



# OXFORD STREET

## Conservation Areas Appraisal

### Assessing Special Interest

November 2011



TURLEYASSOCIATES

*“Conservation area appraisals, like conservation plans, depend upon an understanding of the area which draws upon techniques of conservation-based research and analysis. Conservation area appraisals could also, like conservation plans, include a more specific assessment of significance and some analysis of how that significance is vulnerable as the basis for defining policies for preserving or enhancing their character.”*

*(Clark, K. Informed Conservation, section 6.10, English Heritage, 2001)*

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## Contents

Introduction.....	4	<i>List of Figures</i>	
Purpose of the appraisal.....	4	Fig 1: Existing Oxford Street Conservation Area.....	5
The planning policy context.....	6	Fig 2: Summary spatial and character analysis.....	9
National and local guidance.....	6	Fig 3: Modern day conservation area context.....	10
Conservation areas.....	7	Fig 4: Figure ground and character areas of the existing area.....	11
Summary of special interest.....	8	Fig 5: Building heights.....	12
Assessing special interest.....	10	Fig 6: 1724 Southampton from the south.....	13
Location and setting.....	10	Fig 7: 1723 Salt marsh and walled town.....	13
Location and context.....	10	Fig 8: 1611 John Speed's map of Southampton, Mazell's 1711 map.....	14
General character and plan form.....	11	Fig 9: Archaeological investigations in the area.....	15
Landscape setting.....	11	Fig 10: 1844 Southampton.....	16
Archaeology and historical development.....	13	Fig 11: Character with the waterside.....	16
Spatial and character analysis.....	24	Fig 12: 1846 Royal engineers map.....	17
Key views and vistas.....	24	Fig 13: George Laisley's land holdings.....	18
Activity and former uses.....	26	Fig 14: Solomon's London Railway Hotel.....	18
Qualities of buildings and their contribution.....	28	Fig 15: Flower's Temperance Hotel.....	18
Street elevations.....	31	Fig 16: 1897 Ordnance survey map.....	19
Unlisted buildings.....	38	Fig 17: Late nineteenth century Queen's Park.....	20
Local details.....	39	Fig 18: 1933 Ordnance survey map.....	20
Public realm.....	42	Fig 19: Radley's Hotel.....	21
Heritage assets.....	46	Fig 20: Extensive demolition in the conservation area 1970s-1980s.....	21
Green spaces.....	48	Fig 21: General building ages.....	22
Community involvement.....	49	Fig 22: Key views and vistas.....	25
Problems, pressures and capacity for change.....	50	Fig 23: Building uses (ground floor).....	27
Suggested boundary changes.....	51	Fig 24: Building condition and townscape qualities.....	30
Summary of issues.....	52	Fig 25: Public realm.....	43
Management proposals.....	53	Fig 26: Heritage assets.....	47
Forms and further contact details.....	56	Fig 27: Extract on character area and sensitivities to change.....	50
Relevant information and sources.....	57	Fig 28: Suggested boundary changes.....	51

## Introduction

Southampton's rich and varied historic places and landscapes help to sustain communities, provide livelihoods and pleasure for many, either as residents, workers or visitors. Understanding their special qualities and what these add to our lives, is central to how we connect with our history and culture, making sure that the best of the past is kept to enrich our lives today and into the years to come. What we see today is part of a continuum of a centuries-long process of stewardship and evolution of adding, adapting and replacing.

The Oxford Street Conservation Area represents one of these special places. Designated in 1972 the conservation area extends in total to 8.6 hectares or 21 acres. With buildings dating largely from the Georgian and Victorian periods it contains a wealth of surviving buildings and structures of great interest and value to the city, closely associated with the development of the railway and docks in the mid-nineteenth and early-twentieth century. As such, Oxford Street has a special place in the heritage of Southampton.

The Council have commissioned a detailed Conservation Area Appraisal to assess the character and appearance of the conservation area, defining its significance, clarifying its historical and architectural development, assessing condition, integrity and vulnerability and drawing the right boundaries.

This appraisal builds upon national policy, as set out in Planning Policy Statement 5 – Planning for the Historic Environment, local planning policy and follows guidance from English Heritage the Government's statutory adviser on all aspects of the historic environment.

## Purpose of this appraisal

This appraisal will:

- provide an up to date record and analysis of the various features which give the Oxford Street Conservation Area its special architectural and historic interest;
- serve as a sound basis for development management and for developing initiatives to improve the area, its buildings and spaces;
- beyond its use as a planning tool, this appraisal has a wider application as an educational and informative document for the local community and for architects, planners and developers involved in development activity in the area;
- identify elements which detract from the special character of the area, and which offer potential for beneficial change;
- consider the need for additional controls, particularly article 4 directions, to prevent further erosion of the area's special interest;
- review the boundaries of the conservation area;

- involve the community in the production of this appraisal;
- summarise the threats and opportunities;
- recommend management proposals;
- and be a background resource to the production of the City Centre Masterplan and City Centre Action Plan.

It is worth noting that no appraisal can ever be completely comprehensive and that the absence of any particular building, feature or space should not be taken to mean that it is of no interest or value or does not contribute to the significance of the conservation area.










Fine distinctive semi-circular bow windows, Oxford Street



View looking eastwards along Oxford Street



Figure 1: Existing Oxford Street Conservation Area

- |   |                                       |   |   |
|---|---------------------------------------|---|---|
|  | Conservation area boundary            |  | Old town south conservation area boundary |
|  | Building within the conservation area |  | Canute road conservation area boundary    |
|  | Public green space                    |   |   |
|  | Bowling green                         |   |   |
|  | Street trees                          |   |   |

## The planning policy context

### National and local guidance

The recognition of historic areas in planning law dates from the 1967 Civic Amenities Act, under which local planning authorities were granted powers to designate Conservation Areas. These powers were reaffirmed by **The Town and Country Planning (Listed Buildings and Conservation Areas) Act 1990**, which required local authorities to identify areas of 'special architectural or historic interest, the character or appearance of which it is desirable to preserve or enhance' and then to pay 'special attention to the desirability of preserving or enhancing the character or appearance of those areas.' A regular review is a part of the ongoing appraisal of each conservation area. The prime consideration in identifying conservation areas is the special quality and interest of the area, rather than that of individual buildings.

Listed Buildings are protected under Section 66 of The Town and Country Planning (Listed Buildings and Conservation Areas) Act 1990, which requires local planning authorities to have special regard to the desirability of preserving buildings of special architectural or historic interest and their settings.

**Planning Policy Statement 5, Planning for the Historic Environment (2010)** – the key government guidance on all development affecting historic buildings, conservation areas and sites of archaeological interest. Policy HE2 requires local planning authorities to have evidence about the historic environment and heritage assets in their area and use that evidence to assess the condition of heritage assets. Policy HE.3.1 requires a proactive strategy for the conservation of the historic environment and policy HE3.4 requires local authorities to consider how best to conserve individual, groups or types of heritage assets that are most at risk. Policy HE7 relates to all heritage assets, policy HE8 to non designated heritage assets, policy HE9 to designated heritage assets and policy HE10 to their setting.

**Core Strategy (2010)** - policy CS 14 Historic Environment of the Local Development Framework seeks to safeguard from inappropriate and unsympathetic development and, where appropriate, enhance important historical assets and their settings and the character of areas of acknowledged importance including listed buildings, conservation areas, sites of archaeological importance and their setting.

**Local Plan Review (2006)** – contains saved policies and proposals relating to the city centre and conservation areas in general. Policy HE1 deals with new development in conservation areas, HE2 with demolition in conservation areas. HE3 considers listed buildings and HE6 archaeological remains. RE18 sets out the policy relating to shop fronts.

**City Characterisation Project (2009)** – a characterisation study of the city centre which acts as background evidence to the local development framework. The study provides a baseline analysis for enabling the progressive enhancement of the city centre and its conservation areas by defining those areas where the heritage of the city is of significant value and vulnerable to change.

In addition, a number of Supplementary Planning Documents provide further details, guidance and principles for which development is expected to follow. These Supplementary Plans are material considerations when processing planning applications and development proposals in the city. They include the Old Town Development Strategy, adopted in 2004, which covers part of the land within the current Oxford Street Conservation Area to the west of Orchard Place, City Centre Urban Design Guide (CCUDS), Development Design Guide, Residential Design Guide and Street Scape Manual.

At the time of writing the Council is also in the process of drawing up a City Centre Masterplan. The Masterplan, alongside the City Centre Action Plan, will guide development within the city up to 2026.

Government reform of the planning system will inevitably have an impact on the way in which our heritage is dealt with. Our approach to understanding and managing historic areas needs to be kept under review and adapted as the wider planning context evolves.



View along Oxford Street from where it is stopped off at its junction with Terminus Terrace

## Conservation areas

In Southampton there are 20 conservation areas and over 450 listed buildings. The conservation areas take many different forms, varying greatly in their nature and character.

Designation of the Oxford Street Conservation Area does not prevent change from taking place. Rather it helps to manage change in a way that enhances the area, and ensures that new development does not harm, overwhelm or destroy the special qualities found within it, by giving additional controls over the demolition of buildings, minor developments and the loss of trees.

The complete or substantial demolition of a building in a conservation area requires a particular type of permission known as Conservation Area Consent. Proposals will not normally be looked upon favourably where affected buildings or structures are deemed to make a positive contribution to the character, appearance and significance of the area. An approved scheme for redevelopment will be required before consent to demolish will be granted. Where demolition is being considered early consultation with the Council and Conservation Officers should be sought.



Activity on the street, Oxford Street

## Summary of special interest

The Oxford Street Conservation Area contains a wealth of surviving buildings, structures and green spaces of great interest and value to the city. Closely associated with the development of the railway and docks in the mid-nineteenth and early-twentieth century, the special interest which justifies designation of the Oxford Street Conservation Area derives from the following values:

- its position to the east of the medieval walled town of the town, where the streets of the conservation area were laid out between 1802 and 1842 over the former agricultural fields of the town;
- associations with the development of The Queen's College, Oxford, in the fourteenth century, who were major landowners in the conservation area and to which the street names Oxford Street, John Street, Queen's Terrace and Queen's Park owe their origins;
- Queen's Park, an important Victorian Park in the centre of the city, which is closely, although not directly related to the waterfront and views of shipping;
- relatively fine-grained arrangement of streets and small plots, with only modest larger footprint buildings along Oxford Street, and many plots amalgamated in post-war reconstruction around the edges to Queen's Park;
- the broad array of building types from early-to-mid nineteenth century terraced town houses, many of which have been subsequently converted and retrofitted with shop fronts, to grand Victorian hotels and offices, modest 1950s and 1960s post-war redevelopment office blocks and modern apartment buildings which, on the whole, have contributed little to the significance of the area;
- a large number of listed buildings, just over 50 in total, dating from the early-to-mid-nineteenth century;
- the Grade II\* former Terminus Station building, which at one time provided the focus of this area and forms one of the earliest surviving pieces of railway architecture in the country;
- the Grade II listed South Western House is an important building, which reflects the popularity of Southampton's ocean liner trade and the making of the port as 'The Gateway to the World' in the 1930s;
- associations with the White Star Line and RMS Titanic, including the Titanic Trail which takes in the former Sailors' Home, The Grapes public house, former Terminus Station, South Western House and Dock Gate 4;
- the presence of the oldest surviving bowling green in the country, dated at least 1299 and Grade II Bowling Green House;
- the London Hotel, at the corner of Oxford Street and Terminus Terrace with good art nouveau ceramic detailing;
- a mixed-use cosmopolitan area containing commercial uses such as boutique bars, restaurants, pubs, professional services, offices with a strong residential character to the north and west. There are still shipping firms, restaurants, pubs and hotels in the area which have traditionally catered for the maritime trade. In the evenings, the area is a popular venue for eating and drinking;
- the most notable architectural feature of many of the buildings in this area are their fine bow windows, a distinctive Southampton feature. The middle section of the terrace on the northern side of Oxford Street, Nos 10-24, contains the most interesting group of first floor semi-circular bow windows, while several other buildings in the terrace have wrought iron balconies. Bow windows and balconies are also evident on Bernard Street (Nos 113-121 and 123-133) and Queen's Terrace (Nos 23-33);
- the Southampton Seafarers' Centre, formerly The Missions to Seaman Building and The Chapel of St Andrew to the rear at Queen's Terrace, which provides accommodation for sailors and holds the annual Port of Southampton New Year Service. The Southampton branch of the World Ship Society was also formed there in 1950;
- local details, including characteristic historic shop fronts, cast iron railings, lighting columns and tram rosette;
- Grade II monument to General Gordon;
- glimpsed views of shipping, dockside buildings and structures, such as the travelling cranes seen through the canopies of the trees to the park;
- and today, the area forms a key link between the core of the city and Ocean village marina and the waterfront to the east, and as a gateway to the city via Dock Gate 4.



