finish.
- Maintain the symmetrical appearance of a terrace or semi-detached dwellings.
- Introduced on a rear-facing elevation and not visible from the public realm and meets the required design requirements (including size, scale and material selection).

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

- They are out of scale in comparison to a typical dormer within the area.
- They are of a modern or flat roof design.
- They negatively impact the historic roof-form, alter the roofline of the area or extend above the roofline.
- Are constructed at the rear elevation are visible from the public realm.

3) Porches

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

- They are designed to be in keeping with the architectural design of the host building.
- They are of an appropriate scale or material finish.
- They are designed in accordance with the types of porches on adjacent buildings within the conservation area.
- Applications for the introduction or alteration of porches should not be supported/ refused where:
- They are of a modern design or introduce modern materials such as uPVC cladding.
- Where they would remove the uniform appearance of a terrace or pair of dwellings.
- Where the works would negatively alter the uniform or symmetrical appearance of a terrace or pair of dwellings.

4) Rainwater Goods

The introduction and/or retention of traditional design and materials such as cast-iron and timber should be accepted.

Discourage the use of modern materials and applications should be refused where they would lead to the loss of tradition in design and/or material rain-water goods.

Figure 28. Original cast-iron rainwater goods at 3-5 Seafield Avenue.

5) Satellite dishes, solar panels and rooflights:

Applications for satellite dishes and/or solar panels and/or rooflights should not be supported where they would be installed in a prominent location on a street facing elevation, would negatively impact the uniform appearance of a building and would impact the features of architectural interest.

Applications for satellite dishes, solar panels and rooflights should be supported where they are installed in a discrete location and not prominently visible from the public realm, and do not cover the architectural features of the host building.

6) Doors and Windows

Application for development should not:

Result in the loss of features of historic interest of the conservation area.

Should not alter the uniform appearance of the host building (semi-detached or terraces)

Introduce modern in design uPVC and composite doors and windows.

7) Roof

Traditional roof forms have been retained throughout the conservation area and are a key element of the architectural style, however, original roof materials have not been retained, which is a negative aspect of the conservation area.

Applications for the change of roof materials should be supported where:

- The replacement material reinstates a traditional material such as natural slate or clay tiles.
- The replacement material reinstates the uniform appearance to the building.
- The proposed roof material is of a traditional type for a new extension or otherwise matches the host building.

Applications for the change in roof materials or new materials should be refused where:

- They would introduce ‘faux’ imitation slates or peg tiles or materials sympathetic to the special interest of the conservation area are retained.
- Which would remove the uniform appearance of a roofscape should be considered for refusal.
- Where the use of concrete or plastic roof tiles are proposed, must be encouraged to use more traditional materials.

8) Boundary treatment and Gardens

A negative trend observed within the conservation area is the introduction of hardstanding and alteration to the type of boundary treatment to accommodate vehicular access and parking. This harms the character of the conservation area. The remaining hedge boundaries are a planned feature of the development of Broadway, and contribute towards creating a uniform appearance to the conservation area.

The common trend observed is the removal of hedges or alteration of existing boundaries to create vehicular access for parking cars within the front gardens. Front gardens form an original feature of the dwelling units within the conservation area and contribute positively towards the special layout and character of the natural environment to the conservation area.

Applications to alter boundary treatments and front gardens must be refused where they would result in the loss of a front-facing garden unless there are exceptional circumstances (such as disability access requirements). Where applications introduce potential harm, they can be mitigated by considering the use of permeable landscaping materials (such as Grasscrete) and/or introduce soft landscaping such as hedges and shrubs to maintain the appearance of the natural environment.

There are opportunities to enhance the character of the conservation area by introducing hedge boundaries into these areas. Hedges that have been maintained have a low scale, and thus, where hedges are to be reinstated, they must not exceed 1.5m of height.

9) Energy Efficiency and 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 enhance and preserve the character and appearance of the conservation area.

Flood Management

Broadway Conservation Area falls within Flood Zone 3aii – Medium Risk, which remains it properties remain at risk of flooding. Property-level flood mitigation measures can significantly reduce flood damage. Relevant best practice guidance for the Broadway Conservation Area includes:

- Front gardens- an important aspect of the area's historic layout, and can also aid flood resistance. Front gardens must be retained and if require paving for accessibility or vehicle parking, must consider permeable paving. Grasscrete and grass reinforcement grids are solutions for flood mitigation, with examples been used along Seafield Avenue.
- Water Butts can be introduced into the Conservation Area in a way which enhances it character and appearance. For instance, use of timber planters can provide positive areas of planting. Alternatives, such as containers, can also be located in discrete locations.
- Areas of public realm natural environment, such as grass verges, contribute highly towards Sustainable Urban Drainage Requirements.
-

Protection works must not damage the special interest or integrity of a historic building or a conservation area."

