

Fleetwood Conservation Area Appraisal and Management Plan

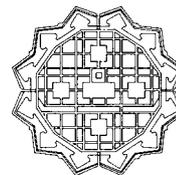


Fleetwood Conservation Area Appraisal

Wyre Borough Council

Adopted 19th May 2008

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1 Introduction

1.1 Conservation Areas

Conservation Areas are defined as “*areas of special architectural or historic interest the character or appearance of which is desirable to preserve and enhance*”. It is the combination of the buildings, street patterns, open spaces, vistas, landmarks and other features that give a Conservation Area its distinctive character. This character should be the focus of efforts towards preservation and enhancement.

The Civic Amenities Act of 1967 introduced Conservation Areas in the UK, and through this Wyre Borough Council has a duty to protect these designated areas from alterations and development that would detract from the character and appearance.

Under Planning Legislation, the Local Authority has wide powers to control development within a Conservation Area that might damage the area’s character. Designation of Conservation Areas provides additional controls over the demolition of buildings and the quality of development or redevelopment in the area and gives additional protection to trees. It is important, however, that there is a consensus on the quality and importance of a particular Conservation Area in order to assist in its maintenance and enhancement. To be successful, conservation policy must be a partnership between the Council and the many interests involved in the future of the Conservation Area.

1.2 Purpose and Objectives of a Conservation Area Appraisal

The purpose of a Conservation Area Appraisal, as stated by PPG15: paragraph 4:9, is to “*clearly identify what it is about the character or appearance of the area which should be preserved or enhanced, and set out the means by which that objective is to be pursued*”. It is also hoped that through this “*clear assessment and definition of an area’s special interest and the action needed to protect it will help to generate awareness and encourage local property owners to take the right sort of action for themselves*”.

When Conservation Areas were first designated in Wyre in the 1970s and 80s, it was generally recognised that these areas were of special character, which warranted preservation and enhancement. However, very little about the important features was actually recorded. English Heritage now recommend the carrying out of

Appraisals which will allow a full assessment of the characteristics of existing and proposed Conservation Areas. This will enable the Council to decide whether the Conservation Area still has sufficient character to warrant its designation, or whether the area needs extending in any way.

The Borough Council has an obligation under Section 69 of the Planning (Listed Buildings and Conservation Areas) Act 1990 to periodically review its Conservation Area designations, boundaries, and consider any new areas, and under Section 71 of the Act to formulate and publish proposals for the preservation and enhancement of these areas.

This Appraisal forms part of a programme of work to review all Conservation Areas within Wyre Borough Council boundary. The Appraisals will also highlight the implications for the future preservation and enhancement of a Conservation Area, contained within a Management Plan.

The policies on Conservation Areas, contained within the Wyre Borough Council Local Plan, determine planning applications for development in these areas. This Appraisal should be read in conjunction with these policies, shown below, plus any subsequent policies in the replacement Core Strategy, and will form a material consideration in the judgement of planning applications and appeals.

Wyre Borough Council's Local Plan, Chapter Three, Policy ENV9: Conservation Areas states that there are seven criteria required to be met in order for development in or adjoining a Conservation Area. Proposals will only be permitted where:

- A. Proposals respect the existing character and setting of the area together with views into or out of the area;
- B. New buildings are sited so as to retain existing building lines and open spaces;
- C. The density, scale, proportions, height and fenestration accord with their surroundings;
- D. The use and application of building materials respect local traditional materials, techniques and design characteristics;
- E. The scale, proportion and height of advertising material and the use of materials, including colour, is appropriate;

- F. Where acceptable the nature and degree of any illumination should have no detrimental impact upon the visual character of the Conservation Area; and
- G. Landscaping is designed as an integral part of the scheme where appropriate.

Policy ENV9 also states there are a further three criteria to ensure development proposals are not permitted where inappropriate to surroundings:

- H. The demolition of listed buildings or those buildings which make a positive contribution to the character or appearance of the Conservation Area; or
- I. The amalgamation of adjacent plots if this results in the development of larger buildings out of scale with their surroundings; or
- J. The refurbishment of adjoining buildings to create a single larger space user where this would adversely affect the character of the Conservation Area.

