



Fleetwood Conservation Area Appraisal and Management Plan

Draft for Consultation
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1 Conservation Area Appraisal

1.1 Summary of Special Interest: Fleetwood Conservation Area

- A mid-19th century planned town that was never fully realised, amid changing and competing transport developments and financial mismanagement, with strong associative values linked to the philanthropist landowner Peter Hesketh-Fleetwood, and architect and planner Decimus Burton.
- An incomplete layout radiating from The Mount, with seaside frontage and fragmentary sections of the planned town evident in the remaining buildings attributed to Burton.
- The varied building stock relating to Fleetwood's early promise, its importance as a major fishing port and attempts to regenerate it: Burton's grand ashlar landmark buildings, fishing cottages, higher quality workers' housing and early C20 development along the seafront; the Marine Hall, golf course and Model Yacht Pond.
- Landmark commercial, civic and maritime buildings of unique design with well-executed architectural embellishments.
- Uniform 19th century workers' terraces in brick, holding significant group value, relating to the grid iron layout, and higher status rows of larger middle-class housing facing out towards The Mount, with attractive features and good proportions.
- Parades of well-preserved Victorian shops around Albert Square.
- Key views from the Mount over the Wyre estuary and along the streets which radiate from its central position, providing views of the planned form of the town.
- The peninsula provides sea and estuary views, and views to Morecambe Bay and the Lakes, its marshy surroundings reflecting its relative geographical isolation.

- 1.1.1 This assessment is not exhaustive, and additional features, open spaces, trees, or buildings may be identified as part of the planning process as contributing to the special interest of the conservation area.



Figure 1: The Grade II listed Mount Pavilion in the Grade II registered Park and Garden of The Mount



Figure 2: Fleetwood Market

1.2 Key Issues

Development and Alterations

- 1.2.1 Mid-late 20th century infill development that does not contribute to or reflect the overall character and appearance of the conservation area.
- 1.2.2 Whilst some examples of historic glazing have been retained, the loss of traditional fenestration and replacement with PVC is a prevalent issue throughout the conservation area. This has caused the erosion of group value, a key feature of the conservation area. This is most notable within the residential areas.
- 1.2.3 Unsympathetic alterations to buildings such as rendering or painting of individual houses in a terrace of brick.
- 1.2.4 Intrusive extensions and modifications, such as alteration to window openings and fenestration patterns, disrupting the historic form of facades.
- 1.2.5 Unsympathetic alterations to shopfronts including overly large vinyl/plastic signage and fascia boards which obscures traditional details.
- 1.2.6 Parked vehicles are prominent within the conservation area and often dominate the street scene.
- 1.2.7 Gap sites, including the location of the now demolished pier, and the former site of 114-120 Dock Street (now demolished). These are exacerbated by poor quality public realm.
- 1.2.8 Inappropriate 20th century infill development that does not relate to the historic built form.
- 1.2.9 Street furniture appears cluttered in areas and lacks cohesion.

Condition

- 1.2.10 Vacant shops, mostly on the commercial streets which radiate from Albert Square, give a neglected appearance to some areas.
- 1.2.11 A general lack of maintenance and neglect throughout the conservation area has a notable impact on its character and appearance. This includes deteriorated paintwork, damage and discolouration of stone and brickwork, and boarded windows and doors. This is a significant issue with dwellings and shopfronts.

- 1.2.12 Numerous listed buildings are in a poor condition or have had unsympathetic alterations, of note is the Grade II listed 26-28 Dock Street.
- 1.2.13 Surfacing, including tarmac and stone setts, is damaged in areas or has undergone inappropriate repairs.

Traffic

- 1.2.14 Parked cars dominate some streetscapes; this is a common issue throughout the conservation area.
- 1.2.15 Cars and trams share several streets within the conservation area, including Lord Street and North Albert Street and The Esplanade, Queen's Terrace and Bold Street, which contributes to local congestion.

2 Introduction

2.1 Purpose

- 2.1.1 This draft conservation area appraisal and management plan (CAAMP) forms part of a review of Wyre Borough Council's conservation area appraisals, their boundaries and management plans. The purpose of this review is to capture the most relevant and up to date information about their special interest, to aid in the planning process, and to inform their effective management.
- 2.1.2 This review will also ensure the appraisals and management plans accord with local and national policy, and best practice guidance on the assessment and management of conservation areas. It has been drafted with reference to the Historic England Advice Note 1 (Second Edition), Conservation Area Appraisal, Designation and Management (2019).

2.2 Background

- 2.2.1 In 1979, the Mount, Pharos and Albert Square Conservation Areas were designated under the Civic Amenities Act of 1967.
- 2.2.2 On 31 January 2003 the three original Conservation Areas were extended and amalgamated to form Fleetwood Conservation Area.
- 2.2.3 Fleetwood Conservation Area was re-surveyed between 2007 and 2008, and again in 2025, and following this review, boundary amendments are proposed. This was to ensure that buildings which do not contribute to the conservation area's special architectural and historic interest are not subject to additional planning controls.
- 2.2.4 The purpose of this appraisal is to define the special interest of the conservation area and identify the issues which threaten its special qualities.

3 Planning Policy and Legal Framework

3.1 Planning (Listed Buildings and Conservation Areas) Act 1990

- 3.1.1 Conservation areas are designated through Section 69(1) of the Planning (Listed Buildings and Conservation Areas) Act 1990 for their special architectural or historic interest, the character or appearance of which it is desirable to preserve or enhance.
- 3.1.2 Buildings within a conservation area become subject to special controls to prevent their demolition without express planning permission, and some permitted development rights, or works that can be carried out without the need for express planning permission, are more restricted within conservation areas. Works to trees also requires consent.
- 3.1.3 Conservation areas are designated heritage assets, and Section 72 of the Act stipulates that their preservation or enhancement must be given special consideration in planning decisions that affect them.
- 3.1.4 The purpose of these additional controls is to ensure the significance of conservation areas is protected.

3.2 National Planning Policy

- 3.2.1 Section 16 of the National Planning Policy Framework (NPPF), Conserving and enhancing the historic environment, guides planning decisions concerning heritage assets at a national level, which is further defined by local policy.