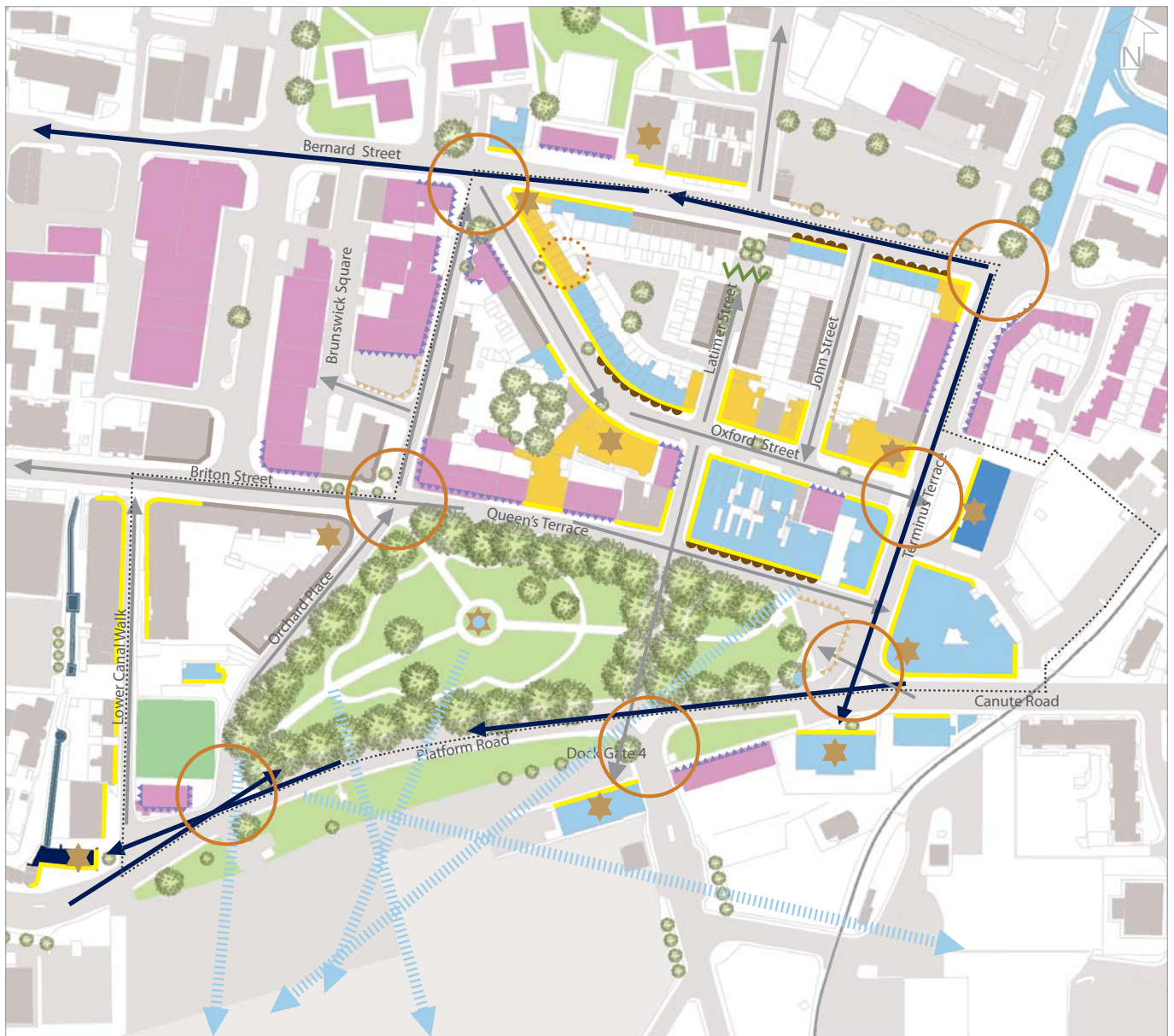
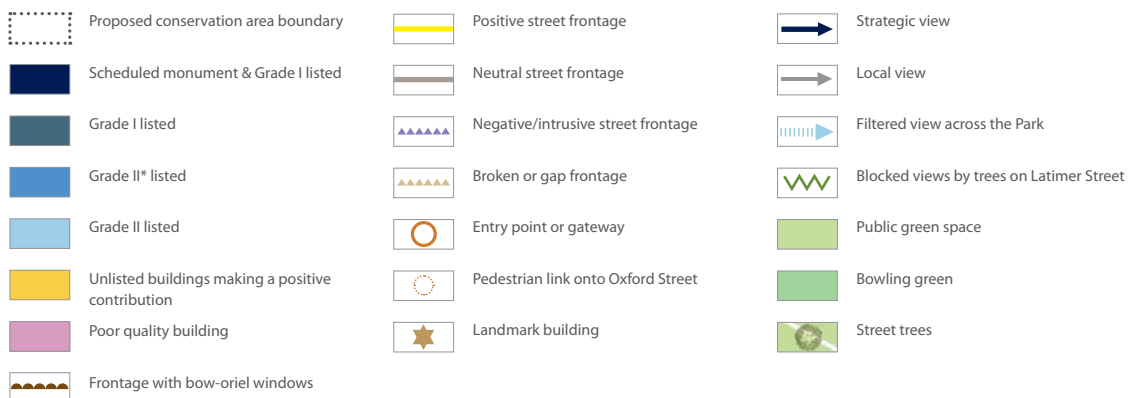


Figure 2: Summary spatial character and analysis



## Location and setting

### Location and context

The Oxford Street Conservation area is located outside the eastern limit of the medieval walled town. It exhibits a distinctive positive character containing a comparatively large number of listed buildings dating from the early to mid-nineteenth century.

The area today is a complex mixed-use area containing residential, public houses, bars, clubs, restaurants, offices, leisure uses and large formal Victorian park. Its diversity is one of its strongest assets playing a meaningful role in the structure and life of the city, linking the High Street and Old Town with Ocean Village and waterfront to the east. The conservation area is defined by strong boundaries and points of entry or gateways. It is connected in all directions being bounded by Bernard Street on its north side, Lower Canal Walk and Orchard Place on its east side, Queen's Park and Platform Road to the south and Terminus Terrace to the east. Areas of post-war redevelopment arc from west to north to part of the east though these have not made the most of the opportunities to add to the significance of the area. It is relatively easy to walk across the area, though the traffic-dominated roads around Queen's Park limit pedestrian movement.



Mixed uses on Oxford Street





-  Oxford street conservation area
-  Old town north conservation area
-  Old town south Conservation area
-  Old town west Conservation area
-  Canute road conservation area



Figure 3: Modern day conservation area context

## General character and plan form

The City Characterisation Study (2009) recognised that the Oxford Street Conservation Area is large and diverse in character, breaking the area down into two distinct character areas; Oxford Street and Environs (CA19) and Queen's Park (CA18).

The Oxford Street and Environs character area is bounded by Bernard Street on its north side, Orchard Place on its western side, Queen's Terrace and Park to the south and Terminus Terrace to the east. It should be noted that the properties along Queen's Terrace are considered to be more closely associated with the character and setting of Queen's Park.

Building types in this part of the conservation area include three to three-and-a-half storey town houses, flats above shops/public houses and restaurants. There are also modern flats along the eastern side of Orchard Place.

The eastern end of Oxford Street has the tallest buildings, up to four storeys semi-commercial in scale, with extensive attic storey space. Ridges are mainly parallel with the street. There is a more domestic scale to the north of Oxford Street that includes the terraced living areas of Latimer Street, John Street and Bernard Street.

The Queen's Park Character Area includes all the buildings fronting the park; Queen's Terrace on its north side, Orchard Place and Lower Canal Walk on its western side, Platform Road to the south and Terminus Terrace and Canute Road to the west.

The scale of Queen's Park is determined by the heights of the buildings enclosing it. Queen's Terrace consists of three to five storey buildings. Today, the highest building within the area is the Oceana Boulevard development. On the site of the former concrete and glass Customs House (built in 1965), the massive twenty first century apartment complex steps up from five to thirteen storeys. This landmark building can be seen from the Itchen Bridge and many places in the southern parts of the city.

To the south of Queen's Park buildings relating to the historic and modern docks area line Platform Road. This is the area from which the great transatlantic liners of the early-twentieth century sailed. In wide front, shallow plan of a medium grain, the semi-continuous frontages created are interrupted by gates for road, rail and pedestrian passage. The distinguished 100 Canute Road, which was formerly the Union Castle House and original Custom House, is set at two storeys. At three-and-a-half storeys, the Palladian grandeur of the Post Office Building, former Cunard Offices (1899) and now Admiralty House, terminates the view south along Latimer Street completing development along this side of Queen's Park.



Figure 4: Figure ground and character areas of the existing area

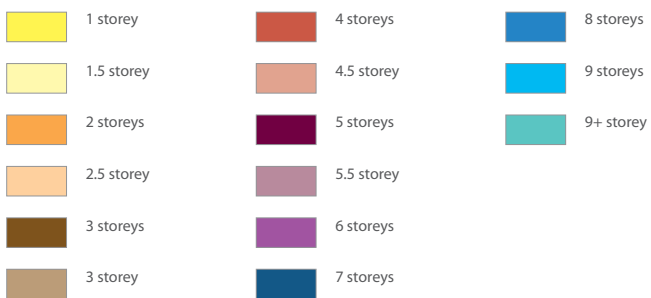
As shown on the 1846 Royal Engineers Map on page 17, The Platform which consists of Vokes Memorial Gardens to the immediate west of Admiralty House is largely laid to lawn with some bedding plants and small trees. The raised nature of the Platform and high hedge limits views out across the Docks.

## Landscape setting

The conservation area is set within an urban context and is flat and clearly delineated. Queen's Park is one of several urban parks with and around the central area of the city which give it its special landscape value. The long established Bowling Green and Bowling Green House are located in a prominent position adjacent to the south western corner of Queen's Park, the town wall and God's House. Of particular interest is the considerable height and number of mature trees on the northern and western fringes of the park, and the trees lining Latimer Street as it runs north-south through the park towards Dock Gate No.4.



Figure 5: Building heights



## Archaeology and historical development

### Archaeological and historical background

The conservation area is located on land that contains significant amounts of archaeological remains, as defined by Policy HE6 of the Adopted Local Plan. The area is low-lying and slopes gently upwards to the north-west. Until the building of sea defences, it was all liable to flooding, varying in intensity and frequency from the regularly intertidal to the normally dry. By the latter part of the Middle Ages, the main elements had been converted to use as a salt marsh, protected by a large earth bank, a meadow (Englefield described it in 1805 as a 'marshy meadow'), and fields and orchards. Figure 6 below, which was engraved in 1723, by which time the pattern had scarcely changed, looks west from across the salt marsh to the walled town and its outer fringe of orchards and fields. The substantial sea defences to the marsh appear on the left of the picture. It is obvious why they were usually called the bulwarks. When the new Custom House (shown on the bottom edge of Figures 20 & 22) was being built, the foundations had to be 'fourteen feet deep, the ground being all made' (Hampshire Independent (HI) 9/1/1847); this made ground probably being the remains of the bulwark.

The salt marsh was an important part of the town's common land, where animals were pastured, clay was dug, and much of the townspeople's rubbish was discarded. It may be that the hummocks shown in the foreground and middle ground of Figure 7 reflect this long process of digging and dumping.

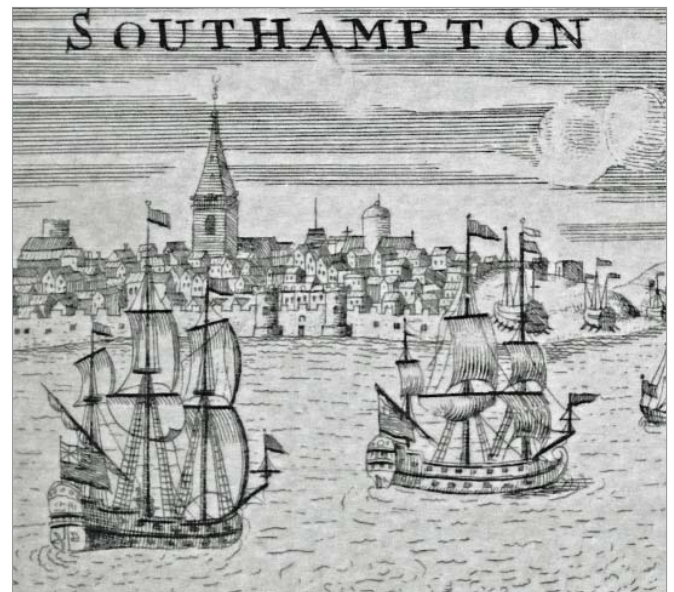


Figure 7: 1724 Southampton from the south

Though it is too small to contain much detail, a small woodcut showing Southampton from the south in 1724 (above) confirms (but exaggerates) the general unevenness of the salt marsh and the rise of the land towards the town. The woodcut gives evidence of the beaching of ships on the foreshore, in the vicinity of today's Queen's Park. This may have been happening on a small projection of possibly intertidal ground shown on Speed's map of 1611 (Figure 8 overleaf).

