



OXFORD STREET
Conservation Areas Appraisal
Assessing Special Interest

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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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 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 existing conservation area, defining its character and special interest, 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.



Fine distinctive semi-circular bow windows, Oxford Street



View looking eastwards along Oxford Street



Figure 1: Existing Oxford Street Conservation Area

- Conservation area boundary
- Building within the conservation area
- 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.

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 Scene 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.



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;
- 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.

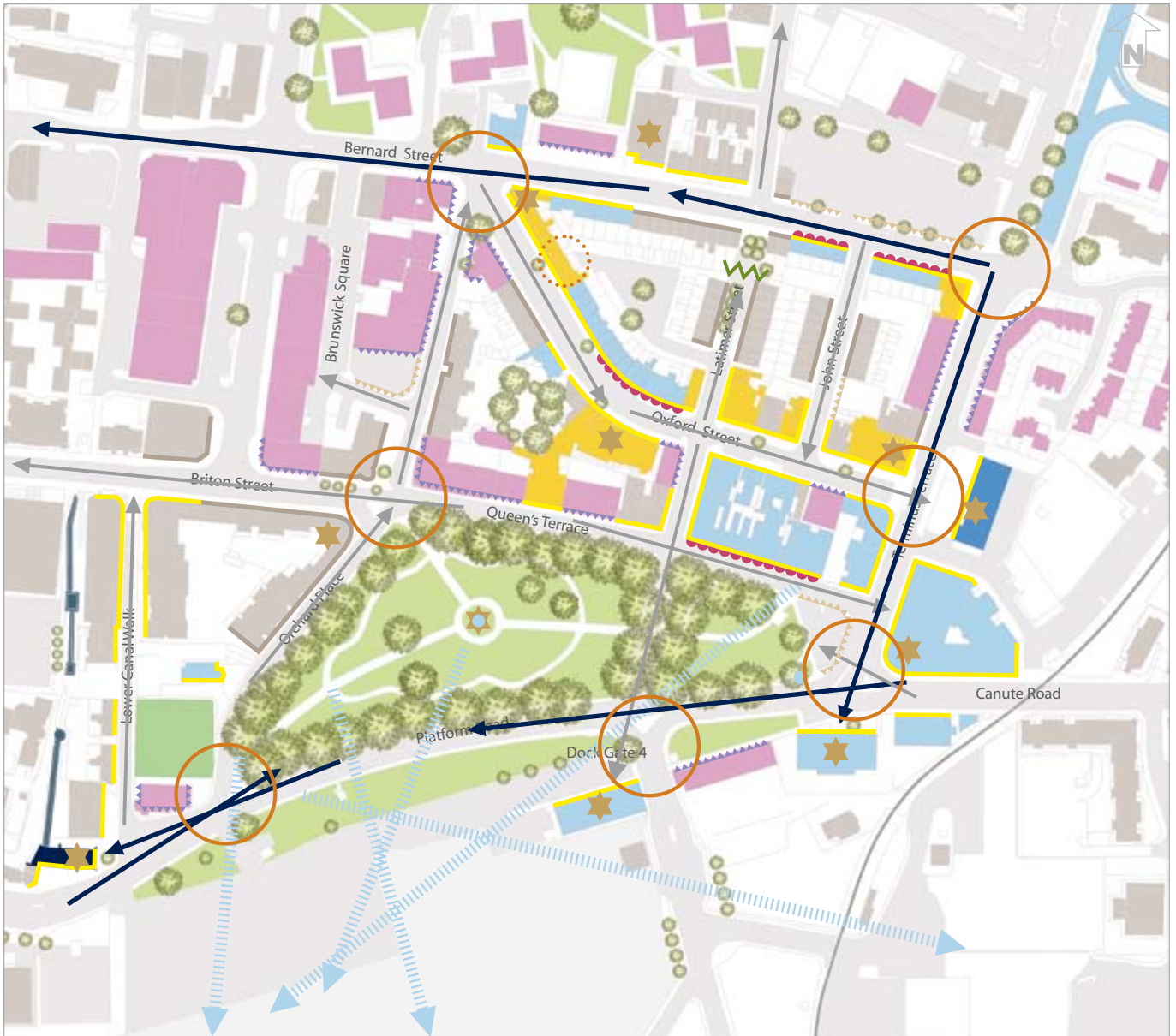
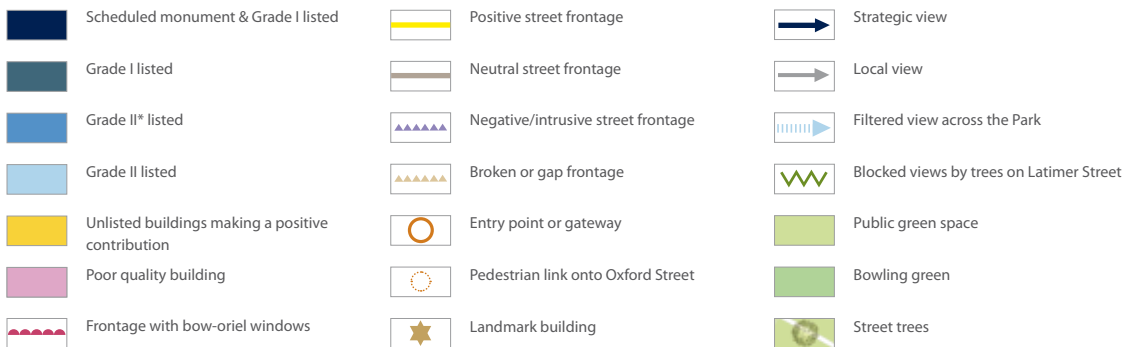


