Purpose of the Conservation Area

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 does not intend to prevent development, but to 'preserve and/or enhance' its character and appearance and manage development within it.

Broadway Conservation Area was first designated in 1994, owing to its architectural significance as a primarily residential area, built pre-war as a employee housing estate for workers of the British Oil and Cake Mills (BOCM). The area also includes houses from inter-war and post-war periods and is based on the 'Garden City Movement'.

An on-site survey undertaken by Hull City Council in August 2024 revealed the current condition of the Conservation Area, and identified key elements that contribute to its special interest.

History and development

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 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) consisting of 11 different house types of 4 different sizes, placed as semi-detached pairs or short terraces. 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).

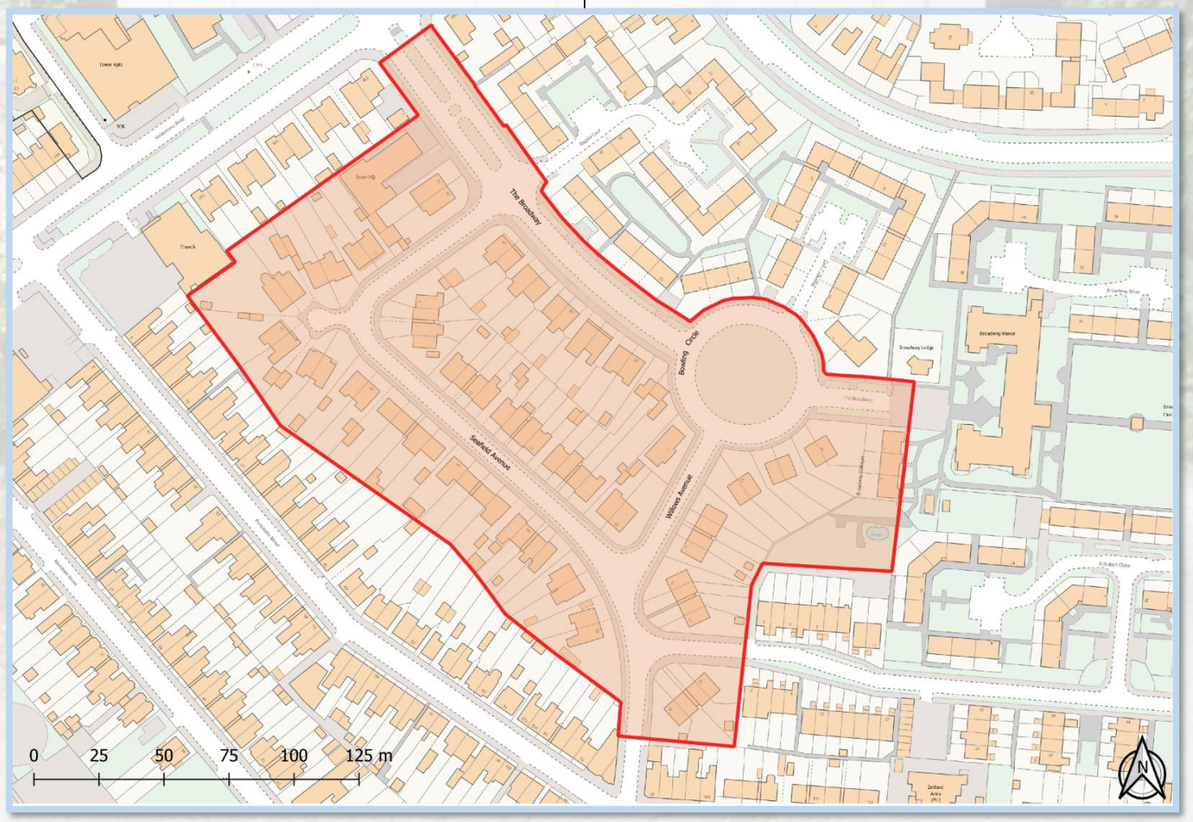
There is also one bungalow, built in the 1970s, on previously open land where Willows Avenue meets the Bowling Circle, and two 2-storey Moderne semis (c.1930s) on the corner where Seafield Avenue and The Broadway meet.

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.

Key Characteristics of the Houses

The building designs can be segregated as:

1. The Original BOCM Planned development;
2. New builds (built after World War 2 and not a part of the original BOCM scheme).



The original BOCM Houses were built in the Early English Cottage Style, and with the intention of avoiding uniformity, were designed in 11 distinctive types. Decorative elements include:

Doors and windows

The conservation area at present does not feature any original doors or windows and have been widely replaced with uPVC. The design and materials used for doors and windows must be in keeping with the character of the area and replicate original designs as closely as possible.

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, and are of an appropriate scale and material. Front porches should not be enclosed to form an internal part of the building, as this alters the uniform front façade of the building.

Dormers

Form an integral part of the architecture of the area and contribute to the uniform scale and roof form of the area. Proposals to introduce or alter dormers should consider the scale and architectural design of the host building, and should be of an appropriate scale and material finish.

Overhanging roof forms and chimney

Traditional roof forms have been maintained in the area, however, original materials have not been retained. Proposals that change the roof form will not be supported and material change must be in keeping with the character of the area. Applications proposing works of alteration or complete removal of chimneys must be refused.

Other elements that contribute to the character of the area include:

Front Gardens

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 treatment 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.

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.

Aims of the Conservation Area

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 and historic interest, the character of which is desirable to preserve or enhance and shall designate those areas as conservation areas.

The special architectural and historical environment preserved throughout Broadway Conservation Area justify its designation as a Conservation Area and portrays examples of the Garden City Movement adopted in Hull in the 20th century.

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 rare instance of a side extension introduced.

Weaknesses:

- Introduction of modern materials such as uPVC in doors and windows and changes to roof materials.
- Poor boundary treatment.
- Conversion of front gardens to hardstanding.

Development Control

The survey of Broadway Conservation Area in 2024 revealed that it is a 'neutral' conservation area, with well-maintained architectural elements and streetscape that contribute to its character. Side extensions, alteration of materials and conversion of front boundaries to hardstanding are an increasing threat that negatively affect the character of the area.

The houses along Broadway CA are built as per the BOCM layout, with front and back gardens. The scope of any new development is thus limited to side and rear extensions. Side extensions however detract from the historic form and scale of the conservation area and so, proposals for side extensions will be rejected.

Planning applications to support the enhancement of the Conservation Area

1) Improving design standards for:
   - Boundary treatment
   - Front gardens

2) Supporting the use of appropriate materials in:
   - Doors
   - Windows (including dormers and bay windows)
   - Front Gardens and porches
   - Roof.

Discourage:

1) Disproportionate windows and doors whose design and material is not sensitive to the character of the area.
2) Conversion of front garden soft landscaping to hardstanding areas.

Conditions for Refusal:

- Works to roof and/or façade that would alter the roofline and the building line.
- Would introduce side extensions or boundaries that do not match the character of the area.
- Proposals that result in the loss of key architectural elements.

General Characteristics

How does living in a conservation area affect you?

Conservation areas are responsible for preserving England's finest examples of built heritage, and so, living in it means that you get to experience the history of the place every day!

While conservation areas may introduce additional constraints to certain developments, it does not prevent all change, but rather is a means of managing and monitoring changes such that the character of the area is preserved and/ or enhanced.

The area is characterised by one-and-a-half and two storeyed buildings, with a few half-timbered facades. 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
   a) addition of elements not in keeping with the character of the adjoining house(s),
   b) 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.

Broadway Conservation Area

September 2025

Hull City Council