The Appraisals will also provide a basis for:

- Reviewing Conservation Area boundaries;
- Guiding future Local Authority action in preparing enhancement schemes and in guiding the actions of others; and,
- Where appropriate, increasing planning controls.

It is intended that these issues will be considered in full consultation with local residents and landowners, local interest groups, the Local Area Forum and the Conservation Areas Forum. The Council's Statement of Community Involvement (SCI) details the Consultation procedures residents should expect.

Finally this document is to raise awareness of the special qualities of the Conservation Area so that as it continues to evolve, it does so in a sympathetic way and the essential character of the area is maintained for future generations. A Management Plan is also included to illustrate the changes that the Council plan to undertake, in partnership with the community and others.

Purpose of Report

This report is one of a suite of three documents that constitute the heritage and conservation element of the wider Fleetwood Masterplan and explains why the Conservation Area is considered worthy of continued protection, in addition to examining all aspects of its buildings, heritage, spaces and landscape.

Following a brief summary of Fleetwood's origins and chronological development, this document considers the special architectural and historical character of the Fleetwood Conservation Area through the use of text and plans. Whilst every effort has been made to highlight those features that contribute toward the special character of the area, the appraisal is not intended to be comprehensive and the omission of any particular building, feature or space must not be taken to imply that it is of no visual or historic interest to the Conservation Area.

The Conservation Area boundary as indicated on the appended plans is for illustrative purposes only, and is not a definitive representation of the Conservation Area as formally adopted. The definitive Conservation Area boundary plan may only be inspected at the main reception area of Wyre Borough Council's offices, during normal office hours.

Implications of Conservation Area Status

Conservation Area status is not intended to stifle new development nor is it intended to preserve areas as museum pieces. Conservation Areas will be allowed to evolve to meet changing demands although the Council when taking development control decisions will take extra care to ensure that the special architectural and historic qualities of Fleetwood Conservation Area are not eroded.

Conservation Area status should not therefore be viewed as a barrier to change. Indeed designation brings many positives, for example there is an assurance that neighbouring development will need to be more carefully thought out and designed than perhaps it would in other areas. Designation can also give prestige to those living or working in a Conservation Area.

Following a period of public consultation, it is intended that the final character appraisal will be published and used as a reference point by the Council when taking decisions on applications for planning permission and Conservation Area consent. It should be noted that the final character appraisal will provide more detail to the conservation policies set out in the adopted Wyre Borough Council Local Plan (1999).

1.3 Fleetwood Conservation Area

Fleetwood is a historic planned town which was conceived in the early nineteenth century and named after its founder, Sir Peter Hesketh-Fleetwood. The eminent

architect Decimus Burton was commissioned to design and supervise the construction of the town which, at its inception, was intended to have two principal purposes - the first as a flourishing holiday resort, comparable to resorts on England's south coast and the second as a seaport that would serve those travelling to and from the north of the country.

Fleetwood Conservation Area encompasses the majority of the town centre. It incorporates the entire original planned town and also a section of later nineteenth and early twentieth century development, including an extensive area of gridiron terraced housing, much of which survives intact. Paul Butler Associates have been commissioned by Wyre Borough Council and English Heritage to prepare a character appraisal to identify those buildings and features that contribute towards the special architectural and historic interest of the Conservation Area.

In 1979, the Mount, Pharos and Albert Square Conservation Areas were designated under the Civic Amenities Act of 1967. At this time, it was common for Conservation Area boundaries to be drawn tightly around specific monuments considered worthy of protection and these three Conservation Areas were no exception. Each of these areas was relatively small and the designation was used primarily to protect the setting of one or a small cluster of Listed Buildings.



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FIGURE 1. INITIAL CONSERVATION AREA BOUNDARIES

Prior to the adoption of the Wyre Borough Local Plan, the Council conducted a review of the suitability of the Conservation Area boundaries. In February 2002, consultation took place with English Heritage, Fleetwood Chamber of Trade, Fleetwood Civic Society and the Fleetwood Regeneration Partnership and on 31 January 2003 the three original Conservation Areas were extended and joined to create the new, larger Fleetwood Conservation Area.