Figure 2: Summary spatial character and analysis



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 well 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. 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

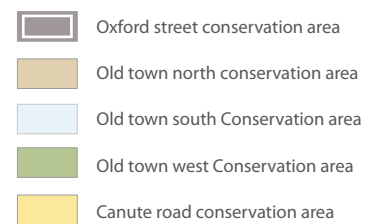


Figure 3: Modern day conservation area context

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. The largest and tallest of the buildings in the conservation area at six to nine storeys. 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

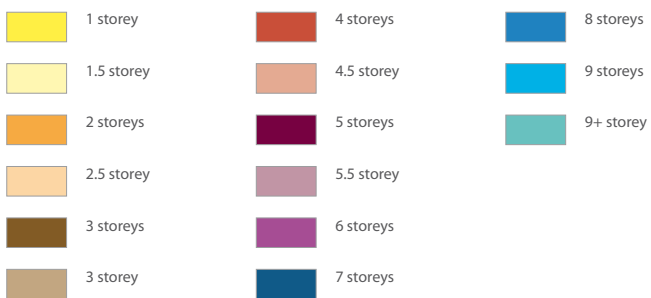
As shown on the 1846 Royal Engineers Map on page 15, The Platform which consists of Vokes Memorial Gardens to the immediate west of Admiralty House is largely laid to lawn with some bedding plants and small trees. The raised nature of the Platform and high hedge limits views out across the Docks.

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 in 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



Historic development and archaeology

Origins and historic development of the area

The conservation area was mainly agricultural land until the early-nineteenth century. John Speed's map of 1611 shows the conservation area to lie outside the limits of the medieval walled town of Southampton. Outside of God's House Gate, the canal and the Platform to the east, people are shown playing on the bowling green, known as God's House Green. The long north-south route of Orchard Lane separated the green from the Salt Marsh and ancient shoreline. In the nineteenth century this area was occupied by timber yards and later by warehouses. Outside God's House was the Platform, built at the end of the thirteenth century and enlarged in the fifteenth century. This was used to support cannon as part of the town's defences.