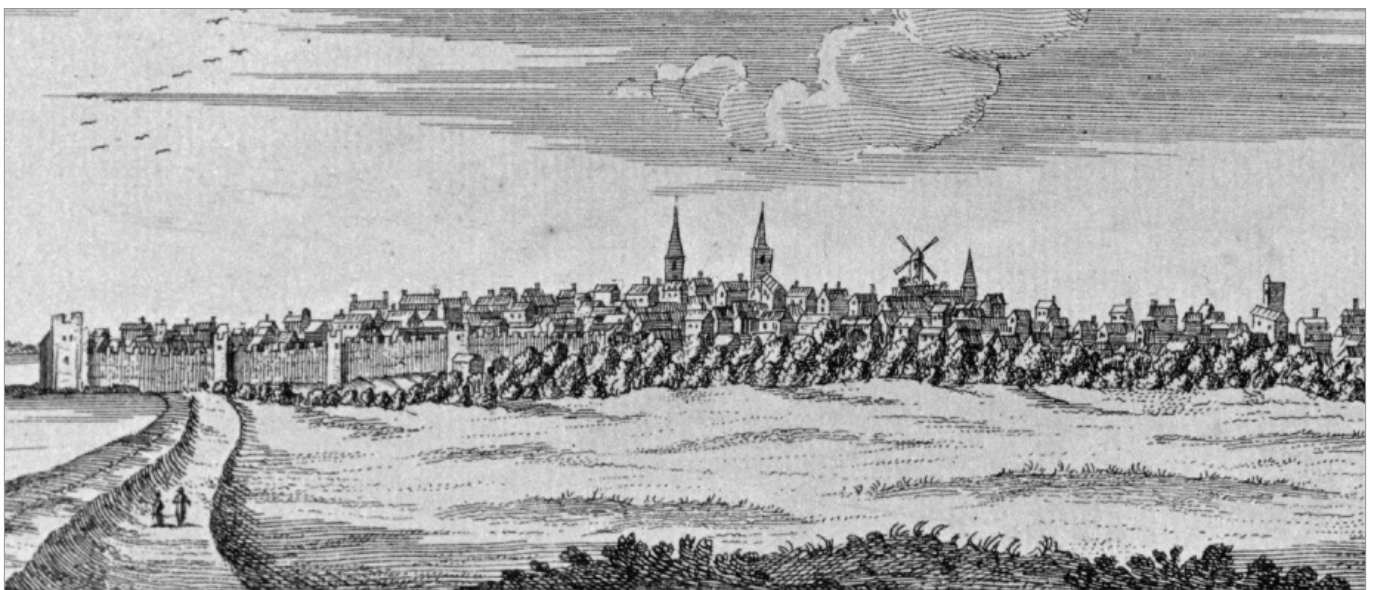


Figure 6: 1723 Salt marsh and walled town

The medieval divisions of the area have shaped the later townscape and survive as principal features of the conservation area. The western boundary of the salt marsh roughly coincides with Terminus Terrace. The meadow to the west of it is now Queen's Park, the northern boundary to which is now marked by Queen's Terrace. The rest of the area was cultivated, with Orchard Lane (then as now) providing a north-south division. The archaeological evidence indicates that the lane was in existence before c. 1300. Latimer Street probably also originated as a lane in the Middle Ages: as noted below, it was in existence by the early seventeenth century at the latest.

There have been several archaeological investigations within the western part of the conservation area that provide a more detailed picture, the most significant of which are marked on Figure 9. On the east side of Orchard Lane, excavations revealed field-ditches and pits, mostly high-medieval, and evidently set out square to the lane (Clelland 2006, 1578). On the south side of Briton Street and west of Orchard Lane, large-scale excavations revealed a more complex series of occupation beginning in the Mesolithic and including Bronze Age features (Smith 2010, passim). Occupation from the Late Saxon period onwards was demonstrated, with the land-use being primarily agricultural and largely comprising field-ditches, a trackway, and a property boundary. Other evidence included the remains of smithing in the high-medieval period, a late-medieval horse mill and a probably post-medieval limekiln. Land-use changed so that the southern part was probably laid to pasture and the rest was an orchard through the post-medieval period. Among its uses, most of the site can be equated to the Friary Garden, which was in existence by 1436 at the latest (Smith 2010, 126).

A third site is marked by a rectangle on Figure 9, in the west of the area and including a length of Terminus Terrace (the dimensions of the site are only approximate). The earliest of such discoveries was reportedly made early in the nineteenth century, when a ditch was dug along the edge of the marsh (Hampshire Advertiser (HA) 1/8/1846) - if this is not in fact a folk memory of the attempted enclosure of the marsh early in the sixteenth century. Then, on a number of occasions during the laying-out of the terminus station, the uncovering of human interments is securely documented. Shortly after, other burials were found around Terminus Terrace. Most importantly, when a sewer trench was being dug in the terrace, opposite the station:

“the workmen ... came upon five coffins in a very broken condition, containing sundry of the larger bones, and, upon further digging, the skulls of the skeletons. The result of further digging in the line of the proposed sewer has been the disinterment of perhaps twenty - the workmen say forty or fifty - coffins, but all in a very broken state: we should say the number was under twenty. The sewer is of a moderate width, and the western side line happens to pass through the middle of the coffins, leaving the skulls in the soil. ... The coffins are of oak, but very roughly made, and ... were laid in an uniform trench running north and south, but only 18in. and 2ft. deep (HA 27/7/1846).”

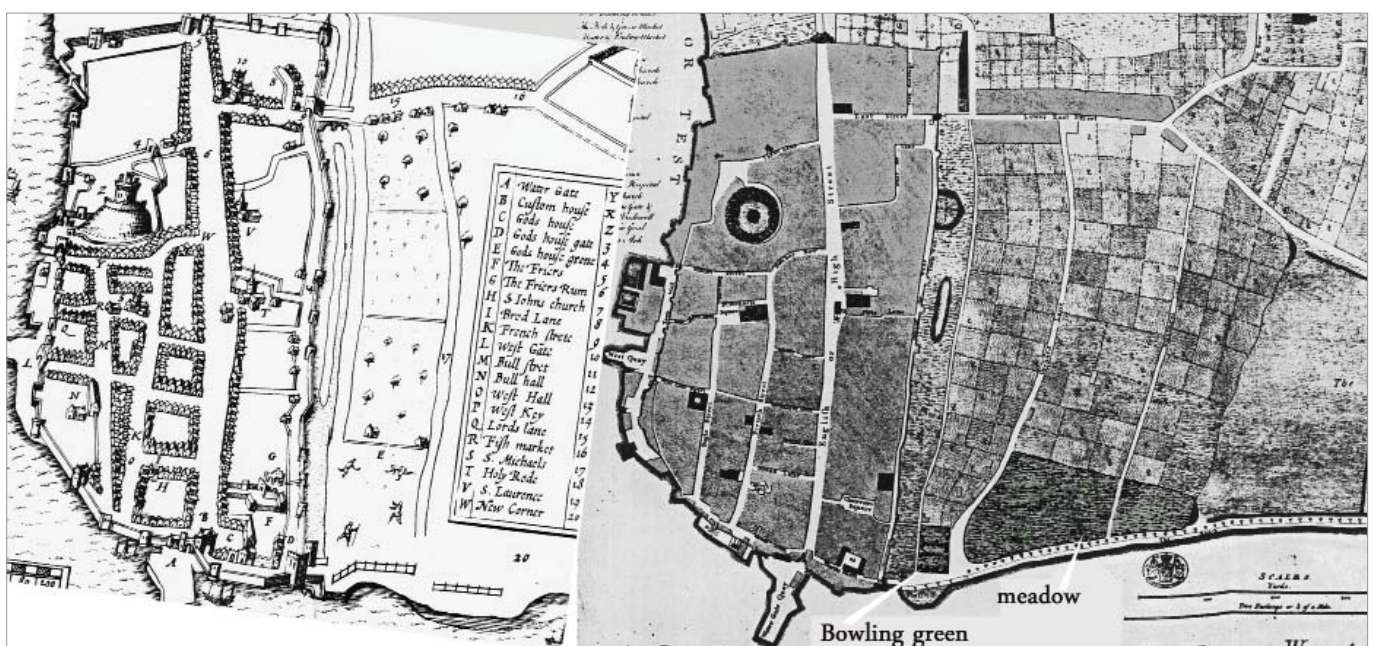


Figure 8: 1611 John Speed's Map of Southampton (left), Mazell's 1711 Map (right)

These details indicate a regularly laid-out cemetery, but their further interpretation is almost impossible. Among a wide number of suggested possibilities, perhaps the likeliest is that these were the remains of French prisoners confined in the town, who had died of a pestilence and were quietly buried, but the date of their death and burial has been variously given (according to old men's memory and reportedly some documentation) as the 1720s, the 1730s and 1783. If these were prisoners-of-war, the first two dates are an impossibility, the third is improbable, but a date in the early 1740s, during the War of the Austrian Succession, would be a possibility.

Ownership of the different pieces of land, apart from the salt marsh, varied in the course of the Middle Ages, with the religious houses accumulating increasingly larger pieces. Following the Dissolution, in the late 1530s, the lands held by God's House Hospital passed to the Queen's College, Oxford, which also seems to have gathered in the friary's extramural fields. It is probably about this time that the bowling green was laid out. The club makes a claim to a considerably greater antiquity, but this is not supported by documentation and anyway is unlikely given Henry VIII's outlawing of the game. However, as Speed's map makes clear, 'Gods house grene' was being used for playing bowls by 1611. (It is likely that the area shown on that map has been enlarged and distorted to make room for the four figures; compare Mazell's 1771 map, Figure 8 on page 14).

It will be noted that the Mazell map shows Threefield Lane continuing fully to the south and cutting through the meadow. The same arrangement is shown on the so-called Elizabethan map of Southampton - created probably in the second quarter of the seventeenth century (these details are very difficult to reproduce; the original map has to be studied). The origins of Latimer Street can be traced back, therefore, to the early 17th century at the latest.

One difference between the two maps in Figure 8 is the formalisation of the riverside route, and its lining with trees (eventually it was a double row). This originated with the decision in 1769 to provide £50 'for repairing and beautifying the public walk from the Platform to the Cross House.' Until the 1840s, the walk continued to delight visitors to Southampton. Not only does the southern boundary to the conservation area originate in a period when Southampton was a spa town but it clearly influenced the decision to line the edges of Queen's Park with trees. A small emblem of the spa period therefore survives in the conservation area.



Figure 9: Archaeological investigations in the area

Despite its gross errors, the woodcut published in 1844 (Figure 10) illustrates the scale of the changes that occurred in early-Victorian Southampton and shows several of the causes of that change. Much of the detailed appearance of the conservation area resulted from four large-scale changes in the nineteenth century: the creation of a new crossing point on the River Itchen in 1836, the opening of a railway link with London in 1839/40, the creation of Southampton Docks, the first part of which was officially opened in 1843, and the vast increase in Southampton's population, so that numbers almost quadrupled between 1801 and 1841 (7,600; 27,100) and continued to increase through the rest of the century. In its fabric, therefore, the conservation area is a part of Southampton's early growth into a modern city. Given that earlier examples have now largely disappeared (the Cranbury/Denzil core is another survivor), these are among the most coherent pieces of early-Victorian greenfield development still standing in Southampton. Unlike the Cranbury / Denzil core, however, this part of the town gains a purpose and character from its nearness to the waterside (Figure 11). These virtues are detailed in the following paragraphs.

The new crossing of the Itchen was intended to offer a more convenient and cheaper route to the east and involved the construction of new roads. After considerable negotiation with private landowners, Bernard Street was extended eastwards as Itchen Bridge Road and opened only months before the floating bridge. Now sensibly renamed as Bernard Street, it forms the northern boundary of the conservation area.

The purpose of the bridge was largely undercut by the arrival of the railway, beginning with the rail link to London. Southampton had long been an outpost for London, but now the two places became distant neighbours. The link was fully in place in 1840, with Southampton being served by the terminus station, in the east of the conservation area. Just beyond the terminus, docks were being constructed, and were harbouring ships in 1842, a year before their official opening. The effect of these two changes was to shift one focus of the town south-eastwards into what is now the conservation area and to increase its potential value in the development of the town. This is reflected in the large number of hotels and licensed houses that were built there, most of which continue in much their original use.

Another pressure for change was the increasing numbers of people moving into Southampton. In the decade following 1831, for instance, accommodation had to be found for an extra 8,400 people; and another 7,000 in the decade after that - and the fields just to the west of the terminus were attractive to developers. The man whose name is most closely associated with the nineteenth century development is George Laishley, whose money principally came from his drapery business in the High Street.

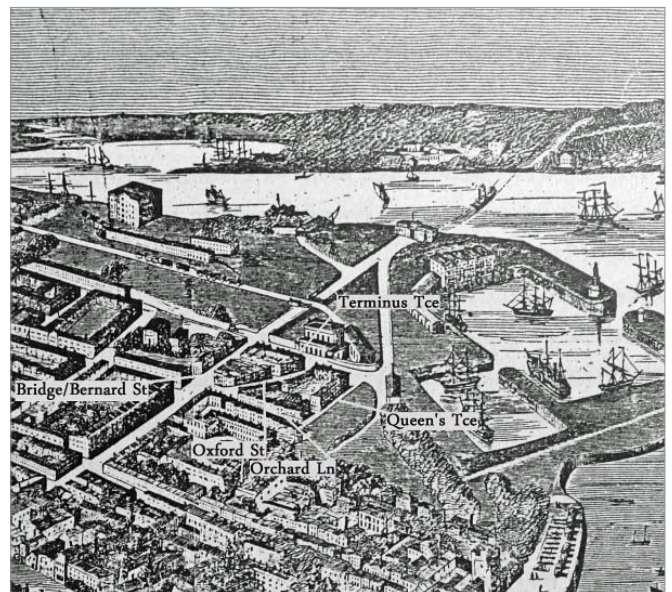


Figure 10: 1844 Southampton



Figure 11: Character with the waterside

He was involved in many housing developments in and around Southampton, during the 1840s: large sections of Shirley Common, parts of Chapel, various sites within the old town, and about half of this conservation area.





Figure 12: 1846 Royal Engineers map

In some respects, this conservation area is the nearest Southampton possesses to the developments elsewhere in England sponsored by Quakers and other Nonconformists. Laishley was a Wesleyan Methodist and a Radical politician, deeply concerned with the bettering of the townspeople's environment. His greatest moment was possibly in 1849 when as Mayor his energy and clear-sightedness probably managed to save the town from the worst effects of that year's cholera epidemic.

Early in 1841, Mr Laishley has, we understand, purchased the whole of the college-land between Bernard Street and the Railway Terminus, on which he is about to erect a number of houses of a superior kind, both as to design and convenience (HI 20/2/1841). (The Queen's College remained the ground landlord.) In referring to Bernard Street rather than Orchard Lane, the news item indicates a roughly triangular piece of land, and it certainly appears as if most of the land just above the western half of the meadow continued to be separately owned (Figure 12 above).