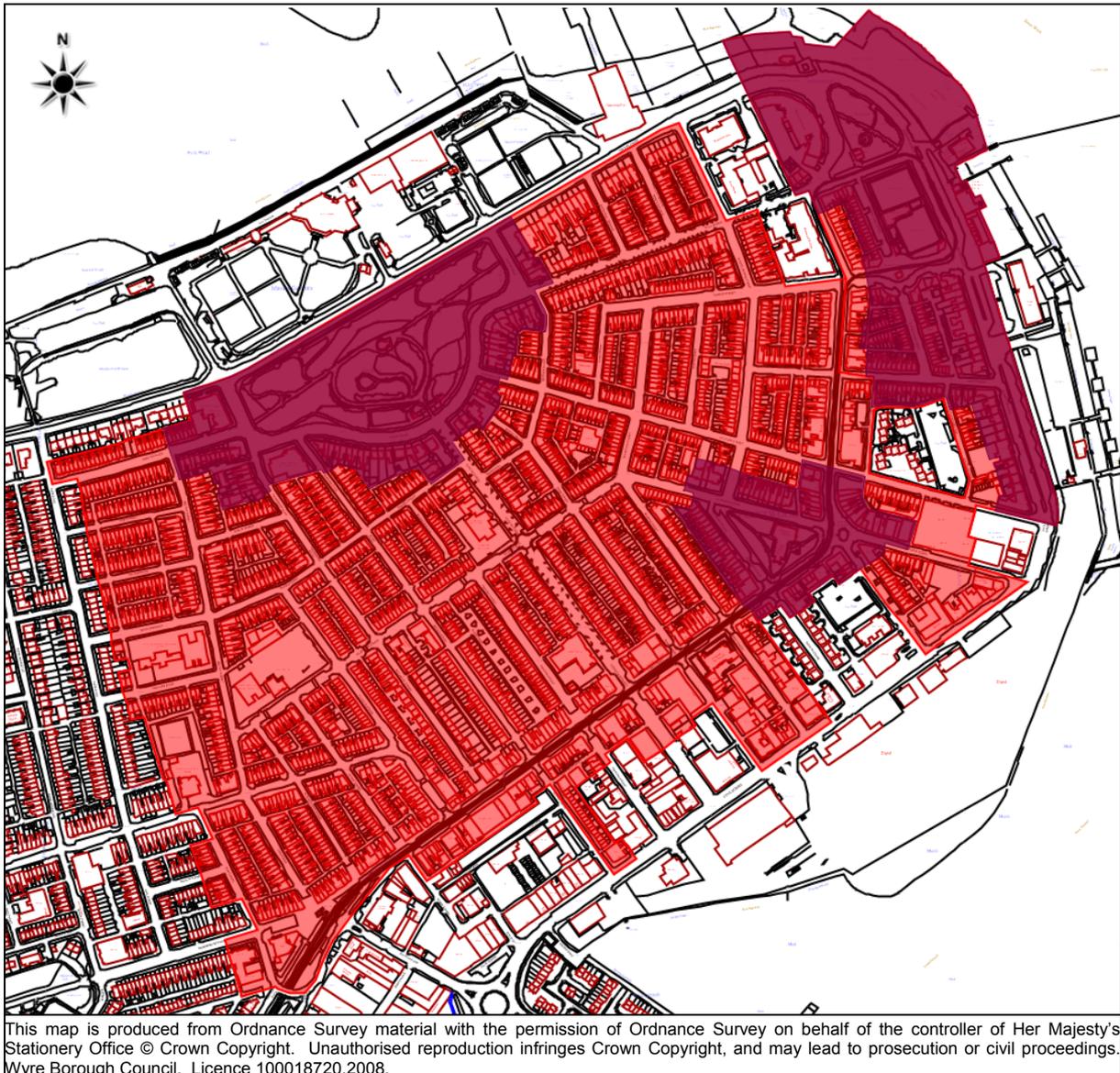


FIGURE 2. CURRENT CONSERVATION AREA BOUNDARY, ALSO ILLUSTRATING OLD BOUNDARIES

This larger Conservation Area encompasses the majority of the town centre, including the entire original planned town. Its northern and northwestern boundaries are defined by The Esplanade, whilst its western boundary is formed by the rear of properties on the eastern side of Carr Road and Elm Street. The eastern and northeastern boundaries trail the curvature of Queen's Terrace, whilst the southeastern boundary follows the northern edge of Dock Street.