In 1343, Edward III gave God's House Hospital and the surrounding land to his wife Queen Philippa to start her new school Queen's College Oxford. In the nineteenth and twentieth centuries Southampton Docks expanded and the surrounding farmland was developed.⁽¹⁾ The associations with the College is the reason that we have the street names of Oxford Street, John Street, Queen's Park and Queen's Terrace. Bernard Street was originally called Bridge Street. The street was named after the bridge which crossed over the canal next to the town walls (Canal Walk) which was filled in and paid for by Peter and Thomas Bernard.⁽²⁾ Latimer Street was named after the protestant bishop Hugh Latimer, burned at the stake in 1555.⁽³⁾

The streets of the conservation area were laid out between 1802 and 1842 over the former agricultural fields of the town. Oxford Street was an area of good quality housing associated with the town's last years as a fashionable spa and residential seaside resort and its growing prosperity, based on increasing passenger traffic.

The station, Listed Grade II*, was the prototype for the style of local London and South Western Railway stations into the 1860s and forms one of the earliest surviving pieces of railway architecture in the country.⁽⁴⁾ Southampton's maritime function had long been established but this new dockland development together with the establishment of the railway link with London signified the beginning of the great modern commercial port of Southampton. Within a few decades the entire shoreline east of God's House Gate, had been developed with Canute Road marking the approximate line of the original shore.

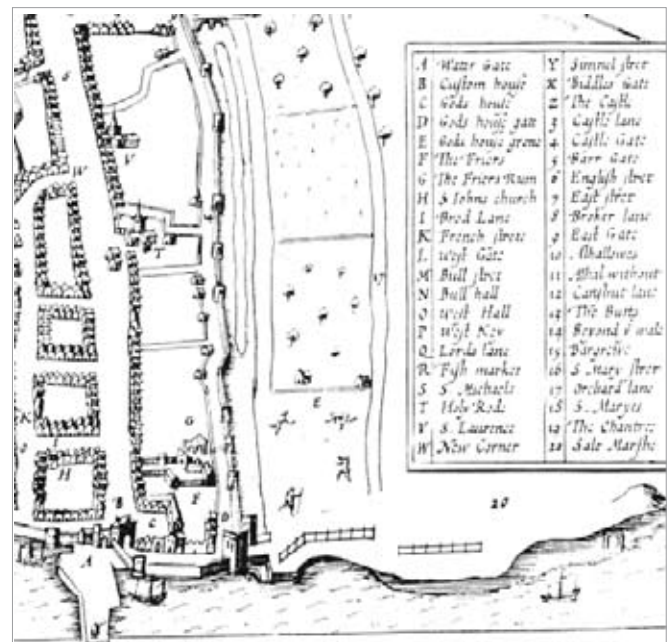


Figure 6: 1611 John Speed's Map of Southampton

By 1846 only parts of Oxford Street had been built, including Nos 10, 11 and 12 and 19-24 on the northern side of the street. Oxford Temperance Hotel and Railway Hotel were constructed at the eastern end of the street. In contrast to this, Latimer Street (east) and John Street (both sides) had been largely developed as terraced housing. Queen's Terrace did not appear on the map at this time, though it is clear that part of the street had formed, in front of Porter's Mead to the east of Latimer Street, containing several hotels.

The impressive Royal Mail House on the corner of Queen's Terrace and Terminus Terrace was built by George Radley in the 1840s.⁽⁵⁾ The hotel was taken over in 1907 by the Royal Mail Company and adapted as its Southampton Headquarters.

The South Western Hotel was completed and opened in 1867 by the London and South Western Railway to serve the Terminus Station and accommodation of ocean liner passengers.⁽⁶⁾ It was built around the southern end of the platforms with which it was linked at the time. The building was designed by the architect John Norton. Extensive internal refurbishments were made in 1894 and 1900 and new wings added in 1921 and 1927. It originally started out as the Imperial Hotel.