Air Source Heat Pumps should not be visible from the public realm and not impact on the features of architectural interest.

Cladding and rendering are likely to have a negative impact on the architectural features of the building and should thus be considered for refusal unless it can be demonstrated that the works can be achieved without altering the appearance of the building.

EV Chargers should be positioned such that they are not prominent.

10) Trees

Trees are a key element of the special interest of the conservation area. Opportunities should be taken to retain the green suburban character of the area.

Applications which propose the removal of trees that contribute to the heritage 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 report by an experienced Arboriculturist or Ecologist.

Where approval for the loss of a tree is granted, this should be mitigated by a replacement tree of a matching species or species native to the conservation area, or specific street, to be agreed with the Council.

Applications for the pruning and crowning of matures trees should be accompanied by an appropriate arboriculture report.

The introduction of new trees within the conservation area should be influenced by the typology located within the conservation area.

Appendices

Appendix 1 – National Planning Policy Framework (December 2024)

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 139: Development that is not well designed should be refused, especially where it fails to reflect local design policies and government guidance on design, taking into account any local design guidance and supplementary planning documents such as design guides and codes. Conversely, significant weight should be given to:

a) development which reflects local design policies and government guidance on design, taking into account any local design guidance and supplementary planning documents such as design guides and codes; and/or

b) outstanding or innovative designs which promote high levels of sustainability, or help raise the standard of design more generally in an area, so long as they fit in with the overall form and layout of their surroundings.

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 219: Local planning authorities should look for opportunities for new development within Conservation Areas and World Heritage Sites, and within the setting of heritage assets, to enhance or better reveal their significance. Proposals that preserve those elements of the setting that make a positive contribution to the asset (or which better reveal its significance) should be treated favourably.

Paragraph 2220: 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.

Policy 14 – Design:

Development should demonstrate how its design supports the delivery of a high quality environment in Hull, particularly with regard to:

a. The relationship of the development the surrounding built form of the city in terms of:
    i. Character
    ii. Use and surrounding uses
    iii. Layout and connectivity
    iv. Setting and relationship to key heritage assets
    v. Scale
    vi. Massing
    vii. Grain and density
    viii. Architectural structural and enclosure
    ix. Detailing and materials
b. Encouraging active and healthy lifestyles;
c. Providing landscaping which retains natural features where possible;
d. Providing inclusive access
e. Opportunities to promote public safety and minimise the risk of crime.
f. The creation of inclusive public spaces which encourage community interaction thorough:
    i. Inclusive design
    ii. Active frontages
    iii. High quality public realm.
    iv. Appropriate soft and hard landscaping
    v. Minimising the potential for anti-social behaviour.
    vi. Providing public art where appropriate.

g. Ensuring where development is proposed in the city centre, its design and landscaping complements the 2016/7 materials in the public realm. Where possible, this will involve the use of the same palette of materials.

Development which does not meet these criteria will be refused.

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;
    f. Ensuring proposals, including those on allocated sites, accord with any adopted masterplan, development brief or local development order.

2. Development of tall buildings(above 30m in height) in and around the city centre, as shown on the Policies Map, must demonstrate that:
    a. A would not harm the character and appearance of the city centre Conservation Areas which are characterised by their low rise nature.
    b. Would not harm the setting of heritage assets.
    c. They would not harm the distinctive, historic skyline;
    d. There would be an acceptable impact on views and vistas across and within the city centre.
    e. They are providing a positive contribution to the skyline through a high standard of design.
    f. Locations in the wider city which define the development of Hull such as the historic cores of medieval villages and settlements, such as Sutton and Marfleet, the later nineteenth and early twentieth century suburban developments such as the Avenues/Pearson Park and Anlaby Road, and planned garden suburbs at Broadway and Garden Village.
    g. Local Listed Buildings and sites identified on the local Historic Environment Record.
    h. Archaeological remains and deposits in the city walls, Beverley Gate, Hull Citadel and nationally significant military defences dating from the mid-fourteenth to the mid-nineteenth centuries on the east bank of the River Hull;
    i. Archaeological remains and deposits relating to Romano-British riverside settlements lining the banks of the River Hull from Kingswood to Stoneferry; and
    j. The University of Hull Quarter as shown on the Policies Map.