3.3 Wyre Local Plan 2011-2031

- 3.3.1 Wyre Council updated the Wyre Local Plan (2011-2031) in 2022 and subsequently adopted this update on 26 January 2023. The new local plan replaces the Wyre Local Plan (2011-2031) but retains all policies except those revised by the partial update. Policy CDMP5, Historic Environment, is relevant to the management of conservation areas, and sets out how development proposals will be assessed to ensure the character or appearance of that area is preserved or enhanced.

3.4 The Effects of Designation

- 3.4.1 The designation of conservation areas brings some of additional planning controls over and above those that are found elsewhere. The key additional requirements are that demolition of a building with a volume of over 115 cubic metres requires planning permission for relevant demolition; to demolish a building in a conservation area without consent is a criminal offence; and works to trees (providing trunk diameter is greater than 7.5cm at 1.5m from the ground) requires notification to the local planning authority due to the potential contribution the trees may make to the character and appearance of the conservation area.
- 3.4.2 Additional information on works that require consent can be found on the Planning Portal.

4 Context

4.1 Conservation Area Boundary

- 4.1.1 The conservation area is focused on the original planned town, formed by streets which radiate from Mount Road, to the immediate south of The Mount, which was engineered from a series of sand dunes. London Street forms the principal route running north to south, with Bold Street to the east and Victoria Street between Bold and London Street. The intended plan form was never completed to the west and is not legible within the pattern of later development. To the north of The Mount, The Esplanade runs east to west allowing for expansive views to the seafront and early C20 development and the beach beyond.
- 4.1.2 The conservation area includes sections of Dock Street and Queen's Terrace, which make up the eastern edge of the town. The Esplanade and Queen's Terrace make up the northeast corner of the conservation area, which includes focal points such as Pharos Light House, Lower Light House and the North Euston Hotel. Albert Square, including a section of Lord Street, is one of the main commercial streets in the town. To the southeast Dock Street, where the boundary terminates, represents Fleetwood's industrial area. The southwest boundary is formed by London Road.

4.2 Location and Landscape Setting

- 4.2.1 Fleetwood is located on the Fylde Peninsula at the mouth of the River Wyre. It sits approximately 7 miles north of Blackpool and 22 miles northwest of Preston. The town is bounded by Morecambe Bay to the north and west and is separated by the River Wyre from the rest of the Fylde Plain. To the south are the towns of Thornton and Cleveleys.

4.3 Relationship of the Conservation area to its Surroundings

- 4.3.1 Decimus Burton's plan for the town was geometrical and included a radial road format. The coastline provides a natural boundary for the conservation area to the north and partially to the northeast. The town developed further south and southwest from its initial conception at the head of the peninsula in the early 20th century, and the gridiron format was replicated, without the radial streets. There is no definitive visual line between the conservation area boundary and the rest of the town, as suburban development continues to the west

4.4 Topography and Geology

- 4.4.1 Fleetwood sits on bedrock of Kirkham Mudstone with superficial tidal flat deposits of clay and silt¹. Fleetwood, and the area immediately to the south, is largely flat and low-lying. It is predominantly of a height less than ten metres above sea level. The Mount and its immediate setting are the only areas to rise above this level.
- 4.4.2 The extents of Fleetwood include the head of the peninsula, and large tracts of marshland on the Fylde coastline. Tup Hill, later known as the Mount, forms part of the chain of sand hills which stretch the length of the Fylde Coast, was chosen by Decimus Burton to be the centre point of the planned form of Fleetwood.

¹ British Geological Survey (2024) available via <https://www.bgs.ac.uk/map-viewers/bgs-geology-viewer/>

5 Summary of Historic Interest

- The new town of Fleetwood was developed in 1836 by the wealthy philanthropist Sir Peter Hesketh-Fleetwood. Inspired by the tree-lined avenues of St Leonards on the Fylde coast², the proposed functions of the town included a seaside resort and a commercial seaport for those travelling between London and Scotland. In 1835 Hesketh-Fleetwood opened a railway link between Preston and Fleetwood and from this, the Preston and Wyre Railway, Harbour and Dock Company were formed.
- Decimus Burton, an eminent 19th century architect and landscape designer, was appointed to design the building of the town. His plan was geometrical and included formal squares, crescents and radial roads. Burton's plan focused on Tup Hill, now known as The Mount Gardens which is a Grade II listed Registered Park and Garden.
- The road network was set out by Robert Banton and his plough³. Initially, the Mount was constructed along with Queen's Terrace to the east and the docks to the south, and by 1841, around 30% of the planned town drawn up by Burton was complete.
- By 1842, Hesketh-Fleetwood was virtually bankrupt and plots to the west of London Street were sold to pay debts, and Burton's original grand design was never fully realised.
- The town was initially successful as a seaside resort, but the branch train line between Poulton-le-Fylde and Blackpool opening in 1846 limited visitors. In the late 19th century and early 20th century, the town's main function was as a port and as its importance as a holiday resort waned.
- The construction of the Blackpool to Fleetwood tramline in 1898 linked the two towns together which helped the town thrive. The pavillion on The Mount was replaced in 1902, and the Esplanade completed by 1912. By 1932 the town's population had increased to 23,020 and the Marine Gardens were developed along the seafront.
- The decline of the port was mitigated by Fleetwood's fishing industry, but late C20 economic changes resulted in the decline of the fishing industry and widespread unemployment.