The White Star Tavern building, formerly the Alliance Hotel, on Oxford Street was originally constructed in the mid-nineteenth century as three separate properties. Later, probably in the early-twentieth century, these buildings were knocked through to become one and the Oxford Street façade was altered or completely rebuilt.⁽⁷⁾

(1) From the Queen's College official website at www.queens.ox.ac.uk

(2/3) Written by Genevieve Bailey and published on www.oxfordstreetsouthampton.co.uk

(4/6) Pevsner, N & Lloyd D., *The Buildings of England, Hampshire and The Isle of Wight*

(5) Leonard, A.G.K., *The Archive Photograph Series, Southampton*

(7) Southampton City Council Monument Records (MSH3562)



Figure 7: 1846 Royal Engineers Map

From the 1840s private omnibuses connecting the hotels, stations and the docks ran along Oxford Street and Terminus Terrace, to be superseded in 1879 by the horse-drawn trams of the Southampton Tramways Company.⁽⁸⁾

In 1870 the majority of Oxford Street had been developed and Queen's Terrace was divided in two; Upper Queen's Terrace and Lower Queen's Terrace, which included the Oriental Hotel and Goodridge's Hotel.

By the end of the nineteenth century the area around Terminus Station and the Docks entrances was a prosperous port-related district.

The London Hotel was built as a public house between 1897 and 1910.⁽⁹⁾ It stands on the former site of Bacon's Hotel, shown on the 1870 map.

In 1909, the former independent Southampton Sailors' Home was built in Oxford Street as a home for seaman while they were in port.⁽¹⁰⁾ The site had previously been occupied by open land with sheds. A third floor was skilfully added to the building in 1912 and a major extension on the west side was opened in 1930. In 1944, the building was taken over by the Ministry of War and Transport to house seaman prior to the invasion of Europe. In 1969 the home was sold to the Salvation Army. In 2008, the building was largely demolished and rebuilt, leaving only the façade.

(8) Leonard, A.G.K., The Archive Photograph Series, Southampton

(9) Southampton City Council Monument Records

(10) Arnott, A. Southampton: Gateway to the World



Figure 8: 1897 Ordnance Survey Map



Figure 9: 1933 Ordnance Survey Map

No 61 Oxford Street was the home and surgery of Dr Robert William Foster Welch, whose wife Lucia became Southampton's first woman Mayor and Admiral of the Port in 1927.⁽¹¹⁾

By 1936, Southampton docks handled 46% of all the UK's ocean-going passenger traffic.⁽¹²⁾ In the same year, further accommodation for seafarers was provided with the construction of The Southampton Seafarers' Centre, formerly The Missions to Seaman building at Queen's Terrace. The Chapel of St Andrew to the rear of the building was dedicated by the Bishop of Winchester. The annual Port of Southampton New Year service in the Chapel, which started around 1936, is the only one of its kind in any British port, and a tradition that continues to the present day. The Southampton branch of the World Ship Society was also formed here in 1950.⁽¹³⁾

Many of the buildings at the western end of Queen's Terrace were rebuilt following war damage. Similarly, entire streets and substantial areas of housing were lost to the west of the conservation area, along Orchard Place and around Briton Street, Charlotte Street and Brunswick Square.

The western end of Queen's Terrace was gradually rebuilt over the 1970s and 1980s with office blocks. West of Orchard Place many of the terraced properties, builder's yards and hotels that were also lost as a result of war damage were replaced by larger industrial units and workshops. These uses survive today and detract from this part of the conservation area. It was during the 1970s that Briton Street was realigned with Queen's Terrace and extended through to the High Street.

Demolition of a substantial number of unfit terraced properties on John Street and Latimer Street also took place during the 1970s. The subsequent redevelopment of these areas with new housing led to the loss of Jessie Terrace to the west of Latimer Street and the introduction of a substantial parking court at the back of the properties facing onto Bernard Street (1-10 Latimer Gate and Nos 1-10) and the western section of Oxford Street (Nos 7-25).

In 1970 as part of traffic management measures introduced in the interests of safety and to rationalise traffic circulation in the area, Oxford Street was stopped off at its eastern end with Terminus Terrace.⁽¹⁴⁾ Within a decade, the northern end of Latimer Street was closed to traffic as part of the redevelopment of this area, allowing access to the housing development and a limited amount of rear servicing to Oxford Street.

