



Poulton-le-Fylde Conservation Area Appraisal and Management Plan

Draft for Consultation

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1 Conservation Area Appraisal

1.1 Summary of Special Interest: Poulton-le-Fylde Conservation Area

- A well-preserved example of a planned, nucleated early medieval settlement focused around the Market Place and church to the north.
- The early medieval Grade II* listed Church of St Chad, with distinctive Georgian alterations.
- Continuous, close-knit development along gently curving arterial routes providing a sense of enclosure and series of views that invite exploration, leading to the contrasting open space of the Market Place and churchyard.
- Landmark buildings displaying a wealth of materials, and groups of buildings creating lively and varied street frontages and rooflines.
- Well-preserved listed structures within the Market Place, including the 16th century whipping post, fish stones, and 17th century market cross.
- Individually designed, high-quality late 19th and early 20th century large houses set within generous gardens, and pairs of fine semi-detached villas, with well-executed brick boundary walls and sandstone gateposts.
- Key views including Market Place and its historic structures, towards the Church of St Chad, enclosed by buildings either side of Market Place; and glimpsed views of the church tower throughout the conservation area.
- Widespread use of terracotta and moulded brick decoration to 19th century commercial and residential buildings.
- High-quality, well-preserved, and large-scale late 19th to early 20th century commercial buildings, reflecting Poulton's former prosperity.

- 1.1.1 This assessment is not exhaustive, and additional features, open space, 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 Church of St Chad



Figure 2: View across the south of Market Place



Figure 3: The former Ship Inn, the Thatched public house and the Grade II listed 1 Vicarage Lane



Figure 4: Brick built semi-detached villas on Victoria Road

1.2 Key Issues

Development and Alterations

- 1.2.1 Gap sites in the otherwise continuous street frontages that would benefit from sensitive redevelopment or improvements.
- 1.2.2 Setback, large scale late 20th century redevelopment that overpowers the historic building stock and erodes the established building line. This is especially harmful where buildings are set back from corners creating an empty streetscape where historic development was built to the edge of the pavement. The impact is made worse by incongruous roof forms.
- 1.2.3 Removal and truncation of boundary walls and gardens to create driveways, creating a break in the building line.
- 1.2.4 Housing development, often in a character at odds with its surroundings, in the gardens of historic 20th century, high status housing, diminishing their characteristic large gardens.
- 1.2.5 Unsympathetic alterations to shopfronts including overly large vinyl/plastic signage and fascia boards that hides architectural detail and harms the streetscape.
- 1.2.6 Removal of chimneys resulting in a loss of vibrancy of the roofline. Use of modern materials such as cement roof tiles, render, PVC windows, and refacing in modern brick, marring historic features and eroding group value.

Condition

- 1.2.7 Shop vacancy, leading to significant disrepair, especially in the Market Place.
- 1.2.8 Street furniture and bollards causing clutter.
- 1.2.9 Maintenance of pavements, public areas and gap sites with a mix of surfaces and concrete slabs, often cracked and uneven.
- 1.2.10 Signage in need of maintenance/replacement.

Traffic

- 1.2.11 Heavy traffic along Queens Square/Blackpool Old Road creating a hostile environment for pedestrians.

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 The Poulton-le-Fylde conservation area was first designated in 1979, and the boundary was amended in 2000 and again in 2008. It was re-surveyed between October 2023 and February 2024, and following this review, boundary amendments are proposed. This is to ensure buildings that do not contribute to the conservation area's special architectural and historic interest are not subject to additional planning controls.

3 Planning Policy and Legal Framework

3.1 Planning (Listed Buildings and Conservation Areas) Act 1990

- 3.1.1 Planning (Listed Building and Conservation Areas) Act 1990
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.

3.2 National Planning Policy

- 3.2.1 Chapter 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

- 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 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.
- 3.4.2 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.
- 3.4.3 The purpose of these additional controls is to ensure the significance of conservation areas is protected.
- 3.4.4 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 focussed around the preserved early medieval layout of church and Market Place in the centre, served by the historic

arterial routes which radiate out from these spaces. The conservation area includes the Church of St Chad and its churchyard, Market Place and Queens Square to the immediate south, terminating at Hardhorn Lane and Higher Green to the south; the park to the east, terminating at Station Road; Queensway to the west, and Tithebarn Street to the northwest. Breck Road forms the northern boundary, which represents the town's expansion following the arrival of the railway in the 19th century.

4.2 Location and Landscape Setting

- 4.2.1 Poulton-le-Fylde is located approximately 16 miles northwest of Preston, and 3.5 miles northeast of Blackpool. It is sited on flat, marshy ground, and the River Wyre runs approximately 1.5 miles to the northeast. Poulton is a large urban settlement that acts as a satellite to Blackpool, and is densely developed, primarily with 19th and 20th century housing.