The scale and diversity of the Fleetwood Conservation Area ensures that it can be divided neatly into 5 distinct sub or character areas:

Character Area 1: **The Mount**

Character Area 2: **Pharos**

Character Area 3: **Commercial Core**

Character Area 4: **Burton**

Character Area 5: **Milton**

Each character area reflects the layout, form and use of different historical development periods and contains buildings, structures and features that are united by a common history – these character areas are discussed further in Sections 4 to 8, whilst their locations are illustrated on the plan attached at Appendix 1 ‘Fleetwood Conservation Area Character Areas’.

Location and Context

The town of Fleetwood is located on the Fylde Peninsula at the mouth of the River Wyre within the county of Lancashire, 11 kilometres north of Blackpool. Historically within the parish of Poulton-le-Fylde, Fleetwood is now under the administration of Wyre Borough Council.

Fleetwood is one of a number of coastal towns that characterise the coastline of the northern part of the Lancashire and Amounderness Plain. Together these towns form an almost continuous urban area along the coast from the Ribble estuary to the mouth of the Wyre. In common with much of the Fylde, arable farming traditionally dominated the Fleetwood area. Fields of oats, corn and barley were ground into flour in windmills and used to feed the expanding populations of East Lancashire’s industrial towns. At one time there were over 35 windmills on the Fylde coast, a predominance that earned the area the name ‘Windmill Land’; a phrase first coined by the Lancashire author Charles Allen Clarke. The draining of land at Thornton Marsh by Bold Hesketh, uncle of Sir Peter Hesketh-Fleetwood, in the late eighteenth century and the enclosure of mosslands further inland into the Fylde further increased the amount of fertile arable land.

Historically, Fleetwood was originally located only at the most northern limit of the Fylde Peninsula; however, the town has since expanded to occupy much of the peninsula head. To the north and west, the town is bounded by Morecambe Bay and to the east it is separated from the rest of the Fylde Plain by the estuary of the River Wyre. To the south, and separated from Fleetwood by no more than a kilometre, are the towns of Thornton and Cleveleys. The land on which Fleetwood is built, and the area to the immediate south, is predominantly flat and low-lying. Within the town, only the Mount and its immediate surrounding area rise above this level.

2 Fleetwood Masterplan Context

In 2006 / 2007, Wyre Borough Council, English Heritage and North West Development Agency (NWDA) commissioned King Sturge, with Urbed, Transport Planning Partnership (TPP), Paul Butler Associates, Peter Hunter and the University of Glasgow to prepare a masterplan for Fleetwood. This document was intended to be 'heritage-led' and as such as a Conservation Area Appraisal was commissioned, in order to educate the masterplan proposals. In July 2007, the team published a public consultation document which provided a summary of the analysis undertaken during the production of a draft of the masterplan and included a baseline review and an identification of key issues, in addition to formulating frameworks for three strategic areas within the town centre. These strategic areas are:

- The Waterfront, incorporating the Marine Hall and gardens, Fleetwood Leisure Centre, Fleetwood Pier and the miniature golf course;
- Lord Street, including Dock Street, Adelaide Street, Victoria Street and Station Road; and
- South Docks, including Fleetwood harbour marina and fish dock, Freeport, Amounderness Way and Copse Road.

These three frameworks are driven by a new vision: 'To create a sustainable and distinctive coastal town with a mix of facilities, good quality of life and connectivity built around enhancing Fleetwood's key assets of a unique heritage and waterfront setting' and each contains a set of proposals formulated to address their specific issues:

The Waterfront

- Remodel and refurbish the Marine Hall so it can host more events;
- Create a heath and fitness area next to the Marine Hall to provide indoor fitness and recreational facilities;
- Improve the area next to the main summer beach as a family destination;
- Promote and support existing and new beach sports; and
- Encourage waterfront living.