Where Laishley's ownership can be discovered from indentures, a similar pattern emerges (Figure 13). The shape of the land-holding helps to explain the curious shape taken by Oxford Street, though another reason for this would be the aim of directly linking the terminus with Bridge Street while preserving as much as possible of a rectilinear pattern.

It will be appreciated that most of the properties fronting Oxford Street and what is now Bernard Street originated as land parcelled up by Laishley for leasing, and that he is responsible for much of the public appearance of the conservation area. Laishley's early indentures follow a simple pattern: a plot of land is leased to an individual on the understanding that, within a specified time, he shall erect a building conforming to an agreed elevation. As a Methodist, Laishley was careful to insist that "no Messuage or Building which may be erected ... shall be used as an Alehouse or Beershop nor for the sale thereon or therefrom of Beer Porter Cider or Spirituous Liquors or either of them either wholesale or retail" and "at least one Temperance Hotel was built on the his land; at the north-east junction of Oxford Street and John Street (Figure 14). Yet several of the plots of land that he leased very quickly had licensed houses on them. For example, the hotel that Solomon had built along the north-east side of Oxford Street and around into Terminus Terrace could sleep 3,000 guests in a year; it contained six sitting rooms, two coffee rooms, 25 bedrooms, and well as stabling and room for carriages. It was soon allowed a licence as an alehouse, and was allowed a full licence in 1846 (HI 29/8/1846)."

Laishley's way of proceeding in these matters is illustrated by the Oriental Hotel in Queen's Terrace. This originated as two lots that he leased to Joseph Hill JR on 20/3/1845, with the requirement that Hill erect suitable buildings, and with the usual proscription against the sale of alcohol. Just over a year later, the lots were built over and a new lease was issued. Another year later, Hill transferred the properties to Sampson Payne, who would run them as a hotel. On 15/6/1847, Payne surrendered the old lease to Laishley and was granted a new one that removed the proscription against alcohol: the site changed from empty lot to licensed hotel in two years and three months. It is not clear whether changes like this were always in Laishley's mind or whether commercial necessity forced him to revise his attitudes.

Curiously, there are no indentures that link him with the land on which another Temperance Hotel was built, on the west side of Terminus Terrace (Figure 15). However, this may be due to missing documents: a report states that: "it is the intention of Mr G Laishley immediately to erect an hotel of large extent opposite the terminus. We have been favoured with a sight of the design, which is of the Corinthian order of architecture. The coffee room will be about 45 feet long by twenty-five feet wide, and the other internal arrangements are on a proportionate scale (HI 17/4/1841)."

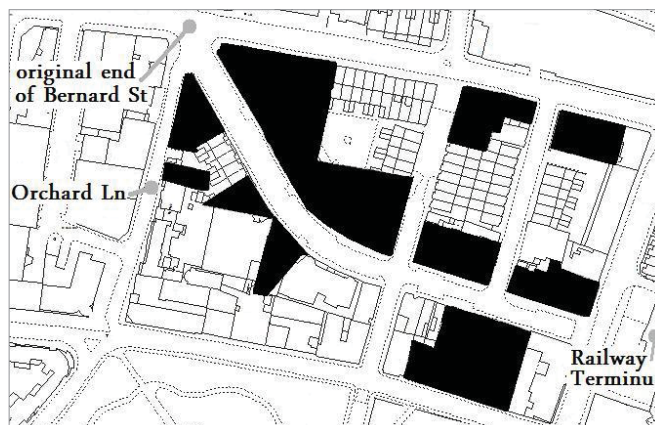


Figure 13: George Laishley's land holdings



Figure 14: Solonon's London Railway Hotel



Figure 15: Flower's Temperance Hotel, Terminus Terrace

It may be that the simple columnar adornments of the terrace that included the Temperance Hotel were first intended, or were misrepresented, as Corinthian.

Laishley's other influence on the conservation area was the laying-out of its streets, principally Oxford Street, which he first required the Council's permission to build, but also including John Street (originally St John's Street), the eastern half of Queen's Terrace, and Latimer Street, upgraded from an existing lane. The names were chosen to underline the links with the Queen's College, Oxford. Latimer Street derives its name from Bishop Latimer of Oxford, a Protestant martyr to Mary I.

The houses that were built away from the main street-frontages tended to be far simpler. No examples now survive within the conservation area, but a terrace of 'ordinary' houses built on land that Laishley leased survive on the short stub of Winchester Terrace, just to the north of the conservation area, off Threefield Lane. People in the smaller houses often derived their income in a variety of ways from Southampton's passenger trade. This usually does not appear in the records, but an example is provided by 1 John Street, which was rented by the Andrews family in 1849. Richard was a steward on the Isle of Wight steamer, and Caroline let lodgings in the house, assisted by a servant, 'the girl'. Basic accommodation without meals was what they offered, and they advertised the service on cards, given out by Richard to the passengers on the steamer where he worked (HA 15/9/1849).



Figure 16: 1897 Ordnance Survey map

Figure 16 below on this page shows how the area continued to develop through the second half of the 19th century, largely with the infilling of the rectangular blocks. A major addition to the area was the terminus hotel, built in 1868 as the Imperial Hotel to accommodate the increasing flow of passengers through Southampton. Renamed the South-Western Hotel in 1870, it was extended and altered at several points in the nineteenth and twentieth centuries, the most recent being its conversion to South-Western House and the addition of another storey.

Another major change was the conversion of the meadow to a park. It was formally opened on 23/5/1885 though the conveyance was not agreed until 9/12/1885, when the Queen's College leased the meadow to the Corporation for 999 years, at a rental of £12 a year, which even then was recognised as a low price. In many ways, this formalised the use as a recreational space. During the winter, the meadow was often sufficiently frozen to allow skating (the most famous skater being Frank, Jane Austen's brother). Football or rugby was being played there after the foundation of the Trojans in 1874 (or both: in those days, there still was no completely clear difference between soccer and ruggie), with the South-Western Hotel as the Trojans' HQ. In 1880, one of the players in a game against Romsey was fatally injured and the Mayor promptly banned all football and rugby. It may be that the landscaping of the park was intended to erase the ruffianism.

The monument to 'Chinese' Gordon, unveiled in October 1885 commemorates his death earlier that year at Khartoum. Though the new park probably provided a convenient location for the monument, it may be that this was another attempt to embody the honest life (as it was then interpreted) exalted over the un-Christian hordes (whether the soldiers of the Mahdi or the players of rugby). The reason for a monument in Southampton to Gordon is that, insofar as he had a home in Britain, it was his sister's house in Southampton.

Overleaf, Figure 17, which can be dated by the clothing of the women in the foreground to the late 1880s or possibly the early 1890s, demonstrates the rehabilitation and domestication of the area. Gordon's memorial is just visible in the background. Until the newly planted trees grew, the occupants of Queen's Terrace enjoyed much the same view as they had always had, across a green space, with glimpses of the water beyond. Nonetheless, the planting of young trees was evidently intended to screen the park eventually, and convert it into an enclosed garden, and we must interpret the planting of the trees as a late-Victorian confidence in the future.

Three important alterations in the first decade of the twentieth century were: the rebuilding of the licensed houses at the east end of Oxford Street in 1907, the conversion of Radley's Hotel to Royal Mail offices in the same year, and the building of a new Sailors' Home in 1909.

Figure 18, which dates to shortly before the Second World War, shows these changes. There is a new clustering of public houses at the corner of Oxford Street, John Street and Terminus Terrace (the present buildings largely date to 1907).

Radley's Hotel, named from its first proprietor, George Radley, who held the licence from 1845 to 1855, is the subject of Figure 19 but can also be glimpsed in Figure 15 (on the right side of the engraving) and Figure 14 (in the distance, beyond the Temperance Hotel). The hotel ceased trading in 1907 and was taken over by the Royal Mail Steamship Company, though with that company's demise in the 1920s office space was opened up for agents of many of the major shipping lines then calling at Southampton, along with other likely people. In the 1937/38 street directory, the following occupants are listed:

Royal Mail Lines Ltd (offices); Thomas Meadows & Co Ltd, ship brokers and shipping agents (agents also for Norddeutscher Lloyd Bremen, the New Zealand Shipping Co Ltd, the Bergenske & Nordensfeldshe Royal Mail Line Ltd, and the Federal Steam Navigation Co Ltd); Wadham Locke, yacht broker; CW Hunt & Co Ltd, general merchants; Alfredo Mingoia MD, physician and surgeon; LIM Bigby, Swedish vice-consul; Henniker & Hogge Ltd, shipping agents and marine-insurance brokers; Colonel JE Dawe, Austrian, Cuban, German, Guatemalan and Paraguayan consul (also honorary agent for the Shipwrecked Mariners' Society); Malcolm D Alexander, manufacturers' representative; TA Tunnicliffe, secretary of the Isle of Wight Pilotage District; Captain Sir Benjamin Chave KBE, agent for the Meteorological Office (Air Ministry) and secretary of the Southampton Master Mariners' Club; WJ Lymaney, superintendent, and STG Spencer, surveyor of the Water Guard Dept of Customs & Excise; FG Pearson, surveyor HM Customs & Excise (No 3 district); GD Cox, surveyor HM Customs & Excise (No 4 district); HT Dyer, surveyor HM Customs & Excise (No 5 district); and the Midland Bank Ltd (James Forrester, manager).

From 1906 and almost until the last minute, there was a reasonably good chance that Southampton's new Sailors' Home would be built on the west side of Orchard Lane, about where the Sailors' Society and HM Customs and Excise eventually had their offices. This was a larger site, likely to be cheaper than the one available in Oxford Street and it did not face north, away from the sun. In the end, though, it proved too complicated to lay hold of the land and on 28/8/1907 the Queen's College sold the Oxford Street site for £1,500.

Though wartime damage did account for some buildings the greatest change in the area occurred in the 1970s and 1980s, when extensive demolition was followed eventually by redevelopment. As Figure 20 indicates, however, the finest and most substantial buildings largely escaped demolition. Mostly taken down were the smaller houses, and the redevelopment of those parts of the site may happily be interpreted as rejuvenation.



Figure 17: Late Nineteenth century Queen's Park



Figure 18: 1933 Ordnance Survey map

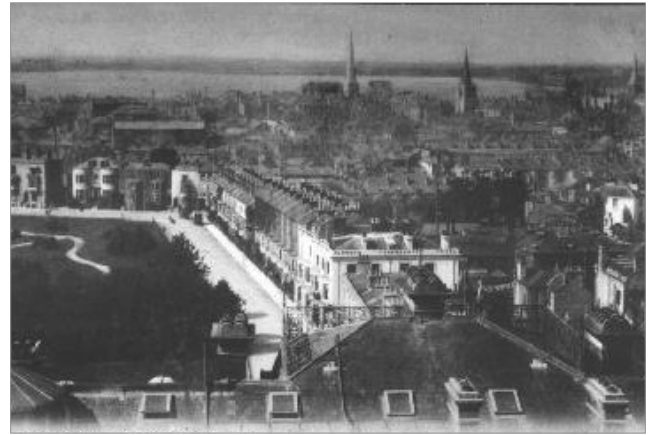


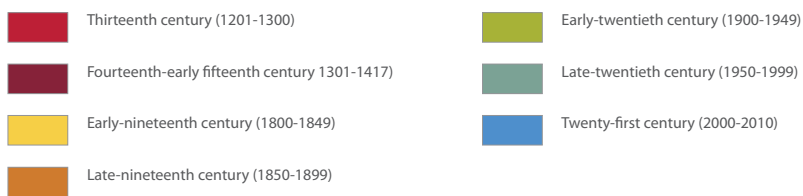
Figure 19: Radley's Hotel



Figure 20: Extensive demolition in the Conservation Area 1970s -1980s



Figure 21: General building ages





Early-to-late nineteenth century town houses, some converted to shops, Oxford Street



Twenty-first century infill housing, 62-65 Oxford Street



Late-twentieth century housing, Latimer Street



Scheduled monument and Grade I Listed God's House Gate and Tower, Town Quay

## Spatial and character analysis

### Key views and vistas

The area's flat topography and urban character limit views within and of the conservation area. The views that are available can be divided into two types; strategic views and local views, both of which are identified in the following text and on the spatial analysis and character maps.

Strategic views relating to the area include:

- the rooflines of both South Western House and the newly built Oceana Boulevard at opposite ends of Queen's Park can be seen on looking west from the Itchen Bridge and to the south, from Southampton Water;
- along Bernard Street to St Michael's spire in the Old Town;
- south along Terminus Terrace to the cupola of the original Customs and Excise House, Union Castle House, Grade II Listed;
- from The Platform on the south edge of the area, views of the Docks and the travelling cranes which forms a dynamic piece of industrial infrastructure on the skyline;
- and along Dock Gate 4 on entering the city from the water.

Local views include:

- good views funnelled along Oxford Street, particularly to the west and the sweeping curve of the street, and in the opposite direction to the east which is beautifully terminated by the fine Italianate Terminus Station, Grade II Listed;
- the view south along Latimer Street and across Queen's Park which is terminated by Admiralty House, formerly the Post Office Building and originally the Cunard Offices building, Grade II Listed;

- north along Latimer Street from the junction with Oxford Street is largely blocked by the street trees at the northern end of the street;
- views into the car park area to the west of Latimer Street and of the rear of properties fronting Oxford Street and Bernard Street;
- views west through Queen's Park are dominated by the newly built Oceana Boulevard residential development;
- and filtered views into Queen's Park from the east and Town Quay.

It is recognised that views on the plan opposite work in both directions and will continue to evolve. The views out across the Docks to the south and south west of the area are deemed to be particularly sensitive, though partially obscured by the high hedges of Vokes Memorial Park and further undermined by the unattractive galvanised security palisade fencing to the public car park. These views have historically related to the waterfront and have remained open and free from development. There are several key entry points or gateways into the area, which along with the definition of boundaries, reinforce the sense of distinctiveness.