4.3 Relationship of the Conservation Area to its Surroundings

- 4.3.1 The land to the northwest of the conservation area including parts of Tithe Barn Street is ancient pre-1600 enclosure, but the rest of the landscape surrounding the conservation area is defined as modern settlement. There is no legible relationship between the conservation area and its wider environs. Historic mapping illustrates the medieval core formed the primary focus for settlement until well into the later 19th century, from which point the town expanded, particularly to the south, and to the west where it began to merge with development to the east of Blackpool. Despite this, the conservation area's historic core remains legible, enabled through the preservation of the key open spaces of Market Place and the churchyard, the preserved building line and curved streets leading into these spaces.

4.4 Topography and Geology

- 4.4.1 Poulton-le-Fylde sits on bedrock of Singleton Mudstone overlaid with glacial deposits¹. It is surrounded by tidal clay and silt deposits², and is generally flat, low lying and marshy.

¹ British Geological Survey (2024) available via [BGS Geology Viewer - British Geological Survey](#)

² Historic England, British Geological Society (2024) available via [Building Stones Database for England map explorer \(arcgis.com\)](#)

5 Summary of Historic Interest

- The Church of St Chad, an Anglo-Saxon saint, suggests the town was a religious settlement pre-dating the 1066 conquest.
- The primary source of income was agriculture despite small-scale cloth production and salt processing.
- Some merchants in Poulton participated in slavery and a warehouse was built at Skippool to house rum, tobacco and sugar from Barbados in the 18th century.
- By the 18th century three markets were held per year and a weekly corn market was held.
- The Golden Ball dates to 18th century and was also the court for recovery of debts.
- The arrival of the railway in 1840 initially brought increased prosperity as passengers alighted at Poulton to continue by passenger coach to Blackpool, until the extension of the line to Blackpool.
- Its isolated position and the growing popularity of Blackpool and Fleetwood lead to its eventual decline, and it remained a satellite town to Blackpool.

6 Spatial analysis

6.1 Summary

6.1.1 Poulton-le-Fylde's conservation area's spatial quality is characterised by its well-preserved planned medieval layout, and later development at the peripheries. Key features include:

- The early medieval Church of St Chad and surrounding green space of the churchyard form the focus of the nucleated, medieval core.
- The open space of the Market Place to the immediate south of the churchyard, flanked by continuous rows of historic buildings which frame the monuments in the centre.
- The meandering routes into the town contrast with the open central space of the churchyard and Market Place, suggesting a planned layout typical of the early medieval era³.
- Buildings line the street frontages almost continuously, reflecting the medieval plots, suggesting some buildings may contain earlier fabric.
- The substantial stone retaining wall bounding the church along Ball Street to the north and Church Street to the west, continues the sense of enclosure provided by the established building line and emphasises the open spaces of the churchyard and Market Place.
- The large park to the east of the church, consisting of Vicarage Park to the west, and the Jean Stansfield Memorial Park to the east, provides a peaceful contrast to the developed areas, and a sense of enclosure is provided by its trees.
- Providing the arterial route to the north, Breck Road retains a wealth of fine detached and semi-detached late 19th century houses, with side streets to the east and west, reflecting Poulton's success as a middle-class satellite town to Blackpool.

³ Lancashire County Council (2003) Historic Town Assessment Report, Poulton le Fylde



Figure 5: Market Place towards the church



Figure 6: Vicarage Park towards Vicarage Lane

6.2 Landmarks and Focal Points

- 6.2.1 The medieval Grade II* Church of St Chad and surrounding churchyard dominate the centre of the conservation area, inviting exploration from Ball Street, Chapel Street and Market Place.
- 6.2.2 The market cross, fish stones, whipping post, stocks and war memorial in Market Place, and circa 18th – 19th century three storey buildings on either side, provide a distinctive focal point. Visual framing is delivered by the enclosing buildings either side of the Market Place.
- 6.2.3 Thatched House public house on the corner of Ball Street and Chapel Street, and the former Ship Inn on the corner of Breck Road and Vicarage Road, have a strong visual resonance, and enclose the crossroads.
- 6.2.4 The train station, with moulded soft red brick, applied timbering to gables and substantial timber corbels to the canopy over the entrance, provides a Neo Tudor focal point to Breck Road.
- 6.2.5 The three storey 33 Market Place, sited on the corner of Market Place and Hardhorn Road, with its prominent gable end to Market Place, anchors the street forming a solid edge to built development along Market Place, and the two storey additions aligned parallel with Hardhorn Road lead the eye down the street. Dating to at least the 18th century, suggested by its timber frame, and possibly with earlier core, it holds good illustrative value as a timber framed building aligned with gable end to the road, reflective of Poulton's earlier building stock.