Lord Street

- Create attractive gateways into the town;

- Improve pedestrian and cycle linkages between Freeport, Fleetwood Market and the waterfront;
- Create new retail development opportunities to attract larger national retailers;
- Support local and specialist shopping;
- Create new public spaces at Albert Square and Station Road;
- Create a new landmark square at the junction of London Road and Lord Street;
- Restore the historic quality of Lord Street;
- Encourage town centre living; and
- Improve the environment and landscaping of Lord Street, London Street and Victoria Street.

South Docks

- Reinstate Fleetwood's national rail connection;
- Upgrade existing fish processing, packaging and storage facilities to encourage growth of the fish park;
- Develop modern commercial and office development to encourage economic diversification;
- Create a new gateway into the town;
- Create a quality landscape buffer to the waste transfer facilities to the south of the town;
- Improve pedestrian and cycle linkages to the riverside and the town centre; and
- Promote and enhance the Fleetwood Marsh Nature Reserve.

Following a period of consultation, a revised version of the Masterplan document is now in the process of being produced.

3 Community Involvement

Community involvement was integral to the preparation of this character appraisal process, augmenting local knowledge and understanding, whilst encouraging ownership.

Representatives of Fleetwood Civic Society were invited to attend a workshop session, which was held on 20th June 2007 at the North Euston Hotel, in Fleetwood, to work out which buildings and areas were thought to be important within the Conservation Area. Five Civic Society members, Wyre Borough Council's Planning Policy Manager and Conservation Officer as well as two representatives from Paul Butler Associates attended the workshop. The views of the Fleetwood Civic Society were carefully considered when writing this document.

After the document was compiled in draft form, the Conservation Officer gave a presentation introducing the draft Fleetwood Conservation Area Appraisal and Management Plan for consultation. This presentation took place on Wednesday 12th March. Response forms were handed out at this time.

Consultation on the draft document took place for a four-week period, from Monday 17th March 2008 until Monday 14th April 2008. During this time, the draft document and response forms were located on the Council website, from which they were available to be downloaded.

An exhibition day, on Tuesday 18th March, was also held, at the North Euston Hotel, where information boards were displayed and the Conservation Officer was in attendance to deal with any comments or queries. 32 people attended this day, of which 72 % attended out of their interest in the Conservation Area Appraisal. At the end of this exhibition day, the Conservation Officer gave a second presentation informing of the draft document and its consultation period.

After this day, the exhibition boards and two draft copies of the document were moved to the Marine Hall for viewing, and a copy was also put in Fleetwood Library.

3.1 Consultation Comments

From the consultation, 30 written responses were received in total. The comments cover various issues, the majority of which are detailed on the following page.

In addition to this, a few comments were made regarding the ASDA development on Cop Lane. This property is not within the Conservation Area, and as such will not be discussed in this document.

Boundary changes

Four suggestions for additions to the current Conservation Area boundary were detailed in the draft document, being:

1. A section of Dock Street;
2. Cherry Tree Court;
3. Custom House, Orient Building and 183 Lord Street; and
4. The Marine Hall and Fleetwood Pier.

1. 4 responses were received supporting the inclusion of the section of Dock Street, and none against this suggestion. As such, this suggestion is thought to be advantageous.
2. 4 responses were also received supporting the inclusion of Cherry Tree Court, and none against this suggestion. As such, this suggestion is thought to be advantageous.
3. 4 responses were also received supporting the inclusion of the Custom House, Orient Building and 183 Lord Street, while 3 responses detailed objections to this. The three objections detailed mainly the same issue; the belief that should these buildings become part of the Conservation Area, then future development would be hindered by its inclusion, resulting in the building falling further and further into disrepair. However, this would not be the case. The building currently stands on the boundary of the existing Conservation Area boundary. As such, should any application be submitted to the Council, the Conservation Officer would be invited to make comments regarding the appropriateness of the proposal, considering its location. Should the building be incorporated into the Conservation Area boundary, this would continue. The Conservation Officer is consulted on such applications due to the location of the property, and as such Section 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 requires that “special attention shall be paid in the exercise of planning functions to the desirability of preserving or enhancing the character or appearance of a Conservation Area”. This is due to any possible effects, positive or negative, that

a proposal may have on the character or appearance of the Conservation Area. Consequently, should any proposals for development of the site be received, the process will remain as it is currently.