From the city core and west:

- Bernard Street, Briton Street, Town Quay;

From the north:

- Central Bridge/Terminus Terrace, Threefield Lane;

From the east:

- Canute Road; and

From the south, and abroad:

- Dock Gate 4.



Entry point to the conservation area from Bernard Street



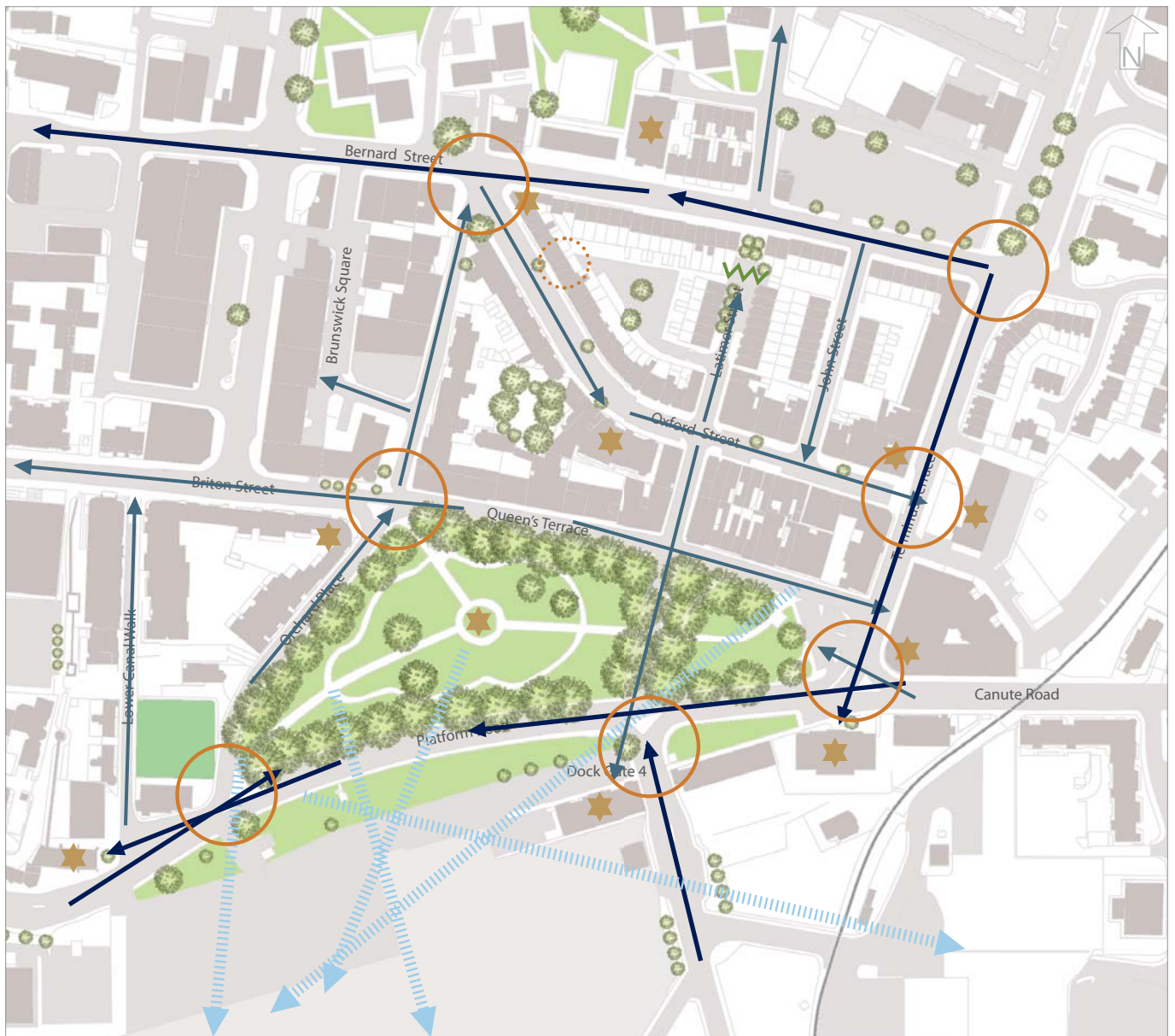









Figure 22: Key views and vistas

-  Entry point or gateway
-  Pedestrian link onto Oxford Street
-  Landmark building or feature
-  Strategic view
-  Local view
-  Filtered view across the Park
-  Blocked views by trees on Latimer Street

### Activity and former uses

The Oxford Street Conservation Area is a mixed-use commercial and shopping area with a strong residential character to the north and west. Oxford Street is the main spine with existing uses including several public houses, a proliferation of bars, restaurants and cafes, and hairdressers and estate agents. The shopping element is concentrated at the eastern end of the street. The western end of the street is generally residential in character, though The Booth Centre (Salvation Army Hostel), formerly The Sailor's Home dominates in visual terms. There are still shipping firms, restaurants, public houses and hotels in the area which have traditionally been associated with the passenger and shipping trades. Of particular note are The Grapes, White Star Tavern and London Hotel public houses. The area is one of the city's most fashionable drinking and eating locations, which is reinforced by the number of tables and chairs out on the street during the daytime and into the evenings.

The north eastern part of the conservation area retains a predominantly residential use. The western side of the junction of Latimer Street with Bernard Street, which was redeveloped in the 1980s for housing, was the former site of the Deanery School Annexe building.

Queen's Park is surrounded by a mix of uses. The western end of Queen's Terrace is largely devoted to offices but includes the Southampton Seafarer's Centre, chapel and restaurant. At the time of writing, many of the offices along this frontage to Queen's Park are vacant or partially let which is not encouraging. In contrast to this, the eastern end of Queen's Terrace contains a broader mix of uses ranging at ground floor level from a restaurant to a dentist, sandwich shop, offices and several houses.

The area east of Terminus Terrace contains the site of the former Southampton Terminus Station, now in use as a casino with offices at first floor. To the immediate south, the South Western House has been converted into a restaurant and apartment building. In its heyday it was the South Western Hotel. During its lifetime the building has also been used for offices and television and radio broadcasting studios (BBC).

Two of the most important historic features in the area, the Bowling green and Bowling Green house are located in the south west of the conservation area. To the north of these, the character of Orchard Place is dominated by the residential development of Oceana Boulevard and beyond Briton Street, by a small car park and row of unsightly low-rise industrial units and workshops to the west.



Mixed uses along Oxford Street



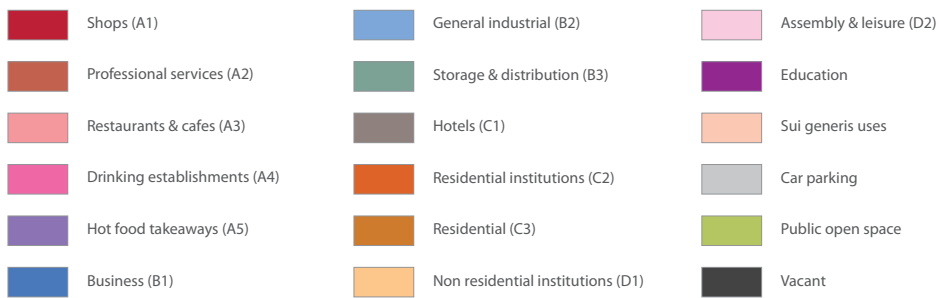
Colourful shop fronts, canopies and places to sit out line the street, Oxford Street



Vacant building in a prominent corner, Oxford Street



Figure 23: Building uses (ground floor)



### Qualities of buildings and their contribution

Building forms vary within the conservation area, although there are dominant types:

- early-to-mid-nineteenth century terraced town houses, some of which have been subsequently converted and retrofitted with shop fronts;
- grand Victorian hotels and offices enclosing Queen's Park;
- modest 1950s and 1960s office blocks defining the western end of Queen's Terrace (e.g. Alexandra House, Queen's Gate), and the southern edge to Queen's Park (Portcullis House);
- and modern apartment blocks, of a mixed scale, with balconies and communal roof terraces (e.g. Oceana Boulevard).

There is a richness and variety of architectural features along the length of Oxford Street with, at the western end, early-nineteenth century stuccoed town houses, simple and well-proportioned. One of the finest terraces in the conservation area can be found in Oxford Street of which fifteen properties, Nos 10-24 are stuccoed listed buildings. Mainly built between 1840 and 1870 the distinctive semi-circular bow window is featured on these buildings. Other notable features of this group include round headed door cases, cornice and blocking courses, cast iron balconies and string courses over the ground floor.

At the north eastern corner of the conservation area is No 1 Oxford Street, now an Indian restaurant. It is an attractive Edwardian Ham Stone building formerly a bank, forming part of the entrance at the western end of the main street.

The eastern part of Oxford Street is dominated by The Booth Centre, the façade of the former Sailor's Home. Along this side of Oxford Street Nos 62-65 represent a modern infill development. In keeping with the scale of this part of Oxford Street, the buildings are three and-a-half storeys, combining a mix of brick with a series of bowed render panels through first to second floors. While these provide a degree of vertical emphasis to the row they are unconvincing however, as a modern interpretation of the historic building and street design. In particular, the use of blue ceramic bricks at the ground floor serves to draw unnecessary attention to the row. Similarly, the simple bar railings above low brick boundary walls fail to replicate satisfactorily the design and distinction between private and public realm evident on the opposite side of the street.

The group of buildings between Latimer Street and Terminus Terrace, comprising a series of individual buildings of differing appearance, presents a varied and interesting frontage. There are additional listed buildings east of Latimer Street on the southern side of Oxford Street.

No 44 is early-nineteenth century painted brick with a cantilevered bow window to the first floor. Nos 45 to 47 Oxford Street are also

early-nineteenth century buildings, painted brick with later nineteenth century shop fronts included for their group value. The Grapes public house on Oxford Street is in yellow brick, with sash windows and a late nineteenth century ground floor frontage and entrance. The London Hotel has a glazed green tile façade characteristic of the period. In contrast to these, Kutie's Brasserie, 37 to 39 Oxford Street represents a particularly poor insertion into the historic street frontage. The horizontal emphasis, unsympathetic sign and lack of attention to detail is at odds with the vertical emphasis, elegance and richness of built form evident either side of the building. Royal Mail House at the eastern end of Oxford Street and Terminus Terrace is a mid-nineteenth century building of three storeys with sash windows and attics, in red brick and stuccoed ground floor. The building has a hipped slate roof with six dormers and distinctive bands between floors.



Early-to-mid-nineteenth century town houses converted into shops, Oxford Street



Nineteenth century terraced town houses, Bernard Street

Three groups of listed buildings along the Bernard Street frontage make it of particular interest and a positive feature of the conservation area. At the western end, 1-10 Latimer Gate is a mid-nineteenth century terrace of three storeys, with basements and attics. The buildings are stuccoed with slate roofs, pedimented dormers and steps to the street with attractive cast iron spear railings. Alternate houses between Nos 113 to 121 have angular bay windows and cast iron balconies. Similarly, the bow windows of the group consisting of Nos 123-133 at the eastern end of the street are a particularly fine feature. Many of these properties have small arched door cases with radiating fanlights and moulded hoods. It is this level of repetition together with the bow windows at first floor which create a strong rhythm and sense of uniformity along the street.

The Terminus Terrace frontage in this part of the area is much less important visually, although The Court Jester public house (shown on the 1870 map as Day's Hotel) is of some merit. Originally built as two separate buildings, a terraced house and hotel and later amalgamated into one, the pub is a combination of red brick and stucco with colourful planters placed on the footway.

The terraced housing blocks between Oxford Street and Bernard Street, on Latimer Street and John Street, while drawing references from some of the historic terraces in the area, such as arched first floor windows and shallow balconies are far from convincing. The rows of ground floor integral garages contribute little to the public realm. Their appearance does not make a positive contribution to the character of the conservation area but they do not intrude.



The grand and impressive French-Renaissance style South Western House



Eastern end of Queen's Terrace



Modern apartment blocks, Orchard Place



Late-twentieth century office block on a prominent corner by Queen's Park



Figure 24: Building condition and townscape qualities



All of the buildings to the west of Latimer Street and facing south over Queen's Park are Grade II Listed. The Queen's Terrace frontage comprises a stuccoed terrace of 1830-1840 that begins in three storeys and ends in four storeys, the two scales overlapping in an engaging way in the two-bay former Oriental Hotel, mid-frontage, now converted to flats. Nos 25,25a,26,27, and 27a are three storeys stuccoed with rusticated ground floors. The first floor windows are curved bays with three lights and pilasters between supporting moulded cornices. Timber panelled doors are recessed with an arched fanlight. No 28 Queen's Terrace has a modern shop front to ground floor and No 29, later nineteenth century bar front (originally listed as The Oriental Hotel and then Old Oriental night club).

Queen's Terrace, to the west of Latimer Street tells a different story. The frontage is largely devoted to offices built in the late-twentieth century. Mainly brick, with large extents of glazing, the buildings make some reference to the historic plots on which they stand. This is largely lost, however, in the poor treatment of the public realm at ground level, where the use of mirrored windows and metal roller shutters creates an inactive and unfriendly setting opposite the park.

The eastern end of Queen's Park is effectively enclosed by buildings of great importance associated with the development of the railway and passenger liner business. They include Terminus House, Terminus Terrace, and South Western House. Only the façade and shell of the central building are original of Terminus House. It is a grand three storey stuccoed Italianate design with well detailed cornice and quoin pattern and small cupola. The projecting ground level colonnade features rusticated round arches and balustrade.