Figure 7: 33 Market Place on the corner of Hardhorn Road



Figure 8: The former Ship Inn

6.3 Important Views

- 6.3.1 The organic layout of the arterial streets and the continuous building line creates a series of attractive views into the town centre. Due to the presence of surrounding 20th century development, there are no notable views out of the conservation area to the surrounding landscape. Some of the most significant views include (but are not limited to):
- 6.3.2 Glimpsed views of the 17th century tower of the Church of St Chad, and distinctive ship weathervane.
- 6.3.3 From Market Place, open views towards the Church of St Chad and surrounding churchyard are framed by the continuous row of buildings either side of Market Place, and the Old Town Hall beyond. The row of listed structures in the centre of Market Place aligned north to south emphasise the verticality of the church tower.
- 6.3.4 From Market Place views south across the listed historic structures towards the Stocks and Shilling public house (former Nat West), which terminates the view.
- 6.3.5 From Chapel Street travelling north towards the junction of Ball Street and Vicarage Road towards Thatched House and the former Ship Inn, their architectural interest emphasised by the rise in topography.
- 6.3.6 From the raised vantage point of the churchyard facing northwest towards Ball Street and The Golden Ball, and facing east towards the Old Town Hall.
- 6.3.7 At Vicarage Road facing west towards The Ship Inn, Thatched House, the Grade II listed 1, Vicarage Road and the continuous development along Ball Street.
- 6.3.8 Views over the church wall across the churchyard to the enclosing historic development along Chapel Street.
- 6.3.9 From the corner of Queen's Square and Blackpool Old Road facing west towards the timber framed, three storey 33 Market Place and the open Market Place beyond.
- 6.3.10 Views travelling through and across the park.
- 6.3.11 North and south along Breck Road, Park Road and surrounding streets.
- 6.3.12 From Hardhorn Road facing towards Queens Square views are terminated by 1-7 Queens Square.



Figure 9: View across Market Place to the church



Figure 10: View from the churchyard over Market Place

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. Specifically, 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 Chapter 16 of the NPPF also 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 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 Historically the town's setting was undeveloped agricultural land, but the presence of dense 20th century development that surrounds the conservation area today significantly limits contribution made by setting.

6.6 Open Spaces, Trees and Landscape

- 6.6.1 Vicarage Park and the Jean Stansfield Memorial Park provide a welcoming open space, with trees adding a sense of enclosure, screening views towards Vicarage Road and Higher Green.
- 6.6.2 The churchyard to the Church of St Chad provides a well-used open green space, with remains of the church cross, and is enclosed by mature trees.
- 6.6.3 The open hard landscaped Market Place provides a pleasant contrast to the continuous development along the surrounding arterial streets and conveys a sense of commercial and social importance, emphasised by the historic buildings to the east and west and preserved listed structures.
- 6.6.4 Individual trees in the gardens of properties along both sides of Breck Road and transecting streets that create verdant surroundings and frame views.



Figure 11: Vicarage Park looking towards Higher Green



Figure 12: Verdant views south along Breck Road

6.7 Boundaries

- 6.7.1 Set at the back of the pavement, most development in the medieval core of the town centre is unenclosed.
- 6.7.2 Historically bounded by two and three storey buildings, the churchyard is enclosed by a 19th century retaining stone wall with squared ashlar plinth and random rubble walling above. Regularly spaced buttresses rise to caps, which are truncated pillars. This unusual design results from the pillars being lowered in the 20th century, possibly following removal of all but one section of wrought iron railings, preserved adjacent to the Thatched House, where the pillars are also retained at their original height.
- 6.7.3 A sympathetically rebuilt red brick retaining wall with sandstone copings, and lintels to former houses, separates Chapel Street Court and the churchyard, and encloses the street on the north side.
- 6.7.4 The stepped access to the churchyard at the northeast corner is enclosed by historic wrought iron railings with a seemingly unique design.
- 6.7.5 The Jean Stansfield Memorial Park is enclosed at the northwest entrance by decorative early 20th century iron gates.
- 6.7.6 High status housing at the north of the town is bound by low red brick walls with sandstone gateposts and copings, the names of the houses sometimes carved into the gateposts. These enclose attractive front gardens and provide a sense of continuity where houses tend to be set back in larger plots.
- 6.7.7 Where boundary walls have been removed to create parking, this has eroded the sense of enclosure created by the continuous building or boundary line.



Figure 13: Railings to the northwest corner entry to the churchyard



Figure 14: The gateway into Jean Stansfield Memorial Park at the northeast corner

6.8 Public Realm

Surfacing

- 6.8.1 The surfacing of the Market Place adjacent to the church is high quality, traditional stone setts, in excellent condition. These provide a positive approach to the churchyard from the southwest, and a sense of continuity to the Market Place from the churchyard, which retains substantial sandstone paving slabs.
- 6.8.2 Traditional setts surrounding the market cross, fish stones, whipping post and replacement stocks provide a positive visual foundation for these monuments. The wider surfacing of the arterial streets and edges of the Market Place leading to and including Church Street, is concrete slabs with poor quality infill, creating a patchwork effect and harming appearance.
- 6.8.3 Queens Square retains historic setts to the privately owned courtyard of the now demolished Parkinsons Corn Mill complex, but granite setts along parts of Queens Square, although well-maintained, are a 20th century intervention, appearing slightly at odds with the wider street scape as these continue onto the sides of the planting areas.
- 6.8.4 Where surfaces have been subject to works, poor quality re-surfacing has created a patchwork effect, and often pitted surfaces, which diminishes the overall quality of the streetscape.

