

The Avenues Conservation Area Character Statement

Designated: 1985
Extended: 1989

Area: 22.5731 Hectares 55.7781 Acres

Article 4 Direction: The 'Satellite Dish'
The 'Avenues' Direction



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:

The area was developed to the overall street plan of Sir James Knowles. He drew up plans for the whole area known then as the West Blatchington Estate, but they were generally seen as too expensive to build and building designs by other architects including E.W. Hudson were used instead. Nearly half the buildings were built by J.T. Chappell and the remainder by small or medium sized building firms. Most properties were built between 1871 and 1883 with another smaller burst of activity between 1894 and 1901.

The Character of the Area:

Architecturally, the Avenues include a variety of styles due to the changes of taste that took place during the slow pace of development. In general the character and appearance of the area which it is important to preserve or enhance, is of 3 and 4 storey terraced or semi-detached properties, mostly yellow brick with slate roofs (eg First and Second Avenue), but with groups of properties of red brick and tile. Fancy brickwork, bays, balconies and canopies feature strongly, and boundaries are marked by low walls, mostly with railings and also by stone balustrading. Entrance paths are often of tiles. Most properties have solid panelled doors, timber sliding sash windows and large chimney stacks.

The mews are an integral and important part of the area's character, as are the many traditional shopfronts in Church Road. Individual buildings of interest include Hove's first block of flats - Grand Avenue Mansions built in 1883, the Seeboard Offices (originally The Princes Hotel) built in 1874, King's Gardens, and no's 4 and 5 Third Avenue. Throughout the area it is the homogenous character, the scale of the buildings and recurring architectural features and materials that need to be protected.

The following properties are included in The Avenues Conservation Area:

Albany Mews

Albert Mews

Church Road : Nos 2-108 (even) incl. Nos 51-119 (odd) incl. including Planet House but excluding Hove Town Hall.

First Avenue

Fourth Avenue

Grand Avenue

Kings Mews

Kingsway:

North side: between Nos 15 & 16 Kings Gardens to the west, and St. Johns Road to the east, including Kings Gardens, Queens Gardens, and Adelaide Mansions.

South side: between Courtenay Gate to the west and St. Johns Road to the east, including Courtenay Gate, Kings Lawns and Kings Esplanade.

Queens Place

Second Avenue

St. Johns Place

The Drive : Nos 2-6 incl.

Third Avenue

Victoria Grove

The Following Properties are Listed Buildings:

Church Road: 94-108 (even) 105-119 (odd).

Fourth Avenue: No. 28

Kingsway : Adelaide Mansions.

St Johns Place

Grand Avenue: 6,8,9,10,11, Seaboard Offices Statues.

Kings Mews

Kings Gardens: 1-4 incl. 8-14 incl.

Queens Place

Victoria Grove