The South Western House is impressive for its scale alone but is also finely detailed, particularly to its roof form which forms an important part of the skyline when seen in distant views from Queen's Park. The details are French Renaissance. It is basically of red brick, overlaid with stone and stucco embellishments, the ground level being entirely rusticated. A key feature is at the eastern end of the building, over the entrance, where a rounded pediment contains a portrait of Queen Victoria within a rosette, winged figures and small emblematic pieces suggesting railways and the sea. The building contains a replica principal staircase from RMS Titanic.

The dock side buildings of Pilgrim House, Union Castle House and Admiralty House, line Platform Road to the south of Queen's Park. The Bowling green is enclosed on all sides by a high brick wall.

Bowling Green House is a fine nineteenth century villa in yellow Beaulieu brick, extensively restored and used for office purposes, Grade II Listed. The roof to the building is covered with green slating and features a central cupola on eight tuscan columns, surmounted by a steep weather vane. The pavilion building to the south of the Bowling green on Orchard Place provides a particularly poor and weak statement on a prominent location and entry point into the conservation area.

On the north western corner of the conservation area is what used to be The Globe public house. The building has recently been converted to apartments. The building is stuccoed with large bow windows which provide an excellent foil to the view on leaving Oxford Street to the west.

The strong street-block system across the area does allow variation in style and character as long as buildings are in keeping with the predominant characteristics of their context.

There are no buildings at risk within the area.

## Street elevations

Street elevations for all of Oxford Street and Bernard Street have been prepared in order to better demonstrate the character, appearance and special relationship between buildings, open spaces and architectural detailing within the overall townscape context. It is worth noting however, that due to the way the street elevations are put together, and in particular with the curve of Oxford Street some distortion is inevitable.



1 Oxford Street

2 Oxford Street

3-4 Oxford Street

5 Oxford Street

6 Oxford Street

8 Oxford Street



17 Oxford Street  
Grade II Listed

18 Oxford Street  
Grade II Listed

19 Oxford Street  
Grade II Listed

20-22 Oxford Street  
Grade II Listed

23 Oxford Street  
Grade II Listed

24 Oxford Street  
Grade II Listed

25 Oxford Street



28 Oxford Street

29-30 Oxford Street

31-32 Oxford Street

John Street





9 Oxford Street    10 Oxford Street *Grade II Listed*    11 Oxford Street *Grade II Listed*    12 Oxford Street *Grade II Listed*    13 Oxford Street *Grade II Listed*    14 Oxford Street *Grade II Listed*    15 Oxford Street *Grade II Listed*



Street elevations on the northern side of Oxford Street



33-34 Oxford Street

35-36 Oxford Street

2 Terminus Terrace



37a Oxford Street

37-39 Oxford Street

40 Oxford Street



50 Oxford Street

The Booth Centre Oxford Street

59-60 Oxford Street



61 Oxford Street  
Grade II Listed

62-65 Oxford Street

66-70 Oxford Street



41-43 Oxford Street  
Grade II Listed

44 Oxford Street  
Grade II Listed

45 Oxford Street  
Grade II Listed

46 Oxford Street  
Grade II Listed

47 Oxford Street  
Grade II Listed

48-49 Oxford Street  
Grade II Listed



Street elevations on the southern side of Oxford Street



66-70 Oxford Street

43 Orchard Place



The Court Jester public house

133 Bernard Street  
*Grade II Listed*

131 Bernard Street  
*Grade II Listed*

129 Bernard Street  
*Grade II Listed*

127 Bernard Street  
*Grade II Listed*

125 Bernard Street  
*Grade II Listed*

123 Bernard Street  
*Grade II Listed*



10-1 Jessie Terrace, Bernard Street



10-1 Latimer Gate, Bernard Street  
*Grade II Listed*

85 Bernard Street  
*Grade II Listed*

83 Bernard Street  
*Grade II Listed*

1 Oxford Street



121 Bernard Street Grade II Listed   119 Bernard Street   121 Bernard Street Grade II Listed   115 Bernard Street   113 Bernard Street Grade II Listed   111 Bernard Street   109 Bernard Street   Latimer Street



Street elevations on the southern side of Bernard Street

### Unlisted buildings

There are a notable number of high quality buildings which are unlisted but which make a valuable contribution to the architectural quality and special interest of the conservation area.

No 25 Oxford Street is a mid-nineteenth century shop. Currently Prezzo, the present building may have existed in 1846, and if so, it was partially rebuilt between 1846 and 1870. The 1846 map shows a building at this location, although the frontage is further forward than that of the buildings to the immediate west. The building has a rendered façade and original small window pane sashes. It is much altered at roof level but the main form of the shop front remains intact. A sitting out area and striking blue canopy helps to articulate the street corner.



Plain rendered facade and intact shop front, 25 Oxford Street

Across Latimer Street is the White Star Tavern. An impressive red brick façade fronts onto Oxford Street with white painted mouldings, together with a buff yellow brick elevation turning the corner and cantilevered first floor angular bay. Like No 25 Oxford Street opposite, a generous sitting out area and shop canopy adds activity and interest to the public realm.

31 and 32 Oxford Street, which includes 1 and 2 John Street, is effectively one building, currently in use as Pizza Express. Features of the red brick building include red stone forwards, terracotta mouldings, a slate mansard roof and part original piers to the ground floor. While the modern shop fitting has been carefully inserted into the main façade, unfortunately the integrity of the building has been compromised with the addition of uPVC window units. The further insertion of uPVC windows is evident at 33-34 Oxford Street, Oxford's Brasserie, which again undermines the overall appearance of this simple, stuccoed early to mid-nineteenth century corner building.



The impressive red brick facade of the White Star Tavern, Oxford Street

35 to 36 Oxford Street, 'Oxfords' is an impressive early-nineteenth century robust Edwardian red brick building. The building is three storeys with stone window surrounds in a neo-Baroque style with original sash windows. The ground floor has a 1920s/early1930s shop front with attractive bronze detailing.

A further building of note is the Southampton Seafarer's Centre, west of Latimer Street at Queen's Terrace. This 1936 building, originally called The Mission to Seamen is in brick and is finished in an international jazz moderne style with some good detailing to the door surrounds and flag poles. Such features help to enliven the skyline along this part of Queen's Terrace.



Good detailing undermined by the use of uPVC windows, 31 and 32 Oxford Street



Simple stuccoed corner building, undermined by the insertion of uPVC windows, Oxford's Brasserie, Oxford Street



Impressive early-nineteenth century Edwardian building, Oxfords, Oxford Street



The Southampton Seafarers' Centre, Queen's Terrace

## Local details

The conservation area displays many architectural styles, and the detailing and use of materials which reinforces these styles is as varied. The most notable architectural feature of many of the buildings in this area are their fine bow windows. The middle section of the terrace on the northern side of Oxford Street contains the most interesting group of first floor semi-circular bow windows in the area. Bow and angular windows also feature at the eastern ends of Bernard Street and Queen's Terrace. The succession of bay windows makes the design of the groups more effective.

The Oxford Street Neo-classical town houses are notable for their decorative timber mouldings, cornice and blocking course, round-headed doorcases and entrances above street level. There are some examples of rusticated ground floors though most have been removed by the nineteenth and early-twentieth shop fronts. Roofs, many with attics, are largely hidden behind parapets but where seen are traditional natural slate. Chimney stacks with pots are common features. There are also good examples of cast iron railings remaining with many of the listed terraces and individual grand buildings across the area. Cast iron lamps can be found on some of the streets. A cast iron tram rosette can also be found on one of the buildings at Terminus Terrace.

The Grapes public house is in yellow brick and has a fine wrought iron ornamental sign bearing the name of the pub and painting of RMS Titanic in the blocked centre window.

At the centre of Queen's Park there is a monument to General Gordon. The monument was erected in 1885, the year the General was slain in Khartoum. It has a stone base surmounted by four polished granite columns with a moulded capital surmounted by a stone cross with dove and olive branch. Chinese characters on the memorial denote the General's name. A cast iron red K6 telephone kiosk designed by Sir Giles Gilbert Scott stands at the south eastern corner of the park.

The materials used in the area are predominantly stucco and render, which reflects the mid-late nineteenth century date when most of them were built. Most of these are painted white with some pastel colours. Brown-red brick, some terracotta, buff brick and some slate hanging are also evident. Windows tend to be vertical sliding sashes although many have been replaced with uPVC units. Modern apartments, such as Oceana Boulevard and Nos 43-90 both on Orchard Place, are a mix of painted render and red brick with metal roofs. Glass and steel framed balconies provide some articulation to what are large 'national' style buildings.



Intact historic shop front, 24 Oxford Street



Decorative mouldings, 48-49 Oxford Street



Green tiled facade of the London Hotel, Oxford Street



Red stone forwards and terracotta mouldings, Oxford Street



Fine wrought iron ornamental sign on The Grapes public house



Sympathetic metal roller shutter, 45 Oxford Street





Monument to General Gordon, Queen's Park



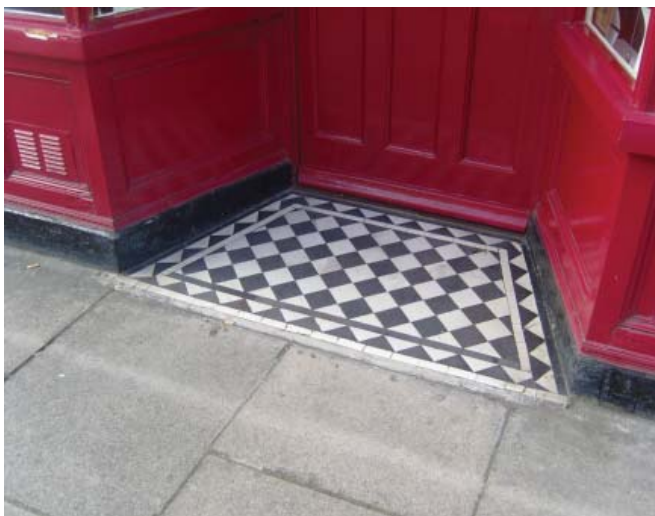
Cast iron tram rosette on the wall of The Court Jester public house, Terminus Terrace



Stone motif on the surviving facade of the former Sailor's Home, Oxford Street



Detailing on The Southampton Seafarer's Centre, 12-14 Queen's Terrace



Tiled threshold to shop unit, 46 Oxford Street



Copper roof and attractive central cupola with feature weather vane, Bowling Green House

## Public realm

The conservation area is generally well maintained by householders and owners of the retail and commercial properties. The vast majority of the Oxford Street frontage is a positive experience. The housing redevelopment schemes on Bernard Street (e.g. Jessie Terrace), John Street and Latimer Street can be viewed as neutral areas. Their bland appearance does not make a positive contribution to the character of the conservation area but they do not intrude. The larger 1950s and 1960s office buildings on Queen's Terrace, typical of post-war redevelopment, do not present a particularly pedestrian friendly frontage due to their inappropriate scale, design and use of materials. The use of dark mirrored glazing and especially the metal roller garage door at Queen's Gate create an inactive frontage.

Queen's Park is reasonably well maintained, with some evidence of wear and tear. The design and form of the open car park at the eastern end of Queen's Park does not relate well to the park or create a good first impression on entering the conservation area from Canute Road. Similarly, the southern section of Latimer Street which effectively cuts the park in two, should be integrated within the park environment.

The car parking area served by Latimer Street is an area of open tarmac with limited landscape from which the rear of elevations of properties on Oxford Street and Bernard Street can be seen. The condition and quality of the car park does not relate well to the conservation area. The same is also true of the small gap site, currently used as a private car park and advertised as a development opportunity behind Oxfords Brasserie on John Street.

The quality of street surfaces across the conservation area varies considerably. Carriageway and footway surfaces are predominantly modern, i.e. tarmac and concrete slab paving. Traditional streetscape elements include granite kerbs which have been retained on most of the streets throughout the conservation area, although there are some missing sections where, typically, junctions have been modified. Along Oxford Street many of the granite kerbs retain steel sockets cut into them, which were once used by shopkeepers to hold up canopies in front of the shops. There are examples of coal chutes, set within their original Purbeck or Portland stone pavements on Bernard Street and older street nameplates and municipal waterworks signs mounted on walls. There are examples of cast iron street lamps (black) at Latimer Street and within Queen's Park (green).

There are large areas of cracked and broken paving along Oxford Street. Where faulty paving has been removed across the conservation area, this has typically been replaced by tarmac 'patches' which have created a poor image.

The northern end of Latimer Street is characterised by ground surface improvements using brick pavements, rumble strips and street planting. Whilst generally in good repair, these surfaces are not attractive or 'traditional'.

Attractive cast iron railings are to be found at the front of some of the properties at the western end of Oxford Street and along Bernard Street. Attempts have been made to replicate these features through the housing redevelopment schemes at Nos 62-65 Oxford Street and Nos 10-11 Jessie Terrace on Bernard Street, though the basic modern designs are a poor substitute.

Street lighting columns, signs and street furniture (e.g. pay and display machines, street cabinets and litter bins, traffic signs and bollards) are uncoordinated, representing the layering of different styles and periods of equipment over the years.






There are several sitting out areas towards the eastern section of Oxford Street which enrich the townscape bringing activity and interest. While these in many ways add to the character of the conservation area, the clutter of street furniture, including lighting columns and street trees, narrow footway widths in certain places and seating areas can get in the way. In some cases, the clear width of the footway is only 600mm.

The area contains private houses, houses in multiple occupation and busy commercial premises comprising bars, restaurants, cafes, public houses and offices. Many of the buildings do not have adequate access to the rear of their properties and/or an area to store bins. As a result, many are stored on the footway which cause obstructions, are unsightly and provide a source of unpleasant smells. Several of the commercial properties leave bins on the pavement which also results in trails of grease on the ground. Many brewery deliveries involve the lowering/dropping of barrels onto a cushion placed on the pavement. This bouncing of barrels has led to areas of cracked paving where it has not been designed to withstand the loadings.

