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Applications for advertisement and listed building consent for lighting and signage in
relation to hotel and restaurant

Park Hotel, Park Street, Hull, HU2 8TA

Townglow Ltd

DESIGN AND ACCESS AND HERITAGE STATEMENT

January 2021

Reference: MF/17/051

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1.0 INTRODUCTION AND BACKGROUND

- 1.1 This statement has been prepared on the instructions of Townglow Ltd to accompany and provide additional information in relation to applications for advertisement and listed building consent for the display of signage and lighting at Park Hotel, Park Street, Hull, HU2 8TA.
- 1.2 Planning approval and listed building consent were both recently granted for the re-use of the site, formerly a college building, to form a hotel with serviced apartments and a restaurant. The works are now almost complete and the current application seeks approval for lighting and signage only.
- 1.3 The statement is intended to address heritage matters in accordance with Part 16 of the National Planning Policy Framework (2019) (NPPF).

2.0 SITE DESCRIPTION AND APPLICATION PROPOSAL

- 2.1 The application site consists of a substantial building comprising 8718 sq m floorspace over 3 floors, with a basement. It is a Grade II listed building built as a house in the mid-1800s, and used later that century as an orphanage. It is typically Victorian in character, with an imposing street frontage. For many years the building was occupied by Hull College. Hull College found the building to be surplus to its requirements and after a long period of vacancy the current owner / applicant converted it into a hotel with serviced apartments and a restaurant.
- 2.2 Listed building consent is sought for the display of advertisements on the building and within its curtilage, advertisement consent is also sought for the works.
- 2.3 A number of signs are proposed as follows:
- 1 – Fascia sign to the front portico
 - 2 – Two free standing signs to front of hotel facing Park Street
 - 3 – One free standing sign to front entrance
 - 4 – A directional sign to car park entrance off Londesborough Street, fixed to side of building
 - 5 – Three directional signs to internal rear courtyards
- 2.4 In addition, Victorian style lanterns are proposed to the existing gate posts of the building. 20 no. up and down lights are proposed to the front of the building, 5.6m above ground level.

3.0 PLANNING POLICY

- 3.1 National planning guidance is contained within the National Planning Policy Framework (NPPF) (2012). The NPPF sets out the Government's planning policies for England and how these are expected to be applied. It is a material consideration in planning decisions.
- 3.2 At the heart of NPPF is the presumption in favour of sustainable development, which means approving development which is in accordance with an up to date development plan without delay. Where the development plan is silent or out of date, this means granting permission unless the adverse impacts of doing so would significantly and demonstrably outweigh the benefits.
- 3.3 Paragraphs 184-202 set out the information requirements for applications relating to heritage assets, and paragraph 189 requires that in determining planning applications, local authorities should take account of the desirability of sustaining and enhancing the significance of heritage assets, and putting them to viable uses consistent with their conservation. Local authorities should also consider the positive contribution that the conservation of heritage assets can make to sustainable communities including their economic vitality, and the positive contribution they can have on local character and distinctiveness.
- 3.4 NPPF does not change the statutory position of the development plan as the starting point for decision making. Section 38(6) of the Planning and Compulsory Purchase Act 2004 states that if regard is to be had to the development plan for the purpose of any determination to be made under the planning Acts, the determination must be made in accordance with the plan unless material considerations indicate otherwise.
- 3.5 The Development Plan for the application site is the Hull Local Plan 2016-2032 which was adopted in November 2017. The Council with its partners have also produced the 'Hull City Plan' which is not part of the development plan but which is essentially a collection of projects based around five priorities. This document states that "*Hull is a gateway to Yorkshire, the UK and to Europe. As UK City of Culture 2017 and through the wider Destination Hull capital programme of major cultural and transport infrastructure projects, Hull will grasp this once-in-a-generation opportunity to create a thriving visitor economy, building on its rich heritage, culture and diversity*"
- 3.6 Policy 16 of the Local Plan deals with heritage assets, and states that the development and initiatives which preserve and/ or enhance the significance and setting of the city's designated heritage assets will be supported, especially those elements which contribute to the distinct identity of Hull.
- 3.7 Policy 20 of the Local Plan deals with advertisements. It states that advertisements should have an acceptable impact on public safety and amenity. Assessment of impact will have particular regard to the impact of the advertisement on the safe movement of vehicles and pedestrians; the impact of the advertisement on CCTV coverage; the relationship of the advertisement to the features of the building it is placed on; and the character of the surrounding area, particularly in Conservation Areas and in proximity to heritage assets.

4.0 DESIGN AND ACCESS STATEMENT AND HERITAGE ASSESSMENT

- 4.1 The requirements in relation to heritage assets and their preservation during development are set out within section 16 of NPPF.
- 4.2 Paragraph 189 of NPPF states that in determining planning applications, local planning authorities should require an applicant to describe the significance of any heritage assets affected, including any contribution made by their setting. The level of detail should be proportionate to the assets' importance and no more than is sufficient to understand the potential impact of the proposal on their significance.
- 4.3 'Significance' can be defined as being the value of a heritage asset to this, and future generations because of its heritage interest. That interest may be archaeological, architectural, artistic or historic. Significance derives not only from an assets' physical presence, but also from its setting. The setting of a heritage asset is defined as being the surroundings from which it is enjoyed. This may be influenced by the relationship between buildings and assets, as well as the use to which they and their surroundings are put.
- 4.4 The application building is listed as the former Park Street Centre of Hull College, and is Grade II listed. This is therefore a designated heritage asset of considerable significance. Owing to the limited external changes to be made to the building, there are no other heritage assets affected by the development proposals.