Street Lighting

- 6.8.5 Lighting is provided by steel lamp posts in a traditional style, painted black. While tall and large-scale, these are uniform throughout the town and the colour, finish and design allows them to assimilate into the streetscape successfully.
- 6.8.6 There are traditional style gas lamps within the square which enhances the character and appearance of the conservation area.

Street Furniture

- 6.8.7 There planters and litter bins appear of lesser quality than the cast iron bins and planters, which preserve the character and appearance, and visually assimilates more successfully into the streetscape.
- 6.8.8 There are several types of bollards throughout the town, indicating a wider parking issue, and causing visual clutter. Traditional cast iron style bollards along Ball Street parallel to the church wall are attractive and well

maintained, and there are fluted traditional iron bollards along Hardhorn Road. These would benefit from painting.

6.8.9 The large, underused brick planters in Church Street would benefit from planting, or replacement with seating and cast-iron planters, to unify the street scene.

6.8.10 The benches in the Market Place are a simple design of timber with iron handles which preserves the appearance of the conservation area. These would benefit from re-varnishing/painting and a future preventative maintenance scheme. The barrel planters are of no major benefit to the street scene and create a slightly cluttered appearance.

Signage

6.8.11 Interpretation signage appears tired and undermaintained, and is illegible in places where damaged. There are traditional iron way markers throughout the town which would benefit from maintenance.



Figure 15: Examples of the public realm across Market Place

7 Architectural interest and built form

7.1 Summary

- 7.1.1 In the medieval core of the conservation area, 18th century buildings in and around Market Place are typically three storeys with gabled roofs, with well-balanced facades, such as the Grade II listed 25, 27, 29 and 31 Market Place; and 4, 6 and 10 Queen's Square.
- 7.1.2 The wealth of early 20th century houses to the west of Breck Road tend to be large-scale, individually designed with varied plan forms, their collective character derived from their unique designs.
- 7.1.3 The continuous building line in the centre of the conservation area along the arterial streets that lead to the open space of the Market Place is developed with a mix of Georgian townhouses, inns, two storey 19th century shops and larger commercial buildings. The contrast in age, purpose, plan form, scale, materials and design motifs creates varied and enlivened streetscapes and rooflines, and a pleasing visual resonance between groups of buildings.

7.2 Building Types

- 7.2.1 The Grade II* listed Church of St Chad is the most significant and likely earliest medieval building in the conservation area. Development surrounding the church is primarily commercial, with shops at ground floor and accommodation and storage above, such as the row of 18th century shops along the west side of Market Place. Most are town houses with shops inserted at ground floor, reflecting the increasing commerciality of Poulton in the later 19th century. Those on the east side of the Market Place are likely to have earlier cores.
- 7.2.2 Inns, public houses and former hotels are prevalent. They make a considerable contribution to special interest due to their architectural variation, scale and positioning in the street scene. These date from the 18th to the early 20th century and reflect the town's former prosperity and importance as a market town. Further north, 19th and early 20th century housing dominates.

7.3 Scheduled Monuments

- 7.3.1 There are no scheduled monuments within the conservation area.

7.4 Listed Buildings

- 7.4.1 There are 10 Grade II listed buildings and structures within the conservation area and the Grade II* listed Church of St Chad. These are focused around the historic Market Place and churchyard, and Blackpool Old Road to the south.
- 7.4.2 The Grade II* listed Church of St Chad to the north of the Market Place dates to the 11th-century with sandstone 17th century tower. Despite substantial rebuilding in the 18th century, recent evidence suggests medieval building fabric is retained.⁴ It contributes a strong sense of place to the conservation area and provides a contrast to the densely developed surrounding streets, and indicates the town's early origins.
- 7.4.3 The Grade II listed Whipping Post, Fish Stones, Market Cross, Stocks and War Memorial are aligned north to south in the Market Place illustrate the strong communal value of this open space.
- 7.4.4 The Grade II listed 25, 27, 29 and 31 Market Place is a three-storey late 18th or early 19th century townhouse with inserted shopfronts either side of an Ionic pilastered entrance. It faces into Market Place and forms an interesting group with the Stocks and Shilling public house and the Bull Inn to the immediate west, and 33 Market Place to the east.