² Historic England (2025) List entry description, The Mount and surrounding Cobble Wall, available via <https://historicengland.org.uk/listing/the-list/list-entry/1001708?section=official-list-entry> Accessed 15/7/25

³ Historic England (2025) List entry description, The Mount and surrounding Cobble Wall, available via <https://historicengland.org.uk/listing/the-list/list-entry/1001708?section=official-list-entry> Accessed 15/7/25

6 Spatial Analysis

6.1 Summary

- 6.1.1 The Mount and its surrounding green space lie at the central point from which the adjoining streets radiate to the south. Close-knit development along Mount Road is oriented to provide views of the seafront, and provides a contrast between the openness of The Mount, enclosing it to the south.
- 6.1.2 Opposite The Mount to the north is the large-scale c.1930s Marine Hall located in an open setting along with the Marine Gardens and bowling green. This area is bounded by the promenade and seafront.
- 6.1.3 The Euston Hotel with its curved crescent frontage to the seafront encloses development to the west and provides a contrast to the open space of the Euston gardens to the east and the seafront to the immediate north.
- 6.1.4 Lower Lighthouse and the late C20 Radar Training Station have open, seafront settings enabling appreciation of their former uses. The Upper Lighthouse sits in a large open space, enclosed by continuous development along Pharos Street, curved and oriented towards the lighthouse.
- 6.1.5 Development continues round the coastline to Queen's Terrace, Burton's Custom House, and smaller terraced town houses in between forming a continuous building line.
- 6.1.6 St Peter's Church lies adjacent to Albert Square. The streets surrounding the square are wide, creating a sense of openness within this densely built-up part of the conservation area. The open grounds of St Peter's Church and Albert Square form a distinct contrast to the otherwise continuous development.
- 6.1.7 There is a good contrast in continuous built development and larger buildings surrounded by open space.

6.2 Landmarks and Focal Points

- The Mount Gardens and The Mount Pavillion is the most significant focal point in the conservation area owing to its prominent elevated position at the centre of Burton's planned town.
- The Mount public house which is a substantial four storey red brick building on the corner plot where The Esplanade meets Promenade Road.
- The two lighthouses, Lower Lighthouse and Pharos Lighthouse, are distinctive landmarks which can be viewed directly from each other, framed by the intervening streets.
- Albert Square is a focal point from where the surrounding streets, with a mix of commercial and residential streets, extend on a radial plan.
- The Grade II listed Radar Training Station is a notable landmark building dating to 1961-2 which stands in a prominent location along The Esplanade.
- The Grade II listed North Euston Hotel is a substantial building which sits adjacent to the Lower Lighthouse and the Radar Training Station. The building's crescent plan dominates the northeast corner of the conservation area.
- The Marine Hall is located within a large, open green space and its domed design and colonnades are prominent features along the seafront.
- St Mary's Church and St Peter's Church are substantial buildings located in the commercial centre of the town, standing as focal points along Lord Street. St Peter's Church is slightly more dominant due to its position within larger and more open church grounds.
- The four-faced Rowntree Clock Tower located within Albert Square, provides a focal point within the town centre, located where Adelaide Street, North Albert Street and Lord Street meet.



Figure 4: The Marine Hall and Gardens



Figure 5: The North Euston Hotel and Park and the foreground



Figure 6: The Rowntree Clock Tower at the centre of Albert Square, and the Grade II Parish Church of St Peter behind



Figure 7: The Grade II listed Fleetwood Radar Training Station

6.3 Important Views

6.3.1 The conservation area's location at the top of the peninsula gives access to significant views beyond its boundary, towards the sea and landscape beyond. The structured layout of the conservation area, which has seen little in the way of organic growth, means that the area is often characterised by uniform and designed views.

6.3.2 This assessment and its accompanying views map should not be treated as exhaustive. Important views may also be identified as part of the planning process. Some of the most significant views include:

- The view from the Mount towards the sea beyond the conservation area boundary.
- Long range views towards the surrounding landscape to Barrow-in-Furness and the Lake District to the north, Morecambe Bay to the northeast; the River Wyre, Knott End, the Bleasdale Hills and Beacon Fell to the east and towards the Isle of Man and Wales in the west.
- Views from within The Mount Gardens towards surrounding streets, including Mount Road and Bold Street.
- Views east and west along Mount Road.
- Views north and south along Euston Gardens.
- The designed views from the Mount along the streets which radiate from it. Notably, the view along London Street from the Grade II listed entrance pavilion to the Mount, which has direct views across the peninsula head.
- The linear views along The Esplanade and Queen's Terrace.
- Expansive views from The Esplanade facing north across the Marine Gardens towards the sea.
- Views from the North Euston Hotel towards the Euston Gardens and the sea beyond.
- The view from the Lower Lighthouse towards Pharos Lighthouse and vice versa, and the view along Pharos Street towards Pharos Lighthouse.
- The views from Albert Square which includes the surrounding streets and the focal building of St Peter's Church.

- Views along Adelaide Street towards to the town centre with the Rowntree Clock Tower as a focal point.
- Views northeast along Lord Street towards Albert Square are terminated by the crescent of shops along Adelaide Street and North Albert Street.



Figure 8: View from The Mount Pavillion towards the Marine Hall with the coastline and sea beyond



Figure 9: View along the formal frontage to Queen's Terrace



Figure 10: View along Pharos Street toward the Pharos Lighthouse



Figure 11: View along Bold Street towards The Mount Pavilion



Figure 12: View from within The Mount Gardens towards Bold Street

6.4 Setting

- 6.4.1 When considering proposals that affect a conservation area, the assessment of impacts on setting is not a statutory requirement, and there is no duty to preserve or enhance the setting of a conservation area in Section 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990. However, the NPPF requires local planning authorities to consider the setting of all heritage assets in the development management process. Chapter 16 of the NPPF states any harm to the significance of a designated heritage asset (from its alteration or destruction, or from development within its setting), requires clear and convincing justification.
- 6.4.2 The NPPF requires the LPA to assess the significance of heritage assets affected by a proposal, including any development affecting their setting, to avoid or minimise any conflict between the heritage asset's conservation and the proposal. It also states LPAs should look for opportunities for new development within conservation areas and world heritage sites, and within the setting of heritage assets, to enhance or better reveal their significance.
- 6.4.3 Paragraph 58 of the Historic England Advice Note 1 (Second Edition), Conservation Area Appraisal, Designation and Management (2019) states 'Heritage assets can gain significance from their relationship with their setting whilst views from within or outside an area form an important way in which its significance is experienced and appreciated.'