Further intrusion into the public realm is evident with the heavily trafficked routes of Bernard Street, Orchard Place, Queen's Terrace and Terminus Terrace which give rise to noise, vibration and air pollution.



Figure 25: Public realm

-  Positive street frontage
-  Neutral frontage
-  Negative / intrusive frontage
-  Broken or gap in the frontage
-  Main seating areas on the footway



Attractive cast iron railings with spear heads defining the threshold to the property, Oxford Street



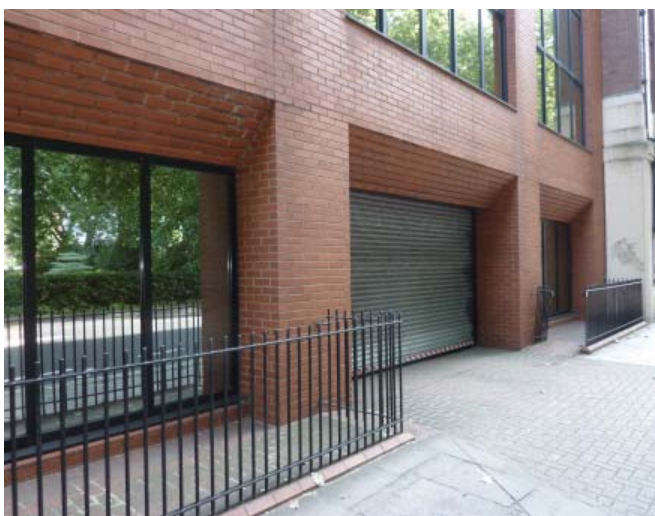
Granite kerb stone and steel socket used to hold up a shop front canopy, Oxford Street



Typical public realm with sitting out area and pinch point (by car), Oxford Street



Embossed lettering associated with shipping and passenger liner activity, 48 Oxford Street



Dead and pedestrian unfriendly frontage of Queen's Gate, Queen's Terrace



Visually weak car park at one of the key entry points into the conservation area

# Assessing Special Interest



Grease marks left on the paving outside commercial premises, Oxford Street



Wheelie bins on the street undermine the quality of the buildings and overall townscape



Inconsistent ground surfaces create an untidy and seemingly uncared for environment



Uncoordinated street furniture, Oxford Street



Commercial waste bins on the footway are a visual nuisance and obstruction, John Street



Seating within Queen's Park which has been abused and leaves a poor impression

## Heritage assets

The area contains a large number of important listed and unlisted buildings, dating from the early-to-mid-nineteenth century. They are spread across the area with the majority being located at the central and eastern section of Oxford Street and the eastern end of Queen's Terrace and around Queen's Park. A number of listed buildings are also located on the edges to the conservation area. A list is provided below and all buildings shown on the plan opposite.

Within the conservation area, Terminus House, the former main railway station building, is a particularly important building of more than special interest. The majority of the remaining listed buildings within the conservation area are Grade II Listed.

<b>Listed Buildings within the Conservation Area</b>	<b>Listed Grade</b>	<b>Listed Buildings and Scheduled Monuments next to the Conservation Area</b>	<b>Listed Grade</b>
Terminus House (former Main Station Building including the Booking Hall)	II*	God's House Gate and Tower	I & SAM
K6 Telephone Kiosk in Queens Park	II	Admiralty House (former Post Office Building)	II
Monument to General Gordon	II	Central Bridge	II
Royal Mail House	II	Pilgrim House	II
South Western House	II	Tower House	II
1-10 Latimer Gate	II	76 Bernard Street (former The Globe Public House)	II
83-85 Bernard Street	II	100 Canute Road (Union Castle House)	II
109 Bernard Street	II		
111 Bernard Street	II		
113-121 Bernard Street (odd)	II		
123-133 Bernard Street (odd)	II		
1-8 Orchard Place Bowling Green House	II		
10-17 Oxford Street (consecutive)	II		
18-24 Oxford Street (consecutive)	II		
41-42 Oxford Street (The Grapes Public House)	II		
44 Oxford Street	II		
45-47 Oxford Street (consecutive)	II		
48-49 Oxford Street	II		
61 Oxford Street	II		
23-24 Queens Terrace	II		
25, 25a, 26, 26a, 27, 27a Queens Terrace	II		
28 Queens Terrace	II		
29 Queens Terrace (former Oriental Hotel Public House)	II		
30 Queens Terrace	II		
31-32 Queens Terrace	II		



Former Southampton Terminus Station, Grade II\* Listed

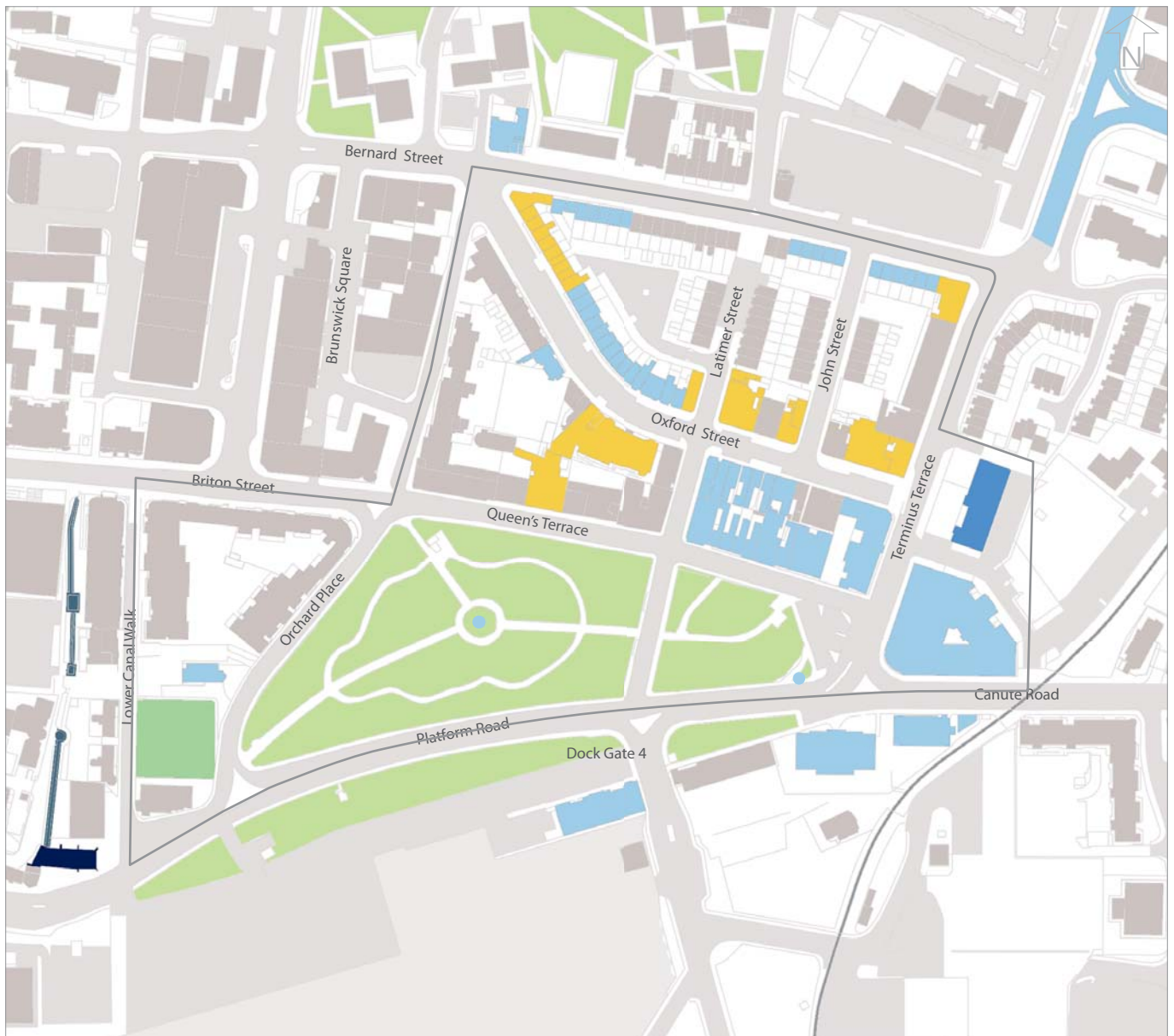







Figure 26: Heritage assets

-  Scheduled monuments & Grade I listed
-  Grade I listed
-  Grade II\* listed
-  Grade II listed
-  Unlisted buildings making a positive contribution to the area

## Green spaces

With the exception of Queen's Park the Oxford Street Conservation Area is a predominantly hard environment.

The area of Queen's Park can be identified on maps from the eighteenth century when it was known as Porter's Mead, a name that continued in use into the late-nineteenth century. On the 1870 map it was called Porters Meadow.

The park today provides an attractive setting for the area enclosed on all sides by a low hedge and lines of mature trees, particularly those lining Latimer Street as it runs north-south through the park. Latimer Street currently bisects the park, though the route is blocked off at its southern end to traffic. The park provides seating and a memorial to General Gordon as a focal point. It is mainly laid to lawn. A small car park exists at its eastern end.

The park is reasonably well maintained, with some evidence of wear and tear. The small car park at the eastern end provides a poor first impression on entering the area from Canute Road, detracting from what is otherwise an attractive green space in the central part of the city. The heavily trafficked Queen's Terrace and Terminus Terrace also act as barriers to pedestrian movement. The park is currently under used and could be made more popular by encouraging mixed uses along Queen's Terrace.

A series of street trees have been introduced along the northern side of Oxford Street in an attempt to soften the visual appearance of built form and to increase the attractiveness of the area. Street trees have also been planted along Latimer Street and its junction with Bernard Street. A lone mature tree stands out in the car park servicing properties along Oxford Street, Bernard Street and Latimer Street.

The remaining green spaces throughout the area relate to private back gardens. The largest of these, which remains hidden along the Oxford Street frontage, belongs to the currently vacant No 61 Oxford Street.

The mature tree and small space to the immediate west of The Globe on Bernard Street is an attractive feature terminating the view out of the area from along Oxford Street at its western end.



Trees and hedge lining Queen's Park, Platform Road



Street trees on Oxford Street soften the visual appearance of built form



Trees planted in the poorly maintained parking area behind Latimer Street



## Community involvement

A series of consultations with local residents, businesses, stakeholders, councillors and council officers has been carried out as an integral part of the appraisal process.

### Postcard Survey

Initial consultation involved the distribution of over 700 conservation postcards to every household and business within and next to the conservation area, as well as to local stakeholders, interest groups and councillors. The postcards invited views and priorities on a number of key themes relating to the area.

A total of only 11 responses were received. This represents a particularly poor response rate and as a result, the views can not be seen to be representative of the area as a whole. The top three responses to each of the key themes were as follows.

#### *Special qualities of the area*

- cafes, restaurants and outdoor dining
- overall character and atmosphere, historic buildings and architecture and Queen's Park

#### *Reasons to explore and visit*

- mix of uses
- historical links, especially RMS Titanic
- historic buildings and architecture

#### *Shop fronts with character*

- The Grapes Public House
- 45 Oxford Street
- The Olive Tree

#### *Key views into and out*

- Terminus Terrace west along Oxford Street
- Latimer Street south towards Queen's Park
- Platform Road north along Latimer Street

#### *Best buildings*

- South Western House
- Salvation Army facade
- London Hotel Public House

#### *Worst buildings*

- Kutis Indian Restaurant
- 50 Oxford Street
- Mint Casino

#### *Problems and pressures facing the area*

- traffic and congestion
- Salvation Army and anti-social behaviour
- parking

#### *Ways to enhance the area*

- better control of traffic and parking
- pedestrianisation
- more planting of trees and flowers

### Oxford Streets For All Celebration

A staffed exhibition attended by 30 people was held on the 11 November 2010 at The White Star Tavern on Oxford Street. Display panels and hard copies of the draft Appraisal were made available for people to see and comment on. Members of the project team were also on hand to answer questions and to discuss the issues raised.

Following the Streets For All Celebration event, the draft Appraisal was made available to the public to view on the Council's web page for a period of three weeks. Hard copies were also made available upon request. A total of only two responses were made on the draft Appraisal during the consultation period.

The responses reinforced the findings of the initial postcard survey. Namely, that anti-social behaviour associated with the Salvation Army on Oxford Street is the key issue affecting the enjoyment of the conservation area for many. Levels of traffic and parking are also key considerations as is the desire to pedestrianise part, if not all, of Oxford Street to encourage pedestrian activity and outdoor dining.

Material gathered from the community involvement process has been considered and included within this Appraisal.

## Problems, pressures and capacity for change

### Problems

Within the Oxford Street Conservation Area there are a number of threats to the character of the area. These include:

*Traffic* - the volume and speed of traffic across and through the area, particularly along John Street and onto Oxford Street and around Queen's Park.

*Vacant sites* - the blight caused by the small gap site, currently used as a private car park and advertised as a development opportunity behind Oxfords Brassiere on John Street.

*Street clutter* - too much, badly sited and uncoordinated street furniture detracts from the attractiveness of the area.

*Loss of original features* - piecemeal alterations to non listed buildings such as mouldings, correct sash windows and panelled front doors have been lost, or spoiled by unsympathetic alterations.

*Isolation/ under-use of Queen's Park* - Queen's Park has the potential to be a pleasant urban park, but is under-used due to traffic inhibiting access, signs of wear and tear and a lack of innovation and interest in design.

*Uncoordinated and poor quality street surfaces* - inconsistent and poorly maintained.

*Poor quality shop fronts and excessive, garish adverts* - mainly along Oxford Street which undermine the sense of quality and including roller shutters at Queen's Terrace which deaden the street frontage.