7.5 Positive Buildings

- 7.5.1 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 included in this appraisal.
- 7.5.2 The Ship Inn dominates views along Ball Street facing east. In three storeys with a central turret, its red brick and sandstone provides a marked contrast to the predominantly render frontages to the west. Two high quality carved ships are preserved to the Dutch gables, and it alludes to Poulton's prosperity in the 19th century and the town's maritime history.
- 7.5.3 The Golden Ball Hotel is a former coaching inn dating to the 18th, with 19th century additions. It was a court for the recovery of debts, and the location of the cattle market in the late 19th century. Remaining brick gabled outbuildings in this area are the remnants from the market. It holds high illustrative value as a former coaching inn, site for the market, and as a

⁴ Lancashire County Council (2003) Historic Town Assessment Report, Poulton le Fylde

court, there being no purpose-built public or civic buildings in Poulton, reflecting its relative remoteness.

- 7.5.4 The Community Hall on Vicarage Road dating to circa 1925 in distinctive Arts and Crafts style by architect PH Whitaker⁵ as the village hall to St Chad's church, the steeply pitched gabled roof enclosing the first floor entirely in the roofspace, and broad tower with hipped roof to the west conveys a sense of solidity and shelter.



Figure 16: Grade II listed 25 - 31 Market Place

⁵ Poulton le Fylde Community Hall (2024) available via <https://www.vpcc-hall.org.uk/heritage>



Figure 17: Individually designed house on Lockwood Avenue



Figure 18: The Grade II listed 4 - 10 Queens Square



Figure 19: 3 – 7 Ball Street



Figure 20: The Golden Ball public house



Figure 21: 3 – 7 Queens Square



Figure 22: Roofscapes of the south side of Market Place



Figure 23: The Community Hall on Vicarage Lane

7.6 Building materials and details

Timber and render

- 7.6.1 Timber was the primary walling material from the medieval era into the 18th century. Prior to the move towards brick construction in the 18th century, it is likely most buildings were timber framed and rendered.
- 7.6.2 Cruck frames were constructed until this time, due to the lack of other available materials and the relatively isolated position of Poulton. Although some timber framing may be preserved under later re-facings such as the three storey 33 Market Place, where a large timber bressummer is visible under render, there are no known remaining cruck frames, many being demolished during 20th century slum clearances and as fire safety measures.
- 7.6.3 Decorative use of applied timber with substantial timber corbels is found on the late 19th century railway station, the 19th century fronted 1 Queens Square, the early 20th century Thatched House and early 20th century houses, which form a key element to their compositions, providing Neo Tudor style.



Figure 24: Poulton-le-Fylde railway station



Figure 25: The upper storey of 1 Queens Square



Figure 26: The Thatched House public house



Figure 27: 2 - 4 Lockwood Avenue

- 7.6.4 Most remaining 18th to early 19th century timber detailing is fragmentary and not widespread. Where multipane sashes are retained to Georgian properties, they contribute significantly to their special interest and character of the conservation area. Where these have been replaced with single light sashes some historic character is maintained.
- 7.6.5 Early 19th century 16 Hardhorn Road retains an historic timber doorcase, with fluted Tuscan pilasters, though this may be a replacement or truncated as the stone step appears to have been replaced. Adjoining 14 Hardhorn Road retains timber panelled reveals to the entrance, although the doorcase is replaced. An elegant late 19th century four panelled door with raised and fielded panels is retained at 21 Hardhorn Road, and adjoining at 19 Hardhorn Road, a radial fanlight helps to preserve the otherwise heavily altered façade of this Georgian three storey townhouse.
- 7.6.6 On workers' housing, the original, four panelled scratch moulded doors are retained to some properties along Derby Villas and Lockwood Avenue. Where doors are replaced, this has disrupted the uniformity of the terrace, especially when a more modern, incongruous style is employed.