6.5 Contribution Made by Setting

- 6.5.1 Dense 19th and 20th century development immediately abuts the conservation area to the west, which has resulted in there being no definite visual line between the conservation area and the buildings which lie beyond it. The developed areas to the west, which do not follow the intended plan, and read more as infill, therefore do not make any meaningful contribution to its significance.
- 6.5.2 The coastline across the northern and eastern extents of the conservation area does, however, provide a major contribution to its significance reflecting the importance of the sea to the town's fishing industry and early prosperity as a seaside resort.

6.6 Open Spaces, Trees and Landscape

- The gardens surrounding The Mount is of notable significance. From The Esplanade, the open grassed area allows for uninterrupted views of The Mount, whilst mature trees create a positive backdrop.
- Open spaces with sea views continue toward the North Euston Hotel, which includes the open green space of the Euston Gardens.
- London Street, Lord Street and Bold Street are lined with trees which provide some welcome greenery to the continuous and dense development.
- The Marine Gardens to the front of the Marine Hall has a formal garden area and bowling greens, the area is surrounded by well-maintained hedges and trees providing a sense of enclosure.
- The open, spacious promenade across the northern and eastern extents of the conservation area is a key feature.
- The Euston Gardens is a well-designed garden which includes a Grade II listed drinking fountain. This area provides a green space to the northern extent of the conservation area.
- The open space surrounding Pharos Lighthouse contrasts with the linear development.
- The church grounds of St Peter's Church which provides an open green space with mature trees.
- The dense development in the town centre which opens up at Albert Square providing a local focal point.



Figure 13: The gardens surrounding The Mount



Figure 14: The playing fields at the Marine Hall gardens

6.7 Boundaries

- 6.7.1 A variety of boundary types add interest. Many C19 dwellings have small front gardens set behind low red brick boundary walls. Higher status properties have cast iron railings or have brick or sandstone gate posts with copings, finials or caps and carved detailing. Many of the terraced dwellings do not have front gardens and front directly onto the pavement, reflecting their lower status. Notable examples include:
- 6.7.2 The pebble wall surrounding The Mount Gardens, which is included in the listing of the Registered Park and Garden.
- 6.7.3 Pebble and rubble walling along The Esplanade.
- 6.7.4 The North Euston Hotel is enclosed behind a low altered wall with sandstone copings and ornate cast iron railings, mirrored along the balustrade of the porte cochere.
- 6.7.5 The Euston Gardens is enclosed with concrete walling with moulded, regularly spaced caps and a grey, dry-dash finish.
- 6.7.6 The former Customs House has cast iron railings with spearhead motif, though the left-hand section to the entrance is missing.
- 6.7.7 3-5 Queens Terrace has cast iron spearhead railings, and 8-14 Queen's Terrace are enclosed with cast iron railings with spearhead motif. These exceptionally well-preserved railings return to the central entrances which are marked with decorative urns. These simple designs reflect their relatively early (circa 1836) date.
- 6.7.8 St Peter's Church is enclosed on all sides by attractive cast iron railings on a low sandstone wall.
- 6.7.9 St Mary's Church is enclosed with a simple, cast-iron railing.
- 6.7.10 The Marine Hall gardens has an attractive cast-iron post and rail fence.

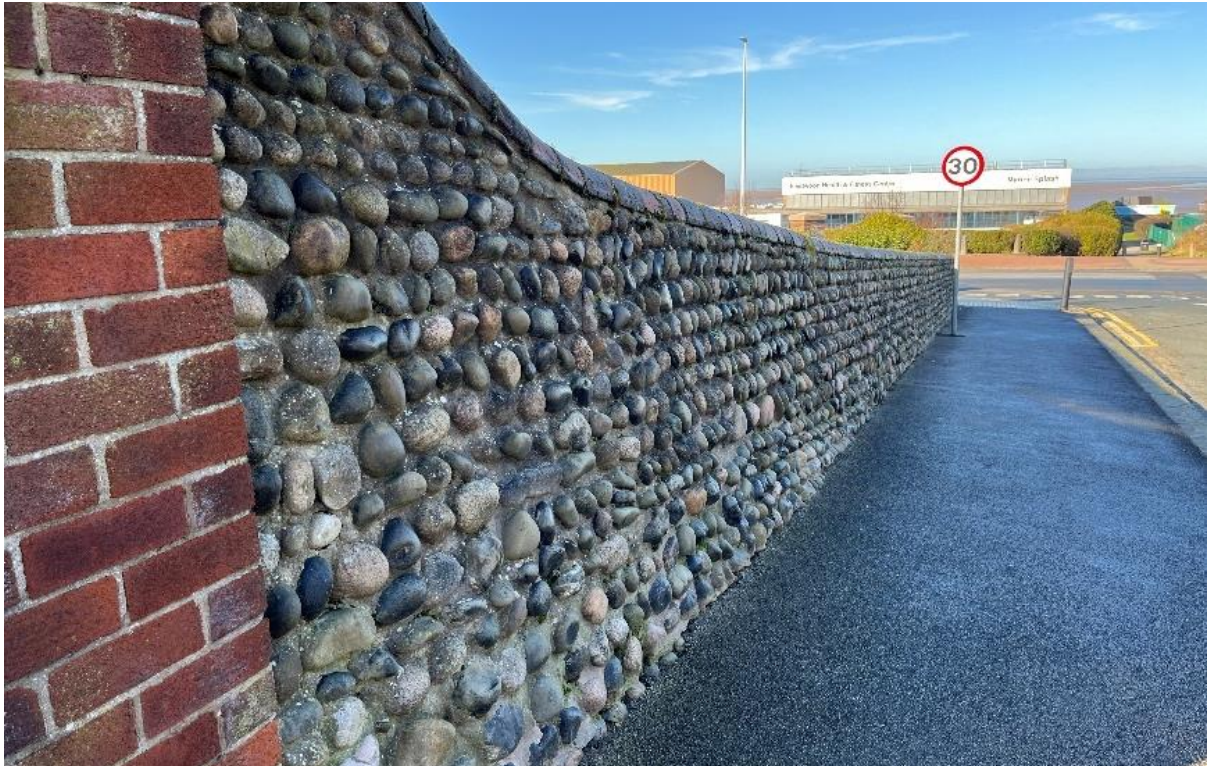


Figure 15: The cobble wall surrounding The Mount – which is included in the Grade II listing of The Mount registered Park and Garden.