*Anti-social behaviour* - drunken behaviour and begging.

*Design of New Development* - some modern development examples, such as Oceana Boulevard and Nos 43-90 at Orchard Place highlight the danger of too many buildings in a 'national' style which will erode the distinctiveness of the area.

### Pressures

The design of new development within and adjoining the conservation area remains a major issue. Particular attention will be called for in the interface between Bernard Street (eastern end) and the conservation area with the redevelopment pressures for the existing car park site and the eventual replacement of the workshops and industrial units at the northern end of Orchard Place. Redevelopment of these sites has the potential to significantly enhance the appearance and character and setting of the conservation area.

The current market difficulties have resulted in a low economic base with many of the office buildings within the area, especially at Queen's Terrace becoming vacant.

### Capacity for change

An overview of the areas capacity for change was included within the City Characterisation Project (2009). This provides an overview of the Oxford Street and Environs (CA19) and Queen's Park (CA18) character areas sensitivity to change in relation to a number of key headings within the character area analysis. They are measured by degree of sensitivity, ranging from extremely sensitive to no sensitivity to change.

Elements within and around Oxford Street which are considered to be extremely sensitive to change and therefore require careful management include:

- grain;
- scale;
- architectural qualities;
- heritage assets;
- and materials.



Figure 27: Extract on Character area sensitivities to change (City Characterisation Project, 2009)

The urban grain and scale of the area is considered to be extremely sensitive to change due to the historic fine-grained arrangement of streets and small plots, with only modest larger footprint buildings. It is important to retain the vertical emphasis and consistent sense of scale across the area. Queen's Park is a well defined space and development, where appropriate, should continue at a scale commensurate with the positive enclosure of the park. The area contains a large number of listed buildings and other buildings of importance which make a positive contribution to the special interest of the conservation area. The richness and variety of architectural qualities, overall aesthetic value and use of materials must be maintained and traditional features which have been lost reinstated wherever possible.

## Suggested boundary changes

Only one minor change is suggested for the conservation area.

The boundary of the conservation area as originally drawn in 1972 cuts through the former Terminus Station platform canopy, to the rear of South Western House. The boundary should therefore be amended here to include all of the historic structure, as the historic, architectural and group value of the former Terminus Station, South Western House and platform canopy are an integral part of the area's development and heritage.


 Proposed boundary change



Figure 28 : Suggested boundary changes

## Summary of issues

The table below summarises the key issues for the Oxford Street Conservation Area that have arisen from the analysis of the area and through community involvement.

### Strengths

- strong sense of character and identity
- heritage of uses, built-fabric and architectural quality
- profile as a vibrant mixed-use quarter
- capability for conversion of many buildings
- environmental features of value including Queen's Park
- good levels of connectivity in all directions
- location adjacent to the central core and High Street
- business base throughout the area
- local business community commitment to success including the Local Trader's Association
- residential mix

### Opportunities

- conservation of characterful Victorian buildings
- unique ambience for new business
- maintain the careful mix of residential to commercial outlets
- capitalise on the increasing prominence for entertainment and eating out (subject to the amenity of residential uses)
- visibility on approaches to the city core
- improvements to the east end of Oxford Street and part of Queen's Terrace
- block-off John Street to vehicular traffic
- better integration of Queen's Park
- improve the condition and attractiveness of Queen's Park, consider the enhancement or removal altogether of the small car park at the eastern end of the park
- reduce street clutter
- develop vacant sites

### Weaknesses

- vacant buildings undermine the sense of confidence in the area
- the quality of street surfaces in the area varies considerably, often inconsistent and poorly maintained
- traffic-dominated streets limit pedestrian movement and are a source of noise and pollution
- household and commercial waste-bins on the footway detract from the streets and cause obstructions
- street clutter

### Threats

- accelerating vacancy, dereliction and under-use
- low investment fails to unlock opportunities
- inappropriate development, especially relating to scale and design
- erosion of townscape character and interest through unsympathetic development
- loss of traditional features
- current pressure on public sector finances
- anti-social behaviour affecting the overall attractiveness and popularity of the area

## Management proposals

Change is inevitable within the Oxford Street Conservation Area. The challenge is to manage this change in ways that maintain, and at every opportunity, reinforce and enhance the area's special qualities.

### *Article 4 Designations*

The Town and Country Planning (General Permitted Development) Order 1995 as amended by The Town and Country Planning (General Permitted Development) (Amendment) (No.2) (England) Order 2010 and The Town and Country Planning (General Permitted Development) (Amendment) (England) Order 2010 sets out limited 'permitted development' rights to householders and commercial properties.

*Householders* - were amended on 1 October 2008 to allow a greater amount of minor development to proceed without the need for planning permission. However, in general the new permitted development rights do not apply to development within the conservation area. Those few permitted development rights that do exist do not apply to flats; and there are very few 'houses' in the Oxford Street Conservation Area that would benefit from the increased permitted development rights. Furthermore, the urban grain of much of the conservation area is compact and tight, and does not therefore provide space for the construction of porches, side extensions, swimming pools and similar minor developments.

As a result, and also having regard to the number of listed buildings within the conservation area, we consider that there is limited scope for using Article 4 Directions on householders. We do consider that Nos 3-4 Oxford Street are worthy of consideration for listing due to their external appearance and historical interest.

*Commercial properties* - in April 2010, limited permitted development rights were set out for commercial properties. As with householders, some of the permitted development rights set out are restricted by conservation area status, though many do apply. Most of the rights do not apply to development within the curtilage of a listed building. Shopfronts and security shutters, as well as restaurants and cafes do not benefit from any permitted development rights.

As a result, we would not recommend the use of Article 4 Directions for controlling minor developments and commercial premises.

We do consider that a limited number of buildings within the conservation area are worthy of consideration for listing due to their external appearance and historical interest, some of these buildings are in a commercial use:

- 28 Oxford Street, The White Star Tavern;
- 35-36 Oxford Street, Oxfords Bar and Restaurant;
- and 2 Terminus Terrace, London Hotel.

### *Energy and on-site renewable facilities*

The Council welcomes on-site renewable energy production in both new and existing buildings, where these can be applied without detrimental effect upon the character and appearance of the building and conservation area.

### *Enforcement*

Unauthorised development will be investigated and where necessary enforcement action taken against unauthorised works and changes of use. Special attention will be given to preserving or enhancing the special qualities of the Oxford Street Conservation Area.

### *Streetscape and public realm*

Alterations and improvements to the public realm surface treatment should seek to use context-sensitive and high quality materials which are appropriate to their use and location, and which respect and enhance the existing buildings and provide them with a suitable setting. Similarly, the materials, design and positioning of any new elements of street furniture (e.g. signs, seating, lighting, bicycle stands) should be carefully considered and should be appropriate to the character of the conservation area. In order to reduce visual clutter within the conservation area, the removal of redundant or unnecessary street furniture will be encouraged.

### *New design*

New development in the conservation area must aspire to a quality of design and execution, related to its context, which will be valued in the future. A lack of understanding by many developers and/or their designers of the urban context, resulting in crude or debased imitations of adjoining buildings, or token gestures towards the local architectural style, whether adopting the 'reproduction', 'traditional' or 'contemporary' approach must be avoided.

Wherever possible, materials used in the restoration of identified heritage assets should closely match the original, however, where this is not possible, appropriate alternatives should be identified by a suitably qualified conservation architect.

## Planning policy and guidance

This Conservation Area Appraisal should form the basis of assessment of all development proposals within the conservation area and along the boundaries of the conservation area. In order to assess the potential impact of future development proposals on both the character and setting of the conservation area, proposals for development within the area will be particularly assessed against the criteria outlined in the Local Plan Review Policies SDP1 Quality of Development, SDP6 Urban Design Principles, SDP7 Context, SDP9 Scale, Massing and Appearance, HE1 New Development in Conservation Areas, HE2 Demolition in Conservation Areas, HE3 Listed Buildings, HE6 Archaeological Remains, CLT14 City Centre Night Time Zones and Hubs and RE18 Shopfronts.

Given the commercial nature of the conservation area, the local planning authority should consider:

- preparing a shopfront, fascia and advertisements guide to encourage and reintroduce quality shop, bar and restaurant fronts onto the streets. The appearance of shopfronts contributes significantly to the commercial areas of the conservation area, particularly Oxford Street itself. New applications for replacement shopfronts in the area represent an opportunity for improvement and enhancement of the character and appearance of the area. However, such alterations should not be at the expense of the lively and informal character, which is an intrinsic and significant part of the area's special character. The installation of a new shopfront and associated features such as shutters or grilles will require planning permission and listed building consent where a building is listed. Poorly designed or inappropriate shopfronts will detract from the character and appearance of the area. The installation of signs, particularly illuminated signs will usually require advertisement consent. A proliferation of signs, even of an appropriate design, could harm the character of the conservation area. New development may increase pressure for more intensive advertising. This will be resisted where it is considered to detract from the character and appearance of the area.

## Monitoring and review

The Council should take into account the cumulative effect of developments on the character and setting of the conservation area on a five year cycle. A review should include the following: a survey of the area to identify changes in its character and appearance; an assessment of whether the various recommendations detailed in this appraisal have been acted upon; the production of a short report detailing the findings of the survey; and publicity, consultation and advertising, and introduce a black refuse sack scheme, along Bernard Street in particular, in order to remove the unsightly storage of wheelie bins at the front of historic properties on a regular basis.

## Opportunities for enhancements

A number of possible enhancements to the conservation area have been identified. All of these will be dependent upon available resources; some may only be possible to implement in the longer term; and some will require the cooperation of private owners. They have been categorised into themes and are summarised as follows (in no particular order of priority).

### *Street management and the public realm*

- sensitive shared surface, pedestrianisation scheme at the eastern end of Oxford Street, respecting historic street surface details and maintaining visual continuity, at the same time as considering level changes and opportunities to widen the footway, removing pedestrian pinch-points and encouraging street activity;
- consider general improvements to ground surfaces and pedestrian friendliness throughout the conservation area;
- environmental improvements to the car park behind Latimer Street, including new landscaping and boundary treatments to improve the visual amenity and overall attractiveness of this accessible area;
- environmental improvements to Queen's Park, incorporating lifting of the tree crowns, removal of the lower limbs and an imaginative lighting design which would make the park more attractive and safe in the evenings;
- remove the southern section of Latimer Street which severs the public space in two and incorporate the space into the park, maintaining views through to the impressive Admiralty House;
- removal of non-original street lighting columns along Oxford Street and their replacement with building mounted lighting to reduce street clutter and improve the overall appearance of the main street where practical;
- enhancing the Titanic Trail experience and significant heritage assets;
- introduce street trees to improve the overall townscape and softening the appearance of built form;
- identify and remove unnecessary street furniture, coordinating the style, colour and siting of new street equipment;
- the public realm at the northern end of Latimer Street, which is blocked off to traffic, needs to be enhanced and maintained, in order to create a quality entry point to the conservation area;

- consider in due course the removal of brick pavements and rumble strip at the northern end of Latimer Street with street improvements more restrained and in-keeping with the rest of the conservation area;
- and introduce a black refuse sack scheme, along Bernard Street in particular, in order to remove the unsightly storage of wheelie bins at the front of historic properties on a regular basis.

#### *Redevelopment opportunities*

- the site behind Oxford's Brasserie on Latimer Street in a manner that respects the scale and footprint of the adjacent buildings, enhancing their setting;
- Portcullis House, presents a good opportunity for a sensitive but imposing building between other dock side buildings of significant heritage value (Union Castle House and Admiralty House);
- the quality of the pavilion building to the immediate south of the Bowling green should be considered in the future, due to its prominent location and setting in the context of Bowling Green House and the busy strategic road network;
- redevelopment of the current car park site on the northern side of Bernard Street has the potential to affect the setting of the conservation area and a significant number of listed buildings. Proposals will need to take reference from the surrounding historic buildings in terms of massing, grain and materials;
- and the quality of the industrial units and workshops along the western side of Orchard Place, on the edge of the conservation area should be considered in the future with any redevelopment opportunities associated with Brunswick Square.

#### *Traffic management*

- redesign in terms of surface treatments, boundaries, demarcation of bays and coordinate street furniture, or remove altogether the small car park at the eastern end of Queen's Park to create a more positive entry point to the conservation area, considering a piece of public art to announce the conservation area at this location;
- and consider carriageway entry treatments, at the western end of Oxford Street with Bernard Street and the northern end of John Street with Bernard Street, which reinforce the character of existing gateways into the conservation area and will help reduce traffic speeds, such as stone setted surfaces and rumble strips.

#### *Other*

- the Council to commit resources from the relevant department to address the anti-social behaviour, disturbance and nuisance associated with the Salvation Army/Booth Centre which currently affects the enjoyment of the conservation area

## Forms and further contact details

The Council's Historic Environment Team is happy to offer advice and information on planning and design issues in relation to the historic environment of Oxford Street. This can include basic guidance on conservation matters, and more detailed pre-application advice ahead of the formal submission of a planning application or Listed Building/Conservation Area Consent. Pre-application discussion is an important part of the development process and is actively encouraged by the wider Planning and Sustainability Division.

Application forms and checklists for planning permission, Listed Building Consent, work to trees consent and Conservation Area Consent are available to download from [www.southampton.gov.uk/s-environment/planning/permission/forms.aspx](http://www.southampton.gov.uk/s-environment/planning/permission/forms.aspx)

Enquiries regarding all heritage matters can be made to the Conservation officers at [conservation.officer@southampton.gov.uk](mailto:conservation.officer@southampton.gov.uk) or to:

Historic Environment Team Leader

Planning and Sustainability Division

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Traditional street name plate

All links and addresses were correct as of November 2011



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