Figure 28: Timber panelled doors on Victoria Road

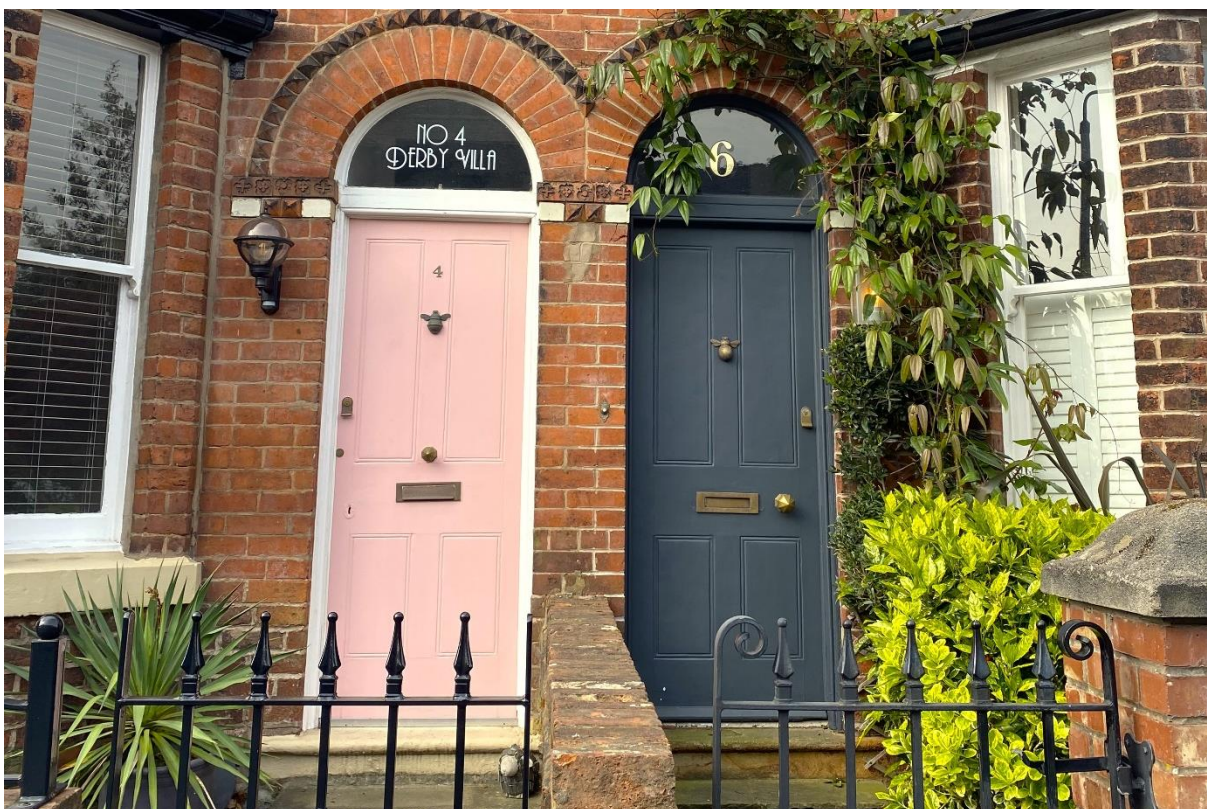


Figure 29: Scratch moulded doors on 4 - 6 Derby Road

Masonry

- 7.6.7 The Medieval Tithe barn, demolished in the 20th century, was constructed of stone, which was generally reserved for the higher status buildings such as the church, and the monuments in Market Place, as this was not available locally and difficult to source in such a remote area.
- 7.6.8 Even on the 18th to early 19th century high status townhouses stone was reserved for architectural features on rendered or brick facades. Door surrounds with Doric pilasters (4, 6 and 10 Queen's Square) and Ionic pilasters (25 - 29 and 31 Market Place, and 7 Ball Street) are well-preserved.
- 7.6.9 As transportation improved, stone became available for higher status buildings in the 19th century, but again only for detailing on brick facades. High status late 19th to early 20th century middle class houses typically have canted bays in stone, some with elaborate designs, such as 2 and 4 Lockwood Avenue with scalloped parapets, 4 and 6 Victoria Road with volutes forming a broken pediment over both doors, and highly decorative, individually designed door architraves. 75 - 77 Station Road, with Adams style door surrounds and stiff leaf carving to the spandrels, contributes interest to an otherwise plainer frontage along Station Road.



Figure 30: Masonry detail of 4 and 6 Victoria Road



Figure 31: Masonry detail of 75 and 77 Station Road

- 7.6.10 Stone detailing on the brick facades of the former Royal Bank of Scotland creates a Queen Anne Revival character, mullioned windows on the police station and former Masonic Hall creates Neo Tudor character and the former bank at 23 Market Place has minimal decoration on the monolithic façade contrasting with the highly decorative, oversize stone Corinthian portico with segmental pediment indicating its relative importance.
- 7.6.11 The finest stone detailing is found at the former Ship Inn where carved faces are hidden among stiff leaf carvings across the pulvinated frieze to the turret, and a ship is carved into a tablet above the windows in the Dutch gables at second floor to both elevations.

Brick and Terracotta

- 7.6.12 The 19th century brick and tileworks in Poulton produced a wealth of decorative brick and terracotta, which is a major contributor to the conservation area's significance. Fine examples include the early 20th century railway station on Breck Road, 19th-century 12-14 Breck Road and the early 20th century Old Town Hall. Brick is the dominant walling material, and decoration is generous even on the workers' housing. Brick walling tends to begin in no determinate bond in and by the 19th to early 20th century is primarily in stretcher bond as building became standardised.
- 7.6.13 The fine moulded brickwork has been obscured by modern render.