Figure 16: Cast iron post and rail fencing provides an open edge to the Marine Hall Gardens



Figure 17: Rubble stone walls outside 29 The Esplanade



Figure 18: Mix of red brick front garden walls and gate piers to residential properties

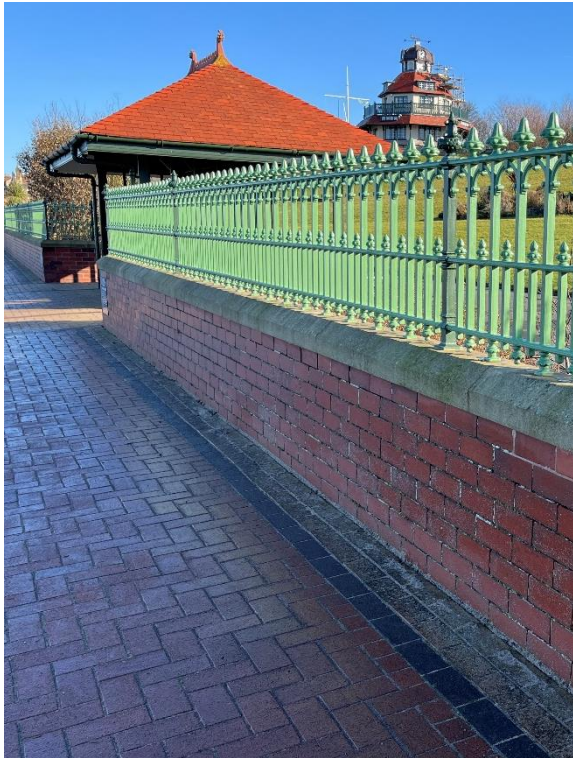


Figure 19: Decorative cast-iron railings along the Esplanade, enclosing The Mount

Figure 20: Entrance gate, railings and gate piers to the Grade II listed Parish Church of St Peter

6.8 Public Realm

Surfacing

- 6.8.1 The conservation area retains some traditional stone flags and setts, often found in the alleyways between rows of terraced buildings, in varying condition. In some areas, the stone setts have been covered in tarmac which has broken away, revealing the stone setts underneath.
- 6.8.2 The Esplanade features interesting C20 red block pavers with seaside themed images including seahorses, a boat, compass and anchor. Decorative surfacing continues along The Esplanade, with a mosaic of pebbles and stone setts at the foot of the Lower Lighthouse. Further along, surfacing picturing a stream with inlaid metal fish detailing can be found. Most of the paving along The Esplanade is modern, with the exception of the traditional stone paving surrounding the Lower Lighthouse and the North Euston Hotel, which follows the curvature of the building. The red pavers found along The Esplanade can also be found within the town centre area, along Lord Street.
- 6.8.3 Elsewhere, surfacing generally consists of modern block paving, concrete paving slabs or tarmac. The condition of the paving throughout the conservation area varies, some is in poor condition and has undergone

inappropriate repairs. These areas would benefit from an overhaul.



Figure 21 (left): Decorative block pavers
Figure 22 (right): Stone setts to rear alley



Figure 23 (left): Pebble compass mosaic by the Lower Lighthouse
Figure 24 (right): Stone flags

Street Lighting

- 6.8.4 One lamp in the Euston Gardens appears to be historic. Traditional style lights located in Albert Square and Lord Street, Pharos Street, Euston Gardens and in the gardens of The Mount preserve the character of the conservation area.

Street Furniture and Sculpture

- 6.8.5 Timber benches and seating areas at The Mount are contemporary with the gardens. The shelters are in timber with hipped red clay tiled roofs, which contribute to the conservation area's special interest. A WWI remembrance bench is located along Albert Street.
- 6.8.6 Road signs, traffic bollards, and traffic lights create visual clutter. This is noticeable where The Esplanade meets Queen's Terrace and Pharos Street due to the tram network sharing space with road traffic.
- 6.8.7 Two red pillar post boxes are located within the conservation area, at the corner of Promenade Road and Abbotts Walk and the corner of London Street and Lord Street, which add interest.
- 6.8.8 Plastic, brick and cast iron planters would benefit from being of a standardised design.
- 6.8.9 The bollards to Pharos Street, painted black and gold, complement the heritage style street lamps which are consistent with the historic cast iron tram shelter. Bollards elsewhere, bike stands and electric charging vehicle ports detract from the street scene and add to visual clutter.
- 6.8.10 The sculptures, memorials and statues within the conservation area are of interest. The 19th century Grade II listed drinking fountain is within the Euston Gardens, with a statue of Sir Peter Hesketh-Fleetwood by the sculptor Alan Ward; the 'Welcome Home' statue by the sculptor Anita Lafford, an anchor on the Esplanade, and the white obelisk which commemorates two fishermen who died saving others in 1890.



Figure 26: Traditional style timber frame shelter with back-to-back seating



Figure 27 (left): The cast iron tram shelter to Pharos Street



Figure 28 (left): The Grade II listed Drinking Fountain
Figure 29 (right): 'Welcome Home' Statue by the sculptor Anita Lafford



Figure 30 (left): Statue of Sir Peter Hesketh Fleetwood in Euston Gardens
Figure 31 (right): Anchor on the Esplanade

Signage

- 6.8.11 Traditional style finger post signs in the conservation area in black and gold contribute to its character.
- 6.8.12 Contemporary tourist information signs comprise rectangular columns. These vary in condition and in some locations contribute to the visual clutter of street furniture.

7 Architectural Interest and Built Form

7.1 Summary

- 7.1.1 Fleetwood retains a range of civic, commercial, leisure and residential buildings dating from the early C19 onwards relating to its planned design and later developments. The contrast in scale, materials and status is part of the special interest of the conservation area.
- 7.1.2 The majority of residential properties date from the mid-19th to early 20th century and were often built in terraced rows, resulting in shared scales, form and design features. This pattern of building has resulted in blocks of varying quality and styles. The size of residential properties also varies, from large three storey town houses to narrow terraced dwellings. There is considerable variation in quality even in the terraces. Those of a higher status have small front gardens bounded by brick walls.
- 7.1.3 The larger scale, commercial and civic buildings within the town centre are notable for their high-quality, unique design. The presence of these buildings helps create visual breaks and focal points in the conservation area.

