

# Whitefriargate, Hull

HISTORIC GRADE II LISTED BUILDING TO LET  
CURRENTLY UNDER REDEVELOPMENT



# History of Burton House

## 1904

Burton was founded by Lithuanian émigré Meshe David Osinsky, who assumed the name Montague Burton. In 1904 he opened a small shop in Chesterfield and soon expanded with other shops selling cheap, ready-made clothing for working class men. He began to offer a 'wholesale bespoke' tailoring service and opened his first factory in 1908-9. After marrying in 1909, he opened a Burton & Burton store in Sheffield, and enjoyed swift success, allowing him to expand across the North. During the First World War he won a contract for his factories to supply uniforms to the armed forces.



## 1919

By 1919 Montague Burton owned thirty-six shops across the country. By 1939, the chain comprised 595 shops.

Burton's vision was to combine made to measure with mass production and promoted his stores as a cut above other shops, using architecture and interior design to suggest the glamour of a gentlemen's club.

His stores barely resembled a shop as they were not cluttered with goods. They simply had a counter, some lengths of cloth and books of styles and patterns. In 1923, Burton started to erect new stores on freehold sites for the first time. He was personally involved in the search for suitable sites and held a strong preference for corner sites in urban centres.

## 1953

Ready to wear departments began to reappear in Burton shops from the mid-1930's and then began to take over the whole shop. Branches began to be modernised in the 1950's as the men's suit fell out of favour, and men's fashion changed. When Montague Burton died in 1952, he had 635 shops and claimed to be the largest tailoring multiple in the world.

In 1953, Burton's expanded and the name was changed to Burton Tailoring. The entrance to the building was also relocated to the corner which reflects the current arrangement. Into the 1960's, Burton shops included self-selection hanging rails and display units. Upper floors began to be used as stockrooms, retail space and offices.



## 1931

In 1931 Montague Burton offered the Linnerman brothers £500 to acquire 34 Whitefriargate which was a chemist shop. Burton acquired 34 & 35 Whitefriargate, including a small brewery to the rear (14 Alfred Gelder Street) for £9000 and the first Hull store opened in 1931. Plans for the demolition of the existing store and the construction of a new building were approved in 1935 and the new store opened on 4th December 1936.

In Hull, it is known that the upper floors were occupied by the Head of Customs reflecting the store's location in the heart of the city's commercial district. The store would have catered for the "weekend millionaires", These were the trawlermen, who were only home for about three days at a time between fishing trips and had a tradition of visiting their tailor to be fitted for stylish new clothing upon their return from a successful trip.



## 2023

As part of the regeneration of the building by Wykeland Group, the raised parapet and signage will be reinstated. These will enhance both the aesthetic appearance of the building and its connection to Montague Burton.

The exterior was clad in emerald pearl granite with gold-coloured metalwork (pilasters, jambs, mullions, head rails, balustrades and balconies). The engravings to the granite will be replicated on the new cladding but the existing copper restraint ties will be removed. Historic photographs show that these were later additions to the building, possibly installed following war damage to the building. The pattern of the glazing bars to the new windows will reflect the existing thereby retaining the aesthetic appearance of the building.