Figure 32: The former Royal Bank of Scotland



Figure 33: Detail of brickwork on terraced housing along Elletson Street

Roofing Materials and Details

- 7.6.14 Thatch made from reeds from local marshes was replaced by Welsh slates in the 19th century, which dominates. There is little evidence of thatch remaining, likely due to major demolition during the early 20th century, but the steep pitch of 18, 20 and 33 Market Place suggest former thatch covering.
- 7.6.15 Roofs are primarily gabled with ridges parallel to the roads, except 33 Market Place which is gable end to road, suggesting an earlier date. Red clay tiles are found on the early 20th century houses along Derby Road, Lockwood Avenue and the 20th century Civic Centre (former Cotton Weavers Convalescent Home).
- 7.6.16 18th century town houses have moulded cornices with gutters hidden behind. The simpler, lower status 18th century buildings that line the west side of Market Place have no embellishment at the verges, which finish flush with the face of the wall. All 18th century buildings have no embellishment at the gable ends.
- 7.6.17 Corner buildings possess elaborate roof forms: 27 Elletson Street with central turret and conical roof; 5 Lockwood Avenue with central turret and balustraded parapet. Other late 19th to early 20th century houses are gabled with projecting gabled wings onto the road, often decorated with ornate applied timber patterns with repeating motifs such as 2-4 Lockwood Avenue, or applied vertical timber studs supported on substantial corbels, framed with barge boards and topped with terracotta finials.
- 7.6.18 The 19th century addition to the Golden Ball Hotel has a central canted two storey bay with polygonal roof and finial. The early 20th century large houses at the north of the town centre tend to have more elaborate roof plans, such as 20 Lockwood Avenue which employs a combination of gabled and hipped wings and lean-tos, terminating with exposed rafter ends and deep verges giving a distinct Arts and Crafts character.
- 7.6.19 Late 19th to early 20th century middle class houses have deep eaves with corbels and visible rafter ends or substantial cornices supporting deep eaves, barge boards to gable ends and rows of applied timber dentilated cornices to frontages. 19th century workers' housing has ornate eaves boards with simple repeated motifs, and continuous canopies over the canted bays across the terrace, adding to the sense of continuity created by the repeated forms. Eyebrow dormers are found on the Old Town Hall, Thatched House and 14 Lockwood Avenue, all early 20th century buildings.



Figure 34: Terracotta detail on 5 Lockwood Avenue



Figure 35: The conical tower of Elletson House



Figure 36: Eyebrow dormers on 14 Lockwood Avenue



Figure 37: Roofscape along Victoria Road

Chimneys

- 7.6.20 Georgian townhouses possess typical narrow, deep chimneys reflective of their higher status, to the ridges at gable ends. 19th century cottages along Chapel Street retain red-brown brick chimneys with square, tapered pots on the ridges. 19th century workers' housing has uniform red-brown brick chimneys along the ridge with a mix of squared bishop, tapered cylindrical and cylindrical and square pots separated by a torus.
- 7.6.21 Early 20th century houses and commercial buildings tend to possess tall, exaggerated chimneys with cylindrical or square bishop pots, or simple cylindrical tapering pots. These tall chimneys add interest to the roofline and have a distinct Arts and Crafts character. Where chimneys have been removed or truncated this deadens the roofline slightly.

Shopfronts

- 7.6.22 The 19th century shopfront to 17 Breck Road is remarkably well-preserved and retains moulded mullions with decorative scrolled spandrels and original central doorway with original two panelled door with glazing above framed with the repeated scroll design. The shopfront in the former Masonic Hall was a Co-operative Society shop in the early 20th century, and the remaining mullions may be elements of this shopfront, though the fascia is obscured by modern signage. The consoles to the replacement shopfront at 33 Market Place are original (19th century) in a well-balanced replica.

Glazing

- 7.6.23 Many high status, late 19th to early 20th century houses to the north of the town centre retain individually designed, fine leaded glazing. The Art Nouveau and Art Deco inspired glazing to 25 Elletson Street is a particularly striking example. Most early 20th century semi-detached properties along Derby Road retain some leaded glazing. Thatched House retains leaded diaper pattern glazing possibly in the original timber frames, at first floor.

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 following areas are recommended for exclusion, as these do not reflect the special architectural and historic qualities that define the conservation area:
 - 8.3.1 The area to the northwest of the conservation area, to the north of the railway line, including Longfield Avenue, Longfield Place, Tithebarn Place and parts of Tithebarn Street. Although this group of Victorian brick terraces and cottages do represent an example of good quality 19th century housing and some historic detailing survives, they are of standard design, and are largely altered with PVC windows which diminishes their architectural integrity somewhat.
 - 8.3.2 The Churches at the junction of Tithebarn Street and Queensway. Although these buildings hold good heritage values and are considered a (low) positive contribution, they are separated from the historic core of the square by the large carpark which does not represent the special interest of the conservation area.
 - 8.3.3 The group of low-rise 20th century retail outlets to the southwest of the conservation area, including Poulton Library, the Post Office, Home Bargains and the adjoining units and the public toilets and BetFred to the rear. These buildings have no historic value and have a negative impact on the conservation area.
 - 8.3.4 Numbers 20a, 22, 24, 21a and 21b Lockwood Avenue are modern properties and do not contribute to the special interest of the conservation area.
 - 8.3.5 Numbers 2 to 12e Blackpool Old Road and the carpark to the rear. This low-rise 20th century development and brick row have no historic value or architectural interest and are identified as having a negative impact on the conservation area along with the car park which is read as a gap site.