7.2 Building Types

- 7.2.1 Development to the east, south and west of the Mount is largely residential but also includes the Emmanuel Church and the Mount public house. To the north of the Mount is the Marine Hall, and a 1930s theatre. This part of the conservation area also includes beach chalets.
- 7.2.2 The town centre core is made up of shops at ground floor level, with residential flats or commercial spaces above.
- 7.2.3 The maritime buildings are of major significance to Fleetwood, including the Lower Lighthouse and Pharos Lighthouse, as well as the radar training station and Fleetwood Museum (former Customs House).
- 7.2.4 The Fleetwood Market, located within the town centre, is a substantial building which positively contributes to its special interest. St Mary's Church and Vicarage and St Peter's Church also add interest.

7.3 Listed Buildings and other Designated Heritage Assets

- 7.3.1 The Grade II listed buildings and structures are mainly to the south and east, in the oldest areas. These include the Lower Lighthouse, Pharos Lighthouse, the North Euston Hotel, The Mount Pavilion, the former Customs House (now museum), St Peter's Church and St Mary's Church, the Radar Training Station, and the former Fielden Library. The majority of Grade II listed commercial buildings are located on Lord Street.
- 7.3.2 Lower Lighthouse is built of sandstone and can be seen for nine miles over the surrounding landscape. It is surrounded by a Tuscan podium giving the appearance of a temple or monument, which reflects its importance. Pharos or Upper Lighthouse, faced in fine red sandstone ashlar is located in Pharos Square, and constructed in a restrained Classical design, with a rusticated and vermiculated base which anchors it into the Square.
- 7.3.3 Queen's Terrace is one of the oldest buildings in Fleetwood and contains a variety of building types, of note 16-29 Queen's Terrace (built 1836-41). This terraced row was built to the designs of Decimus Burton; it is faced in ashlar and is three-storey with a hipped slate roof and 45 bays, the end three and seven central bays are crowned by pediments. The building was constructed for the prominent inhabitants of the town including Sir Peter Hesketh-Fleetwood. Several houses still contain original internal features, and the end-of-terrace dwelling on the corner with Kent Street has an original coach house stable to the rear.⁴
- 7.3.4 There is one Grade II listed Registered Park and Garden in the conservation area. The Mount, including surrounding cobbled wall which was erected in 1860, and formed the focal point of Decimus Burton's radial plan for Fleetwood. It originally had a pagoda, thought to have been designed by Decimus Burton, but this was replaced in 1902 with the now Grade II listed The Mount Pavilion.

7.4 Positive Buildings

- 7.4.1 The buildings within the conservation area have been individually assessed based on their contribution to its special architectural and historic interest. Those buildings that make the strongest contribution are identified in green on the spatial analysis plan that accompanies this appraisal.
- 7.4.2 The Marine Hall is a notable Art Deco theatre building located between The Esplanade and the seafront. It was constructed in the 1930s as part of the

⁴ Explore Queens Terrace available via [Explore Queen's Terrace · explore then and now with Visit Fleetwood](#)

wider development of Fleetwood as a seaside resort. The building is constructed from red brick and reinforced concrete and rendered with Portland cement finished in white. It has a dome above the large ballroom which has internal stained glass, externally the glass is plain. A colonnade wraps around the building providing covered walkways with octagonal concrete columns. The walkways overlook the Marine Hall Gardens. The Marine Hall makes a major contribution to this part of the conservation area.

- 7.4.3 The Emmanuel Church (Mount Road Methodist Church) dates to 1907, officially opening in 1908. The building is constructed from red brick and is finished with sandstone reveals and dressed stone, it is roofed in a blue-grey slate with ornamental ridge cresting. The Church has two brick and sandstone turrets located either side of a central lancet window. The Church is a unique building located to the rear of The Mount, its interesting design contributes to the appearance of the conservation area, emphasised by its prominent location.



Figure 32 (left): The Grade II listed Pharos Lighthouse
Figure 33 (right): The Grade II listed Lower Lighthouse



Figure 34: The Grade II listed Parish Church of St Peter



Figure 35: The Grade II listed Customs House, now in use as Fleetwood Museum



Figure 36: The Grade II listed 1-9 Pharos Terrace

7.5 Building Materials and Details

Masonry

- 7.5.1 Sandstone was reserved for elite and civic buildings, due to the limited availability of stone. 29 Lord Street, a late C19 -early C20 bank, faced in ashlar, features a round-headed door with convex moulded and rusticated jambs and voussoirs, and a triple keystone framed by two Tuscan pilasters with a segmental pediment, giving a Neo Baroque appearance. 45-47 Lord Street is also faced in sandstone, though with more restrained Classical detailing, the building is a prominent corner plot which adds significantly to the conservation area. 16-29 Queen's Terrace, built 1836-41, is also faced in ashlar sandstone. The large terrace has three pediments and moulded cornices, with each house being accessed by a set of stone steps. Both St Peter's Church (designed by Burton and altered by Paley and Austin) and the later 1860s St Mary's Church (designed by AWN Pugin) are faced in sandstone.
- 7.5.2 The Burton-era dwellings have Classical style stone door cases with projecting cornices and pilasters. The later 19th century 17, 19, and 21 Abbots Walk are Gothic in design with pointed arched doors with decorative hoodmoulds. Later 19th century and early 20th century buildings feature bay windows, with sandstone or brick mullions, such as those along The Esplanade, to take advantage of sea views.