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. Schedule Monuments, Registered Parks and Gardens and Conservation Areas are shown 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 the 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. It 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/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. In addition to the city's designated heritage assets, important heritage assets include:

    a. Buildings with heritage value, wet and dry docks, wharves and ancillary structures, features relating to Hull's fishing, maritime and industrial heritage;

    b. The city centre as defined on the Policies Map, with particular reference to the surviving medieval and early post-medieval settlement, the Georgian townscape, and Victorian and Edwardian public buildings, especially within the Old and New Towns, and in the Charterhouse Conservation Area;

    c. Locations in the wider city which define the development of Hull such as the historic cores of medieval village and settlements, such as Sutton and Marfleet, the later nineteen and early twentieth century suburban developments such as the Avenues/ Pearson Park and Anlaby Park, and planned garden suburbs at Broadway and Garden Village;
    d. Locally Listed Buildings and sites identified on the local Historic Environment Record.

e. Archaeological Remains and deposits including the city walls, Beverley Gate, Hull Citadel, and nationally significant military defences dating from the mid-fourteenth to the mid-nineteenth centuries on the east bank of the river Hull;
f. Archaeological remains and deposits relating to the Romano-British riverside settlements lining the banks of the river Hull from Kingswood to Stoneferry; and
g. The University Quarter as shown on the Policies Map.

Appendix 3 – Building description.

Address	Characteristic features	
Portobello Methodist Church	The first building to be seen along the Broadway is the single-storey Portobello Methodist Scout Group Headquarters, situated on the west side of the street. Built between 1958-62 and extended in 1956-66, the building creates a focal point at the beginning of the conservation area. The height and proportion of the building do not match the surrounding buildings but is a community asset of the area. The bricks are laid in English Garden Bond with roughcast on the front facade, under a gabled roof. Exposed red-brick door and window lintels and quoins add to the building character.	
14-16 The Broadway	Semi-detached inter-war houses, not characteristic to the Garden Village type housing, and are later additions within the conservation area, built in the 1930s, in the Moderne style, with rounded corners. 2 storeyed building, with curved sun-trap bay windows on the centre of the front elevation, and corner windows on either side. Entrance porch on either side of the building, featuring a large, rounded arch, enclosing the door with sidelights and transoms	

18-36 The Broadway		
Between Seafield Avenue and The Bowling Circle, the 10 semi-detached houses within the Conservation Area are designed slightly differently from the next. The typical style is Vernacular Revival with massive gabled dormers, forming **1½ storeyed structures.** Unfortunately, as with most houses within the area, these houses suffer from the common degradations of re-fenestration and in some cases, porch enclosure and re-tiling in non-traditional materials.		
18-20 The Broadway	No 18-20 include bow windows and an entrance porch which are roofed by the large mock-Tudor dormers.	
22-24 The Broadway	include canted bay windows and a separate overhang roof forming the entrance porch. Front façade, including the large dormers are rendered in pebbledash.	

26-28 The Broadway	include two storeyed projection—'crosswings' forming a 'C' shaped building in plan. The entrance porch is covered by a sloping roof. Upper half of the building is rendered in pebbledash.	
30-32 The Broadway	similar to no.s.18-20, but include a single large dormer.	
34-36 The Broadway	Twin dormers, flat windows on ground floor façade.	

Bowling Circle and the east-end of Broadway

The name ‘Bowling Circle’ echoes the sports field and facilities previously located immediately to the east of this area. Now however, it is a pseudo village green formed by a grassy circle with large mature trees. To the south of the Bowling Circle are 6 semi-detached houses (The JB Willows’ workmen’s cottages), officially a part of the Willows Avenue. The first 2 pairs of semi-detached cottages look directly out onto the Bowling Circle. The half-timbered houses with a roughcast finish have retained their original plain roofing tile, soft front gardens and traditional boundary hedges.

The houses have canted bay windows, the entrance door with an overhang roof. Windows include top-opening casement windows. 6-flued chimney stack on top of the steeply pitched hip roof.

The uniformity of these terraces has been maintained, however the replacement of timber windows and doors with uPVC is a negative trend.

To the east end of the Broadway is the entrance of a 1990s housing scheme (built for the Pickering and Ferens Homes). Only the 3 ‘Broadway Cottages’ at the entrance and the adjacent residents’ private nature park are within the conservation area. The cottages have a red-brick façade with a common entrance porch extending throughout the length of the front-facing façade.

Willows Avenue and the south end of the Seafield Avenue

The southern edge of Willows Avenue comprises of a single bungalow built on the corner of Willows Avenue and the Bowling Circle. This bungalow, built in the 1970s conflicts with the vernacular revival style of the original BOCM houses, and as it was built on the previously open space, which extended as far as no. 36, the Broadway, it has reduced the spacious feel of the street. The view looking south also takes in the back of the houses along Seafield Avenue.