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

The main issues that pose a potential threat to the character and appearance of the conservation area are as follows:

Development and alterations

- 9.2.1 Gap sites in the otherwise continuous street frontages that would benefit from sensitive redevelopment or improvements.
- 9.2.2 Set back, large scale late 20th century redevelopment that overpowers the historic building stock and erodes the established building line. This is especially harmful where buildings are set back from corners creating an empty streetscape where historic development was built to the edge of the pavement. The impact is made worse by incongruous roof forms.
- 9.2.3 Between Chapel Street Court and Queens Square to the south, functional infill development has resulted in an unfortunate inaccessible service yard appearance in the centre which is visible through gap sites along Chapel Street.
- 9.2.4 Removal and truncation of boundary walls and gardens to create driveways, creating a break in the building line.
- 9.2.5 Housing development, often in a character at odds with its surroundings, in the gardens of historic 20th century, high status housing, diminishing their characteristic large gardens.
- 9.2.6 Unsympathetic alterations to shopfronts including overly large vinyl/plastic signage and fascia boards that hides architectural detail and harms the streetscape.
- 9.2.7 Removal of chimneys resulting in a loss of vibrancy to the roofline.
- 9.2.8 Use of modern materials such as cement roof tiles, render, PVC windows, and refacing in modern brick, marring historic features and eroding group

value.

Condition

- 9.2.9 Shop vacancy, leading to significant disrepair, especially in the Market Place.
- 9.2.10 Street furniture and bollards causing clutter.
- 9.2.11 Poorly surfaced gap sites and pitted pavements with a mix of concrete slabs, often cracked and uneven.
- 9.2.12 Signage in need of maintenance/replacement.

Traffic

- 9.2.13 Heavy traffic along Queens Square/Blackpool Old Road creating a hostile environment for pedestrians.

9.3 Recommendations

Development and alterations

- 9.3.1 Support sensitive redevelopment schemes for gap sites and large-scale 20th century development sites including where appropriate use of boundary walls to create a continuation of the building line.
- 9.3.2 Consider provision of guidance to businesses and homeowners on works that require consent in a conservation area, including best practice examples using sympathetic materials.
- 9.3.3 Consider updating the existing shopfront and adverts design guide to include images of good practice and supply to local businesses.

Condition

- 9.3.4 Consider carrying out a public realm audit to identify specific areas for improvement, and any areas where unnecessary and redundant signage and bollards can be removed.
- 9.3.5 It would be beneficial if the paving in the town centre could be unified and extension of the traditional setts employed in the Market Place would greatly enhance the appearance of the conservation area. Should this be feasible, where concrete setts have been replaced with asphalt infill, creating a patchwork effect, a stock of more appropriate setts to be used as

and when repair takes place through agreement with statutory undertakers, could be investigated, subject to funding.

- 9.3.6 There is no overall coherent design or material palette for paving, benches or bollards. A consistent, sympathetic design and traditional material palette would greatly enhance the appearance of the conservation area, and potentially be more hard-wearing if well maintained.
- 9.3.7 Consider provision of guidance to businesses and homeowners for works that require consent in a conservation area, including best practice examples using sympathetic materials. This could include good quality window and door design and boundary treatments, including recommendations on materials and finishes.
- 9.3.8 Encourage use of hedges and planting to open grassed frontages to provide a sense of enclosure to mirror the historic character of the village.
- 9.3.9 Continue to liaise with stakeholders regarding traffic issues.

Conservation Area Assessment

Poulton-le-Fylde

Key

- Conservation Area
- Proposed Changes
- Area to Remove
- Area to Add

Buildings Assessment

- Scheduled Monuments
- Listed Buildings
- Positive Buildings of Medium Significance
- Positive Buildings of Low Significance
- Neutral Buildings
- Negative Buildings

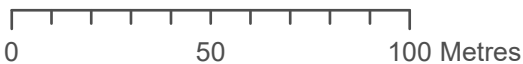
Spatial Analysis

- Positive Open Space
- Important Green Space
- Negative Open Space
- Important Trees
- Important Boundaries

Views

- Positive View
- Negative View

Scale @ A2: 1:1,900



Conservation Area Assessment

Poulton-le-Fylde

Key

- Conservation Area
- Proposed Changes
- Area to Remove
- Area to Add

Scale @ A2: 1:1,900