Brick and Terracotta

- 7.5.3 Red brick is the predominant building material for lower-status terraces, much of which was sourced locally from brick crofts near Rossall Point and brickworks at Flakefleet Farm.
- 7.5.4 Whilst most buildings feature red brick, some yellow brick detailing is evident, such as at Birling Terrace, a small, terraced row of cottages constructed in 1864 to accommodate the town's coastguards. Here, rubbed yellow brick forms wedge shaped lintels, and a yellow brick stringcourse spans the length of the terrace.
- 7.5.5 Highly decorative masonry detailing is prevalent, for example at the early 20th century Thomas Drummond public house, a former Sunday school, which features decorative red sandstone ogee and pointed arched windows. The Emmanuel Church was constructed in 1909 and is finished in red brick with sandstone reveals and dressings, with brick and sandstone turrets. The former bank at 80 Lord Street features a stone framed doorway

built at an angle with elaborate stone pediments above and red granite pilasters either side. The former Fielden Library is constructed predominantly of red brick with ashlar dressings in a Gothic style. Many of the smaller terraces have curved brick lintels above the doors.



Figure 37: 29 Lord Street with high quality stone detailing



Figure 38: Coastguard's Cottages, Abbotts Walk with a mix of red and buff brick

Roofing Materials and Details

- 7.5.6 The majority of roofs are gabled and covered in a Welsh blue-grey slate, though red clay tile is also prevalent. At 67-83 Mount Road, roofs are finished with decorative red clay ridge crests. The dwellings along the row also have Arts and Crafts style pediments and turrets. Several buildings throughout the conservation area feature gabled dormer windows in the roofspace.
- 7.5.7 More elaborate roofs include The Mount with a red tile roof set at two levels and is surmounted by a cupola with a four-faced clock and weathervane. Opposite, The Mount public house, erected in 1896, features a mansard roof and mansard turret decorated with ornamental iron cresting.
- 7.5.8 The Marine Hall is of a Modernist 1930s design with no substantial ornamentation, but the building features an expansive domed ballroom roof. Domed roofs can be found elsewhere in the conservation area, 9 Lord Street features a slate mansard roof with a copper octagonal dome with an open octagonal lantern. The former Midland Bank at Albert Square also features a dome with a lantern.
- 7.5.9 A number of roofs are concealed from view from street level, such as at the former Customs House, now Fleetwood Museum. Here the roofline is decorated with ornamental iron cresting with finials at the corners. At 80 Lord Street, the roof is largely concealed from view behind a sandstone balustrade parapet.

Chimneys

- 7.5.10 Many dwellings possess typical, rectangular chimneystacks constructed from red brick with tapered cylindrical chimney pots. Some chimney pots are square in shape, examples of which can be found along Adelaide Street. Chimney stacks contribute to the character of the roofline - notable examples include The Mount public house, which features chimney stacks with staggered corbelling.
- 7.5.11 In terraced rows, chimneystacks are evenly spaced along the ridgelines, providing a visual distinction between dwellings. Elsewhere, buildings feature gable chimneys.
- 7.5.12 The removal of chimneys has a detrimental effect on character and appearance.

Timber and Render

- 7.5.13 Render is a relatively common feature, found throughout the conservation area. It is seen on a number of listed buildings such as the Grade II listed 48-54 Dock Street, 122-126 Dock Street and the former Customs House, now museum.
- 7.5.14 Rendering over brickwork has had a negative impact on character and appearance, for example, 13 St Peter's Place has been rendered with unsympathetic stucco, compounded by being painted grey.

Joinery

- 7.5.15 Most remaining 19th and early 20th century timber detailing is fragmentary. Few examples of traditional windows can be found at dwellings along The Esplanade and Mount Road, though most have been replaced with modern casement or mock sashes, and stained glass has been encapsulated in double glazing.
- 7.5.16 Where sashes and stained glass are retained to Victorian or early 20th century properties, they contribute significantly to the special interest and character of the conservation area.
- 7.5.17 Examples of windows which do contribute include those at 45 Warren Street which has elegant arched timber windows and 47 Lord Street, where traditional sashes are still in situ. In some instances, retained timber windows are in poor condition and detract from the appearance of buildings, such as at 87 Lord Street. The majority of windows within the conservation area have been replaced with generic uPVC which has harmed character due to the loss of fine detail and proportions.
- 7.5.18 Most original doors have been replaced with modern doors, though some examples are still in situ; a number of timber traditional doors can be found along Mount Road, St Peter's Place, Adelaide Street and Bold Street. The timber doors found in these residential areas are generally panelled and moulded doors. 44 Church Street has a unique arched door with a circular light, and flanking windows; this door contributes to the character and appearance of this notable building. The former Fielden Library also retains its historic door, which is substantial and of an interesting design with circular mouldings that contributes to its character.

Cast Iron

- 7.5.19 Cast iron is exceptionally well-preserved, most notably on boundary walls with cast iron railings, as seen at the North Euston Hotel and the Mount. The Mount public house features a mansard turret decorated with ornamental iron cresting. Customs House, now Fleetwood Museum, also features ornamental iron cresting.
- 7.5.20 Cast iron is also utilised in other areas of the conservation area, for example, 4 North Albert Street has a glazed canopy propped by ornate cast iron posts. Decorative cast iron balconies can be found along 16-29 Queens Terrace. Traditional style and historic street lamps and bollards can also be found within the conservation area.

Shopfronts

- 7.5.21 Most historic shopfronts have been replaced with modern unsympathetic shopfronts or have had modern signage introduced.
- 7.5.22 There are few remaining examples of traditional shopfronts, examples include 19-21 Adelaide Street and 4 North Albert Street which also has a glazed canopy on ornate cast iron posts. 2-14 North Albert Street and 36-44 Adelaide Street, fronting Albert Square, have a mix of modern and traditional design features. Along this row, some have retained original features such as corbels, stall risers, mullions and transoms and recessed entryways. These make a good contribution.
- 7.5.23 33 Lord Street has retained its traditional shopfront including tiling to the pilasters and a tiled recessed entryway. Similarly, the adjacent building at 31 Lord Street shares some design features, including tiled pilasters. 31 also has a large corbel with a finial detail on its Church Street elevation and an entrance door at the corner where Lord Street meets Church Street. A traditional shopfront with the same corner entrance door can be found further along Lord Street at number 44.