The 12 Willows Cottages grouped into three terraces-of-4 all retain their original plain roof tiles and have maintained the uniformity of their architectural form. The cottages have half-rendered and half-timbered facades, and large gables dormers on either side. Bay windows on the ground floor adjoin the entrance door, which is roofed by an overhang with decorative cornices

Seafield Avenue

Seafield Avenue is the longest street in the Conservation area and has the most housing. These houses were also the first to be built by the BOCM. The street is slightly narrow in comparison to the other streets within the Conservation Area and with houses on either side, has less openness.

Starting from the south end of Seafield Avenue, the view up the street in terms of greenery is less that the other parts of the conservation area. The replacement of grass verges with Grasscrete has a profound effect on the character and appearance of the street, which once had a village lane feel. The houses along Seafield Avenue provide a characteristic mix of Vernacular Revival Style detailing.

2-4 Seafield Avenue	1-and-a-half storey structure with steep pitched roof and large half-timbered gable dormers. Half brick, half render on ground floor. Recessed porch comprises of entrance door and bow windows, roofed by the base of large dormers (similar to 18-20 The Broadway). The boundary treatment and front garden has been altered to accommodate parking spaces. The entrance porch is enclosed at No.4, which is a negative trend observed in the area.	
6-8 Seafield Avenue	2 storeyed building with two crosswings on either side, similar in design to Nos. 26-28 The Broadway, but has an open entrance porch. Pitched roof of the house and Solar panels installed on the front-facing façade of No. 8 are not characteristic to the area, and must be avoided. Side extension on No. 28 harms the character of the area by altering the proportions of the building.	
10-12 Seafield Avenue	1 ½ storeyed semi-detached housing with canted bay windows on the ground floor and larger dormers adjacent to each other, forming the 'half' storey. Overhanging roof on entrance door. Does not have any boundary treatment, which is a negative characteristic of the area.	
14-16 Seafield Avenue	Similar to 30-32 The Broadway, 1 ½ storeyed with an enlarged timber framed dormer. The hedges along the boundary have been maintained. 16 Seafield Avenue has an enclosed entrance porch.	

18-20 Seafield Avenue	Similar to 32-34 The Broadway, 1 ½ storeyed building, with an open porch featuring a timber-frame arch and has smaller top windows. Hedged boundary, but front garden has been partially converted into parking area.	
22-24 Seafield Avenue	Similar in design to 26-28 The Broadway. The ground floor windows have segmental arched lintels. Bottom half of the façade is exposed red brick and top half is pebbledash.	
26-32 Seafield Avenue	One of the larger 2-storeyed terraces which have 4 houses with projecting crosswings which feature timber studded gable ends. Doors and bay windows of the houses contribute to its symmetry and are thus important to maintain. The positive characteristics of the house include maintenance of the general characteristics of the house. Negative characteristic of the house includes loss of boundary treatment and front garden replaced by hardstanding. Loss of bay window on the front façade changes the symmetry of the house.	
34-40 Seafield Avenue	2 storeyed terrace of 4, has crosswings on either side featuring canted bay windows and gabled ends with timber framed facades. The Entrance porch features doors with individual overhangs. The houses have maintained hedged boundaries at the front of the property.	

42-48 Seafield Avenue	Terrace of 4, has crosswings on either side featuring round arched doorways. Common overhang roof over bay windows and entrance porch. 8 flued chimney. The front gardens have been converted to hardstanding parking spaces.	
50-52 Seafield Avenue	Similar in design to 22-24 The Broadway. Hedged boundary maintained on no.52, but converted to hardstanding on no. 50	
54-56 Seafield Avenue	Similar in design to 26-28 The Broadway. Hedged boundary maintained on no.56, but converted to hardstanding on no. 54	
1-7 Seafield Avenue	2 storeyed terrace of 4. The bay-window and door are roofed by a common overhang on either side. The central part of the building is a large crosswing divided by a barrel vault leading to the rear of the building.	
9-15 Seafield Avenue	1 ½ storeyed structure with 4 dormers, and round-arched entrances on either side. The central entrance porch	

	features an overhang roof with fish-scale tiles, bay windows, doorway, and a round-arched door leading to the backyard. The front garden has been converted to hardstanding and loss of boundary treatment is a negative character.	
17-23 Seafield Avenue	2 storeyed terrace of 4 with central crosswings. On either side is round arched entrance porch adjoining canted bay windows. Crosswing features two entrance doors with overhang roofs.	
25-31 Seafield Avenue	Terrace of 4 with crosswings on either side featuring round-arched entrance porch. Central common entrance porch between 27-29 Seafield avenue between 27-29 Seafield Avenue includes a common pitched roof that covers over the bay window and doorway. The houses maintain hedged boundary treatment.	
33-35 Seafield Avenue	Similar to 6-8 Seafield Avenue. Loss of hedged boundary treatment	

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