New major residential redevelopment took place within the conservation area at the start of the twenty first century with Oceana Boulevard at the north western corner of Queen's Park, two new apartment blocks at the northern end of Orchard Place and infill development of Nos 62-65 Oxford Street.

(11) Written by Genevieve Bailey and published on www.oxfordstreetsouthampton.co.uk

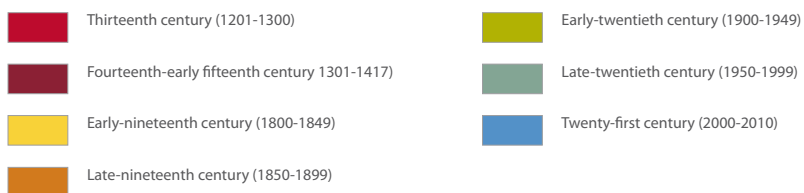
(12) www.plimsoll.org

(13) Arnott, A. Southampton: Gateway to the World

(14) Southampton City Council, Conservation Areas Report 3 (Revised) Oxford Street Area



Figure 10: General building ages





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



Late-twentieth century housing, Latimer Street



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

Archaeology including scheduled monuments

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 includes part of the medieval walled town, and its environs, which included ditches, pasture and extra-mural settlements. To the east of the town walls once stood a group of buildings known as Newtown. The Archaeology Unit of Southampton City Council carried out archaeological excavations in the area, in 2006 at the site of the Oceana Boulevard development on Briton Street and Orchard Place. These excavations revealed evidence dating from the early Bronze Age.

The bulk of the features excavated dated to the high-medieval period. It is known that much of the area was cultivated as fields, gardens and orchards by the Franciscan Friars who were given permission to cut a gate through the Town Wall in 1373 to gain access to their gardens. This gateway still exists today. Few features were dated to this period. The main features were a large pit of unknown function to the west of the site, and a lime kiln pit on its south edge. It is not clear what structure the lime kiln would have served, but it is possible that it was associated with the construction of the Salisbury Canal in the 1790s. In this area, the canal followed the line of the ditch alongside the Town Walls.

In addition, agricultural soil of post-medieval date and Romano-British sherds were recovered from 62-65 Oxford Street in 2003. Post-medieval walls and deposits have also been found during the redevelopment at 1 Queen's Terrace and 2-8 Queen's Terrace in 1988.



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 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 12: 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



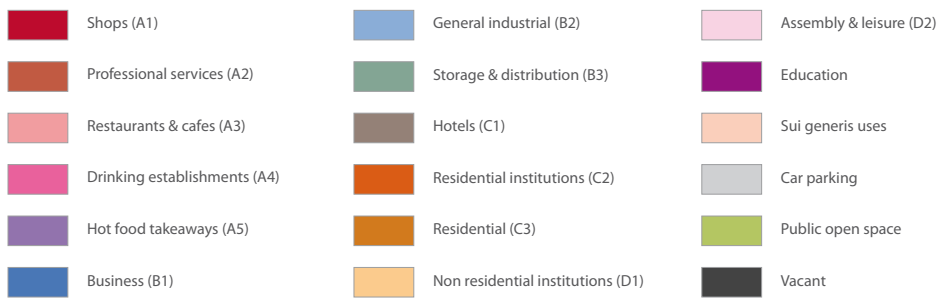
Colourful shop fronts, canopies and places to sit out line the street, Oxford Street



Vacant building in a prominent corner, Oxford Street



Figure 13: 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 13: 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, though there is some level of uncertainty regarding the future of the neo-classical town house, 61 Oxford Street. The building is currently vacant.

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.



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

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.