8 Proposed Boundary Amendments

- 8.1 Chapter 16 of the NPPF states local planning authorities should ensure conservation area status is justified, that the area is of special architectural or historic interest, to warrant designation. This ensures the concept of conservation is not devalued through the designation of areas that lack special interest.
- 8.2 Removal of areas that do not represent the conservation area's special interest will prevent additional planning restrictions being applied to these properties.
- 8.3 The first Fleetwood conservation areas were designated in 1979 as three separate conservation areas: The Mount, Pharos and Albert Square. Following consultation, these were amalgamated and redesignated as one single conservation area in 2002. This expanded the conservation area significantly to include large areas of later 19th century infill development, of less architecturally considered quality, and necessitated the inclusion of significantly altered historic housing, and lower quality, late 19th century buildings.
- 8.4 It is proposed to reduce the conservation area boundary where significant changes have taken place that do not reflect Fleetwood's special architectural and historic interest. Areas of the existing conservation area boundary include buildings of a more standardised quality, and do not meet the high bar of special architectural or historic interest required to justify their inclusion.
 - 8.4.1 To the north of the conservation area, the former site of Fleetwood Pier is proposed for removal as the pier is no longer in situ, having caught fire in 2008.
 - 8.4.2 The area making up part of the central core of the town is proposed for removal from the conservation area boundary, as this consists of lower quality, later C19 infill.
 - 8.4.3 The amended conservation area boundary is considered to reflect the special historic and architectural interest required to warrant designation.

9 Management Plan

9.1 Introduction

- 9.1.1 The management plan sets out a series of recommendations to support the long-term management of the conservation area, with the aim of addressing the threats to significance identified as part of the appraisal process

9.2 Issues

Development and alterations

- 9.2.1 Mid to late 20th century infill development which is included within or immediately adjacent to the boundary does not contribute to or reflect the overall character and appearance of the conservation area.
- 9.2.2 Whilst some examples of historic glazing have been retained, the loss of traditional fenestration and replacement with UPVC, particularly within residential areas, is a prevalent issue throughout the conservation area. This has caused the erosion of group value, something which is a key feature of the conservation area.
- 9.2.3 The painting and rendering of original brickwork obscures historic features and can erode the character of individual buildings and group value.
- 9.2.4 Unsympathetic alterations to buildings negatively impact on their appearance, for example the use of inappropriate renderings or painting of brickwork, or intrusive extensions and modifications, such as alteration to window openings and fenestration patterns, disrupting the historic form of facades.
- 9.2.5 Unsympathetic alterations to shopfronts include overly large vinyl/plastic signage and fascia boards that conceal architectural detail and harm the streetscape.
- 9.2.6 Gap sites, including the location of the now demolished pier, and the former site of 114-120 Dock Street (now demolished) detract from the appearance of the conservation area.
- 9.2.7 Street furniture appears cluttered in areas and lacks cohesion.

Condition

- 9.2.8 Shop vacancies, mostly seen on the commercial streets which radiate from Albert Square.
- 9.2.9 Substantial issues with neglect and a lack of maintenance can be found throughout the conservation area, this is a significant concern regarding the dwellings and shopfronts which often have modern, unsympathetic alterations of poor quality.
- 9.2.10 Numerous listed buildings are in a poor condition or have had unsympathetic alterations. Of note is the Grade II listed building at 26-28 Dock Street which is in a poor state, appearing structurally unsound.
- 9.2.11 Litter and fly tipping is an issue along streets.
- 9.2.12 Surfacing, including tarmac and stone setts, is damaged in areas or has undergone inappropriate repairs.

Traffic

- 9.2.13 Parked cars dominate the streetscape; this is a common issue throughout the conservation area.
- 9.2.14 Cars and trams share streets within the conservation area, including Lord Street and North Albert Street and The Esplanade, Queen's Terrace and Bold Street, which can contribute to congestion.

9.3 Recommendations

- 9.3.1 Support sensitive redevelopment schemes for gap sites and areas of inappropriate 20th century development.
- 9.3.2 Consider formulating guidance to owners on the potential requirement for planning permission where replacement windows are proposed and justified. Provide good practice examples for replacement windows, highlighting the harm caused by poorly designed windows and advice on suitable alternatives.
- 9.3.3 Where replacement windows are not justified, continue to promote the use of secondary glazing and other insulation measures as set out in relevant Historic England guidance.
- 9.3.4 Update the Shopfront Design Guide to include photographs and good examples and best practice guidance, consider including suggestions on potential colour schemes, lettering and materials.
- 9.3.5 Carry out an audit of street furniture and identify underused planters, bins and benches for removal.
- 9.3.6 Consider investigating funding opportunities for a unifying street furniture scheme, removing tired and less appropriate examples, and replacing them with high quality, well-designed and easy to maintain furniture, including benches, bollards, signage, planters and bins.
- 9.3.7 Consider investigating potential funding sources for paving to lessen the visual impact of gap sites where redevelopment is not possible, and where surfaces are not historic. Reinstatement or traditional paving should be easy to source, to ensure visual continuity in future.
- 9.3.8 The area around Albert Square is a significant expanse of open space and includes the Grade II listed St Peter's Church. This area would benefit from public realm improvement works. The area could be transformed into a more attractive focal point for public use and enjoyment.

Conservation Area Assessment

Fleetwood

Key

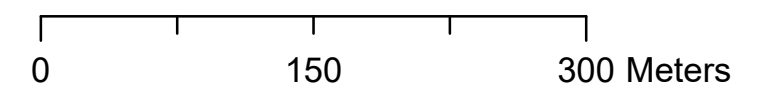
- Conservation Area
- Proposed Changes
- Removed from Conservation Area
- Added to Conservation Area
- Open greenspace (OS)
- Parks and Gardens

Building Assessment

- Positive with high significance
- Positive with moderate significance
- Neutral
- Negative buildings and spaces
- Listed Building

Views

- Negative
- Positive



Conservation Area Assessment

Fleetwood

Key

-  Conservation Area
-  Proposed Changes
-  Removed from Conservation Area
-  Added to Conservation Area