Description of heritage assets, and impact of the development on significance

- 4.5 The listed building description describes the site as:

“House, circa 1858, used from 1867 by the Port of Hull Society's Sailors' Orphans Institution as an orphanage. Central and right-hand blocks added by William Botterill in 1868-69. Late C19 and late C20 alterations and additions.

MATERIALS: yellow brick, with ashlar dressings and hipped slate roofs with four side walls and two ridge stacks.

EXTERIOR: plinth, sill bands, modillion cornice. Three storeys; 13-window range. Windows are plain sashes. Projecting centre, three windows, has a pediment with a sculptural group by William Day Kegworth Junior, of Charity with orphan children, maritime emblems and the arms of Sir Titus Salt, the main benefactor. On the first floor, tripartite central window with composite pilasters and a segmental pediment. On either side, single windows with triangular pediments. Above, similar fenestration with smaller windows with moulded surrounds. Below, portico with balustrade and paired Doric columns, covering a panelled door with overlight and sidelights. Flanking ranges have slightly projecting centres, three windows, with pediments. On each floor, five windows, all with slightly cambered panelled lintels with keystones. Right return, to Londesborough Street, has five similar windows on the lower floors and seven windows to the second floor. To right, a hipped addition, two storeys; three-window range.

HISTORY: The five-bay block to the left with a three-bay pediment was built by 1858 and was known as Thanet House, and used as a private school. It was purchased in 1867 by the Port of Hull Society for use as their Sailor's Orphan Institution. In 1868-89 the central three-bay block

and five-bay block on the right were added by William Botterill. The orphanage was sold by the Port of Hull Society in 1897 and the following year it opened as Hull Municipal Technical School with alterations and additions by Botterill, Son & Bilson (John Bilson).”

- 4.6 The north and east elevations of the eastern range have been identified as being of the highest level of significance due to their level of architectural detail, their contribution to the wider context and panoramic views along Park Street and the associations with its original use as an orphanage depicted through the mural over the entrance portico.
- 4.7 The internal and rear walls to the eastern range are believed to be of lower significance. The western range is deemed to be more limited significance in its contribution to the character of the street frontage along Clarendon Street and in its creation of a sense of enclosure to the courtyard. The detailing to the western range is a lower quality and more utilitarian than the eastern frontage. The new roof to the Western range in a profiled metal finish has had a detrimental impact on the significance of the western range and is not in character with the original building. The southern range to the Park Street frontage has been set back from the primary building frontage in order to be subservient from the original eastern range and has been detailed to replicate the details of the original building. Although this later intervention is considered to be detrimental to the aesthetic symmetry of the primary building frontage, the articulation of the infill has been designed to reflect the scale, rhythm, materials and detailing which respects the original facade. To the rear of the site, the southern range provides further enclosure to the courtyard, addressing the adjacent boundary wall with buildings of a reasonable quality that are in keeping with the character of the building complex and the surrounding areas. The variety of roof height and form give a distinct character to the central courtyard, reducing the scale towards the rear of the site to the west.
- 4.8 The later addition central range that adjoins the east and western range is deemed to be of little importance. The central range is of a lesser quality in architectural detailing and later addition UPVC windows and profiled metal decked roof have had a negative impact on the appearance of this part of the building.
- 4.9 The true importance of the building historically however, is in its imposing Victorian facades, very typical materials associated with such a building, and its internal layout and institutional character.

Impact on significance

- 4.10 The applications propose no physical alteration to the structure of the building. Signs and lighting will be affixed to it, and will therefore impact on its appearance. It is a reasonable expectation that a building in use as a hotel will require signage, and particularly so as visitors to it may not be familiar with its location. However, the signage proposed insofar as it is affixed to the building itself has been kept to a minimum.
- 4.11 The fascia sign will be limited to the position of the former Hull College sign, between architectural features of the portico. All other signs to the building's frontage are within the grounds and freestanding.
- 4.12 Signage to the rear is minimal, and for directional purposes only.
- 4.13 The proposed signage will have a neutral impact on the significance of the heritage asset, its architectural features will be preserved and are not obscured by the signage or detracted from.

- 4.14 The proposed lighting to the gateposts is in keeping with the age and architectural style of the building. More modern lighting is proposed to the building itself, however the light fittings themselves will not be particularly evident, and the lighting will enable the better appreciation of the architectural qualities of the building. There would be no harm to the heritage asset arising from the lighting proposed.

5.0 CONCLUSION

- 5.1 The restoration of this listed building and its reuse have brought about significant improvements to it, together with economic benefits to the town, creating employment, regeneration opportunities, and widening the offering for tourists and other visitors to Hull. The proposed signage and lighting to the building is critical to its success long term. The proposed signage scheme has been carefully considered to create a balance between the need to draw attention to the business and direct its customers, and the careful treatment of the listed building. As a result, the proposed signage and lighting will have a neutral impact on the significance of the listed building to which it relates.