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



Simple stuccoed corner building, Oxford's Brasserie, Oxford Street



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



The Southampton Seafarer's 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



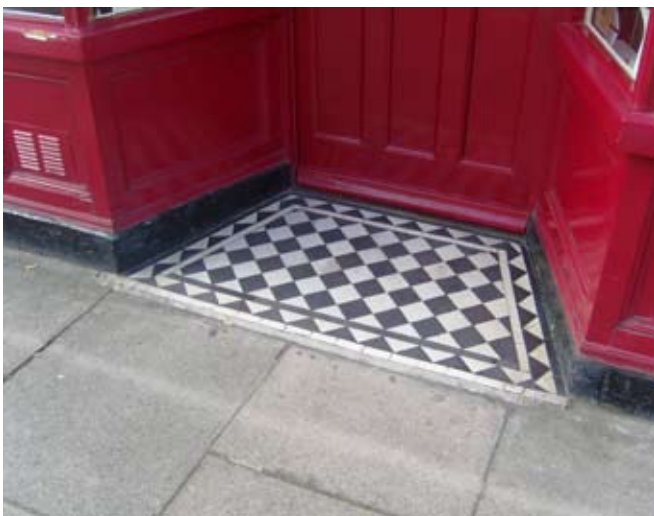
Cast iron tram rosette on the wall of The Court Jester public house, Terminus Terrace



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 14: 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



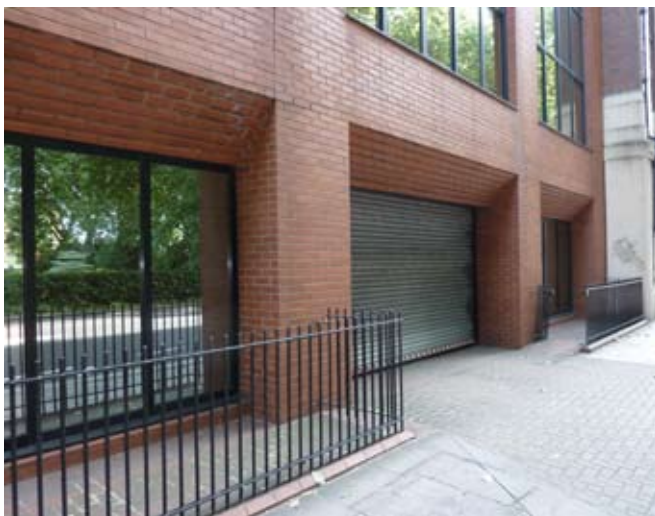
Granite kerb stone and steel socket used to hold up a shop front canopy, Oxford Street



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.

Listed Buildings and Scheduled Monuments within the Conservation Area	Listed Grade	Listed Buildings and Scheduled Monuments next to the Conservation Area	Listed Grade
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

