

Pembroke & Princes Conservation Area

Character Statement



Designated: 1989

**Area: 22.1548 Hectares
54.7445 Acres**

**Article 4 Direction: Pembroke and
Princes Direction '94 (amended)
Pembroke and Princes (Boundaries)
Direction '95**

Introduction:

The purpose of this document is to describe the history and character of this conservation area in order to provide a context for policies contained in the Development Plan, which will guide future development and enhancements in the area. This statement was approved as Supplementary Planning Guidance on 18th February 1997.

Historic Development of the Area:

Built between 1895 and 1900, the Pembroke Crescent/Avenue area represents the only large group of Victorian and Edwardian red brick developments in Hove. The area south of New Church Road followed the development of the northern half of the area, much being built in the interwar years. The area contains two buildings of note, namely no. 157 Kingsway and Brooker Hall. No. 157 Kingsway is a Grade II Listed Building and is one of the most notable examples of 1930's architecture with art deco features and a fine intact interior. Its high boundary wall is also listed Grade II.

Brooker Hall, built in 1873 for the Vallance family, (Lords of the Manor of Hove) and designed by T. Lainson, is a fine Victorian stucco villa with Italianate features, containing Hove Museum and Art Gallery. The garden provides a focal point to the area and emphasises the formal layout of the area. The Jaipur Gateway is a unique Indian Chatri, built in India but shipped to England and re-erected here in 1926, it is Listed Grade II. The Vallance family presumably claimed descent from Aymer de Valence, Earl of Pembroke, which explains some of the street names in the area. The area is unique in Hove in terms of its sylvan 'garden suburb' atmosphere, with its gently curving streets and green front gardens, and it is this homogeneous character and appearance that is important to preserve or enhance.

The Character of the Area:

The charm of the area lies in the contrast of hard red brick and extensive use of white painted exterior timber and the overwhelming predominance of the plain red tile. Pre-1910 development in Aymer Road and the red brick properties in New Church road exhibit similar characteristics to those described above. The Princes Crescent and Princes Avenue area is of a later period and different design concept. Princes Avenue has a group of mock timber framed houses with tiled roofs. Princes Square and Princes Crescent contain spacious houses, mainly inter-war, with steep, tiled, hipped roofs, brick and rendered elevations, some half-timbering and tile-hanging on the elevations.

The following properties are included in the Pembroke & Princes Conservation Area:

Aymer Road: 1-23 (odd) incl. 2-30 (even) incl.

Hove Street: Connaught Hotel, Hove Cottage. 26-46 (even) incl.

Princes Court Nos.16 & 18

Viceroy Lodge

Bluebird Court

Kingsway: 145-163 (odd) incl.

New Church Road: 21-27 (odd) incl.

Hove Museum

Blenheim Court

Pembroke Court 1-13 (odd) incl. 2-36 (even) incl.

Aymer House.

Pembroke Avenue

Pembroke Crescent

Pembroke Gardens

Princes Avenue: Nos. 2a & 2b 2-16 (even) incl.

Princes Crescent: 2-18 (even) incl. 3-19 (odd) incl.

Princes Square

Sackville Road: 2-40 (even) incl.

Westbourne Place

Eastside excluding 15-35 (odd) & adjacent garage blocks.

Western Esplanade: Bowling Greens Pavilion Round Shelter No. 1 Lawn.

The following properties are listed buildings:

New Church Road: Jaipur Gate in gardens of No 19 (Hove Museum and Art Gallery)

Kingsway : No 157 and perimeter wall