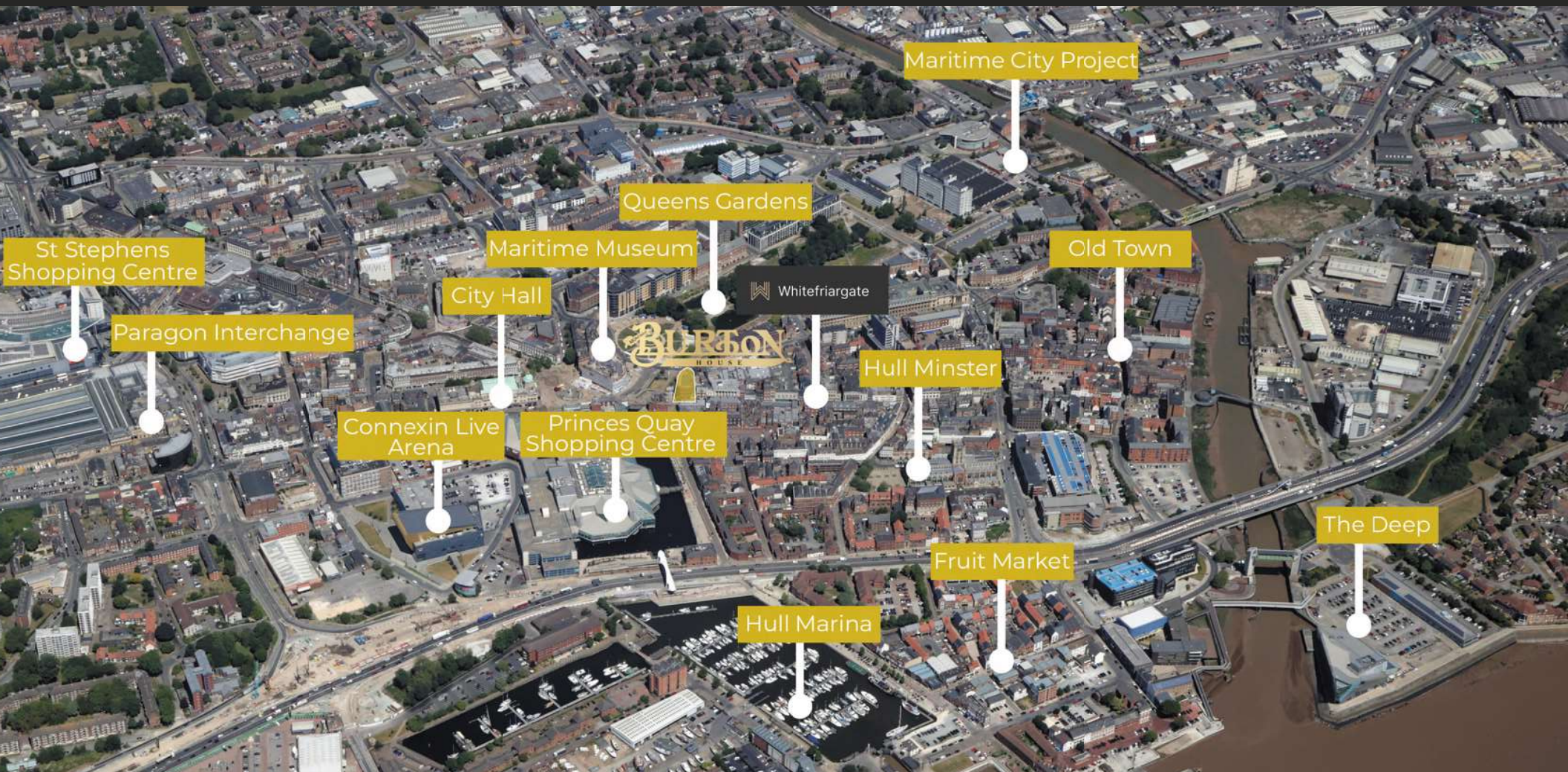




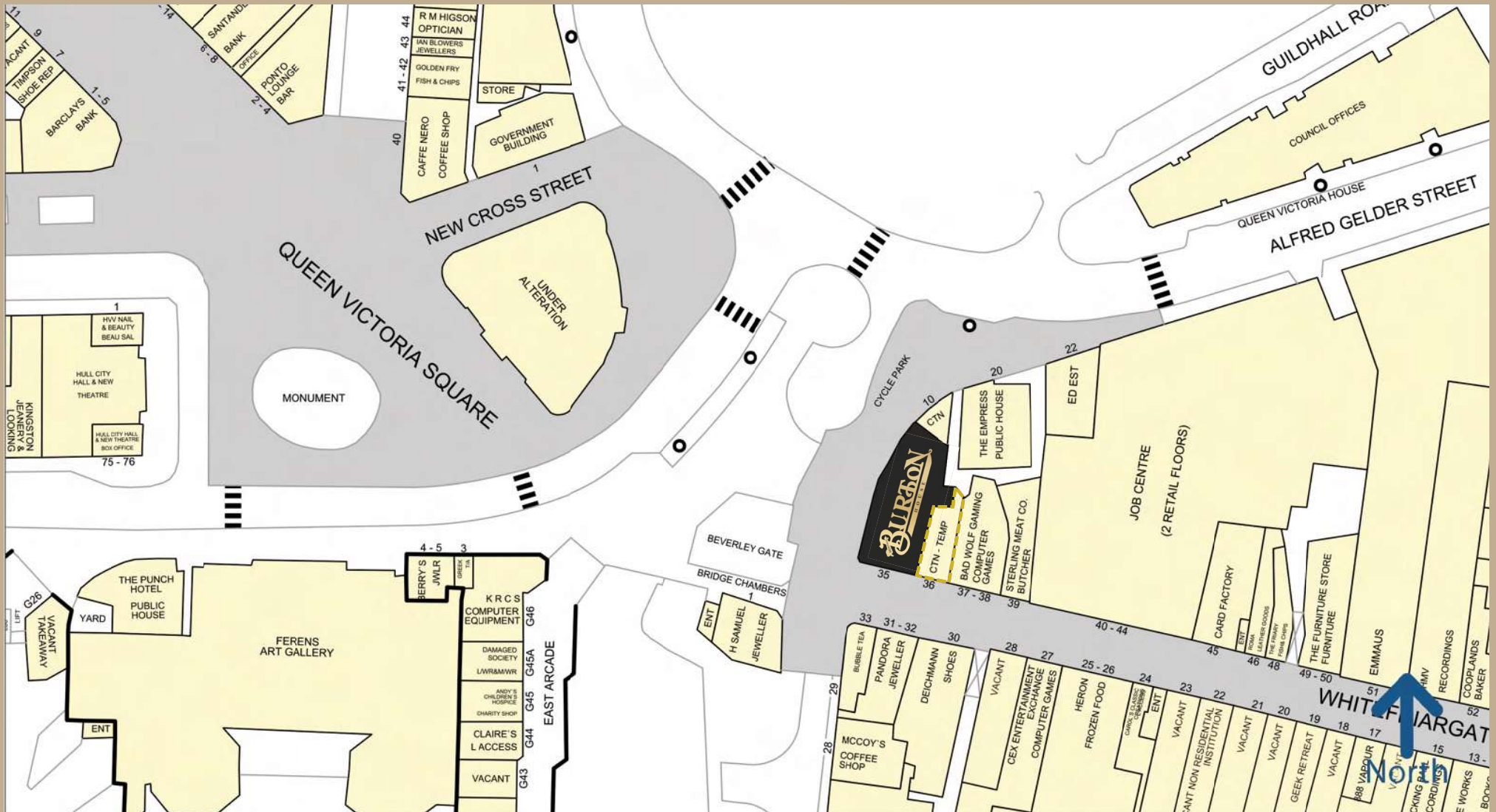
## A UNIQUE OPPORTUNITY

- Situated on Whitefriargate, the Grade II Listed Burton Building is one of Hull's most iconic properties and is being restored to its former grandeur
- Ground Floor and Basement available to let for restaurant/retail use at 1,633 sq.ft (Basement) and 2,560 sq.ft (Ground Floor)
- Opportunity to extend the Ground Floor by an additional 712 sq.ft into the adjacent unit, 36 Whitefriargate, giving a total available Ground Floor area of 3,272 sq.ft
- Upper floors available to let for flexible use at up to 2,734 sq.ft per floor
- Its prime location at the entrance to Whitefriargate, is a short walking distance to Hull's principal shopping centres, museums, the Connexin Live Arena, Hull Interchange and the many restaurants and bars in the Fruit Market and Old Town districts
- Redevelopment works are underway with units available from Q2 2024
- Whitefriargate is part of the Heritage Action Zone with significant regeneration being carried out and access to grant funding opportunities
- Almost 4 million people visit Whitefriargate per year, with 2023 figures currently almost 10% higher than 2022