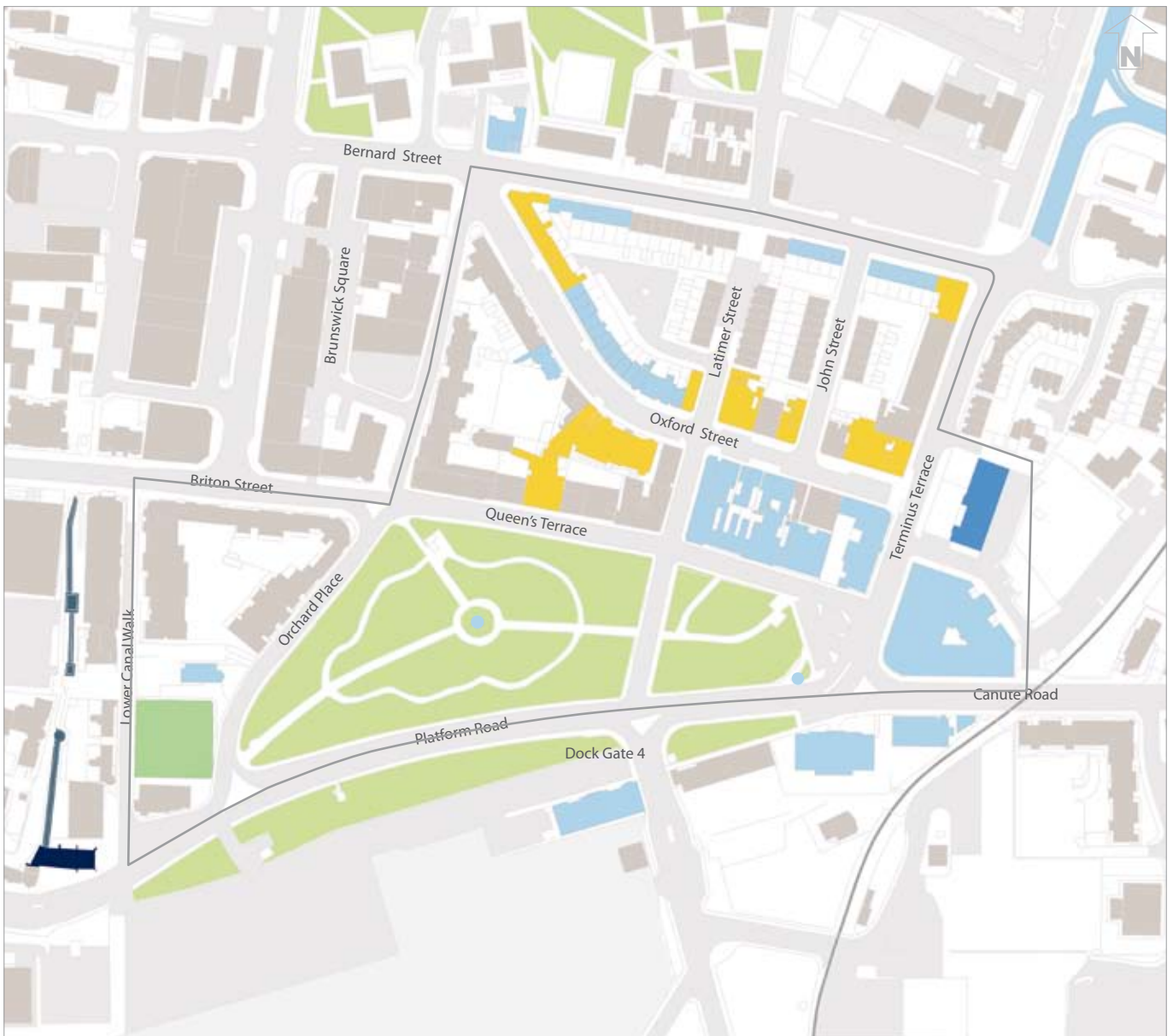


Figure 15: Heritage assets

- 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

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 - such as mouldings, correct sash windows and panelled front doors have been lost, or spoilt 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.

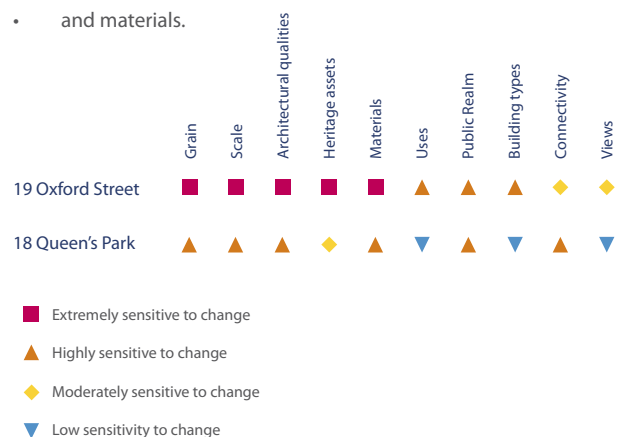


Figure 16: Extract on Character area sensitivities to change (City Characterisation Project, 2009)

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.



Key redevelopment site next to the area and opposite Listed Buildings, Bernard Street



Gap site within the area which has become a dumping ground for rubbish, John Street



Out-of-scale and 'national' style Oceana Boulevard, Briton Street/Orchard Place

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.

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. These were:

- special qualities of the area;
- reasons to explore and visit;
- shop fronts with character;
- key views into and out;
- best and worst buildings;
- and problems and pressures and ways of enhancing 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.

Further consultation and findings to be included in due course (e.g. findings from the Oxford Streets For All Celebration).

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 17: 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.

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/planning/planning-permission/

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

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Traditional street name plate

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