# Old town, New beginning



# WHITEFRIARGATE | HULL



\*Opportunity available to extend Ground Floor to adjacent building, 36 Whitefriargate (712 sq.ft)

# WHITEFRIARGATE | HULL



WHITEFRIARGATE IS ONE OF THE MOST HISTORIC STREETS IN HULL AND BOASTS **33 LISTED BUILDINGS**



HULL HAS A LOCAL POPULATION OF **280,000 PEOPLE**



850,000 PEOPLE LIVE WITHIN A 45 MINUTE DRIVE, INCLUDING 220,000 ABC1S WHO RESIDE IN SOME OF THE UK'S WEALTHIEST WARDS, COMMANDING A **SPEND VALUE OF £3.7 BILLION PER ANNUM**



**OVER £3BN OF INVESTMENT** HAS RECENTLY BEEN INVESTED IN THE CITY



THE FREEDOM FESTIVAL IS A SIGNIFICANT ANNUAL MUSIC AND **ARTS FESTIVAL THAT ATTRACTS OVER 100,000 PEOPLE IN SEPTEMBER EACH YEAR**



**OVER 3.8M PEOPLE VISITED WHITEFRIARGATE** IN 2022, WITH FIGURES UP ALMOST 10% IN 2023 TO DATE



HULL HAS THE **FASTEST BROADBAND NETWORK** IN BRITAIN



WHITEFRIARGATE IS A **HERITAGE ACTION ZONE** WITH ACCESS TO GRANTS FROM THE LEVELLING UP FUND



**ONE MILLION FERRY PASSENGERS** PASS THROUGH THE PORT OF HULL EVERY YEAR



THE CONNEXIN LIVE ARENA IS ONE OF THE **UK'S BEST NEW INDOOR CONCERT ARENAS** HOSTING INTERNATIONAL AND NATIONAL BANDS/ARTISTS AS WELL AS CONFERENCES



## Accomodation

The accomodation measured on a Net Internal Area basis will approximately comprise of:

Demise	Use	Area (sq.ft)
Basement	Retail/Restaurant	1,633 sq.ft
Ground Floor	Retail/Restaurant	2,560 sq.ft*
First Floor	Flexible Use	2,734 sq.ft
Second Floor	Flexible Use	2,594 sq.ft
Third Floor	Flexible Use	2,596 sq.ft
Total Floor		12,728 sq.ft

## Terms

The building is offered for rental and further details on the terms are available from the agents or the developer

## Viewings

All viewings are strictly by appointment, arranged through the sole agents or developer

## VAT

VAT will be charged on all payments

## Floor Plans



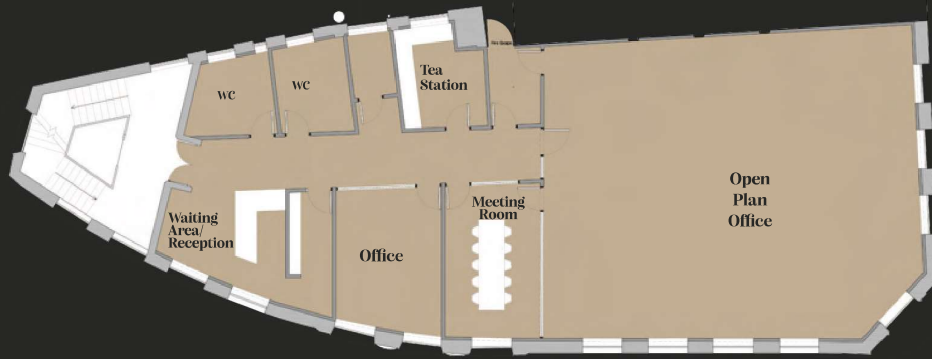
Basement



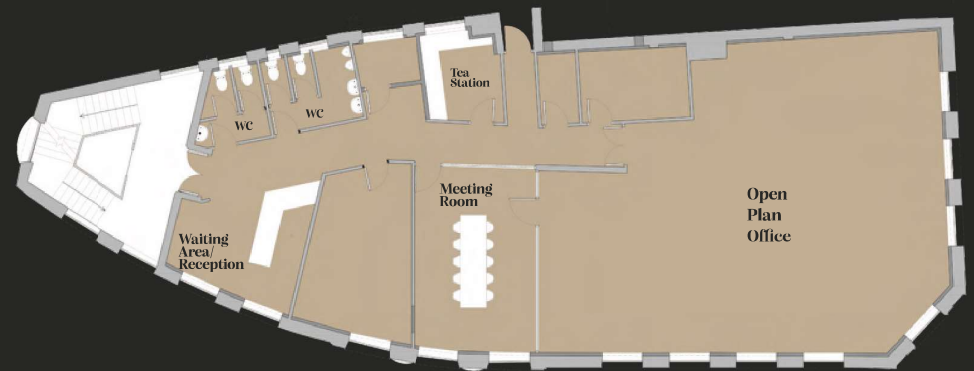
Ground Floor

\*Opportunity available to extend the Ground Floor by 712 sq.ft to adjacent building, 36 Whitefriargate, increasing the available area to 3,272 sq.ft by negotiation

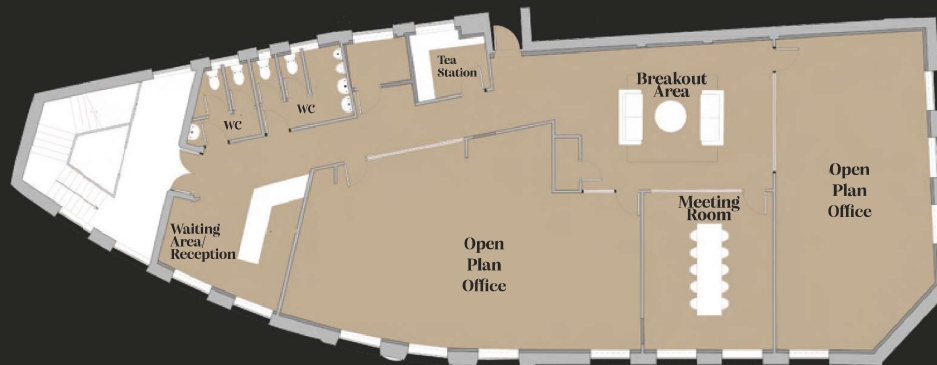
## Floor Plans



First Floor



Second Floor



Third Floor

\*Floor plans show example layouts. Floors will be developed as shells.



# MONTAGUE BURTON HOUSE

## All enquiries

### Agent (Flexible Upper Floor Use)

**Scotts**  
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### Agent (Restaurant/Retail Use)



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### Developer



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