Conservation Area designation or inclusion does not indicate that new development is prevented completely; instead new development is positively controlled. By this it is meant that the materials and design of the possible development would be restricted to suit the surrounding character and appearance would be encouraged.

As such, inclusion within the Conservation boundary will not effect any development of the building other than already exists, and consequently inclusion of these building is still thought to be beneficial.

4. 28 responses detailed support for the suggestion of including the Marine Hall and Fleetwood Pier in the Conservation Area boundary, with no objections to this suggested amendment. As such, this suggestion is thought to be beneficial.

A fifth area was also suggested, now illustrated in Chapter 11. This area encapsulates the majority of Carr Road, and was suggested as the majority of buildings are of similar age and style to those already included within the Conservation Area boundary.

Further public consultation will occur after the adoption of this Conservation Area Appraisal and Management Plan, specifically considering the suggested amendments to the boundary, as stated within the Fleetwood Conservation Area Management Plan.

Article 4 Directions

Of the comments received, 12 responses were for this suggestion, while 18 did not comment either way. Consequently, further study should be done to find whether Article 4 Directions would be appropriate for Fleetwood and for which areas they would be most beneficial. However, a few of the responses detailed that it would be beneficial for a study to be done to find whether funding could be available before an Article 4 Direction was designated. This is included as an action of the Fleetwood Conservation Area Management Plan.

Suggestions for Listing

Nine buildings were recommended to be suggested to English Heritage for listing, between the 30 responses. These were: Orient Building; Strawberry Gardens; Fleetwood Arms; Kings Arms; Old Post Office on North Albert Street and Victoria Street; the Steamer Hotel; Fleetwood Pier; any remaining original pavements; and any Victorian terraces with remaining historical features. Due to the extent of buildings brought to attention, research will have to be completed into each of these suggestions, and as such a deadline for this has been added to the Fleetwood Conservation Area Management Plan.

Tree Surveying

It was suggested by one response that a survey should be done on all trees within the Conservation Area, and Tree Preservation Orders designated where necessary. This has now been suggested to the Tree Officer and will be undertaken when resources permit.

Future Enhancements

Among suggestions for enhancements of the Conservation Area were ideas for planting schemes and the possibility of re-introducing sandstone paving to replace existing tarmac.

4 Historical Development

4.1 The New Town of Fleetwood

The new town of Fleetwood was conceived in 1836 and named after its founder, the wealthy philanthropist Sir Peter Hesketh-Fleetwood, owner of the nearby Rossall Hall and estate (now Rossall School). Hesketh-Fleetwood was inspired by the philanthropic work of Robert Owen who built high quality housing for his workers at his model village at New Lanark in Scotland in the early nineteenth century and was determined to avoid the creation of slum streets similar to those he had witnessed in Preston and other industrial towns. Indeed, the terraces within wide and airy Mount Street bear a striking resemblance to housing designs in New Lanark.

The Rossall Estate was extensive and incorporated large tracts of land on the Fylde coastline, including the head of the peninsula which was chosen as the site for the new town. At its creation, Hesketh-Fleetwood intended the town to have two principal functions, the first as a bespoke seaside resort, comparable to the flourishing holiday resorts on the south coast of England, which would cater to the leisure needs of Lancashire's rapidly developing industrial towns, and the second as a commercial sea port, which would also serve those travelling between London and Scotland.

Hesketh-Fleetwood's intentions for his new town were lofty in ambition and design, and this is reflected in his choice of project personnel. George Landeman, who prepared the original dock proposals, and George and Robert Stephenson, who built some of the port facilities, were all leading engineers in their fields, whilst Decimus Burton, chosen to design and oversee the building of the town, was one of the nineteenth century's most eminent architects. With its origins as a nineteenth century purpose-built, architect-designed, new town, Fleetwood is unique in Lancashire and unusual amongst other post-medieval towns in England. For much of the nineteenth century the town was known as Fleetwood-on-Wyre, in reference to its position at the mouth of the River Wyre. Indeed this was the name used by Decimus Burton on his original plan, but it has now fallen out of fashion.

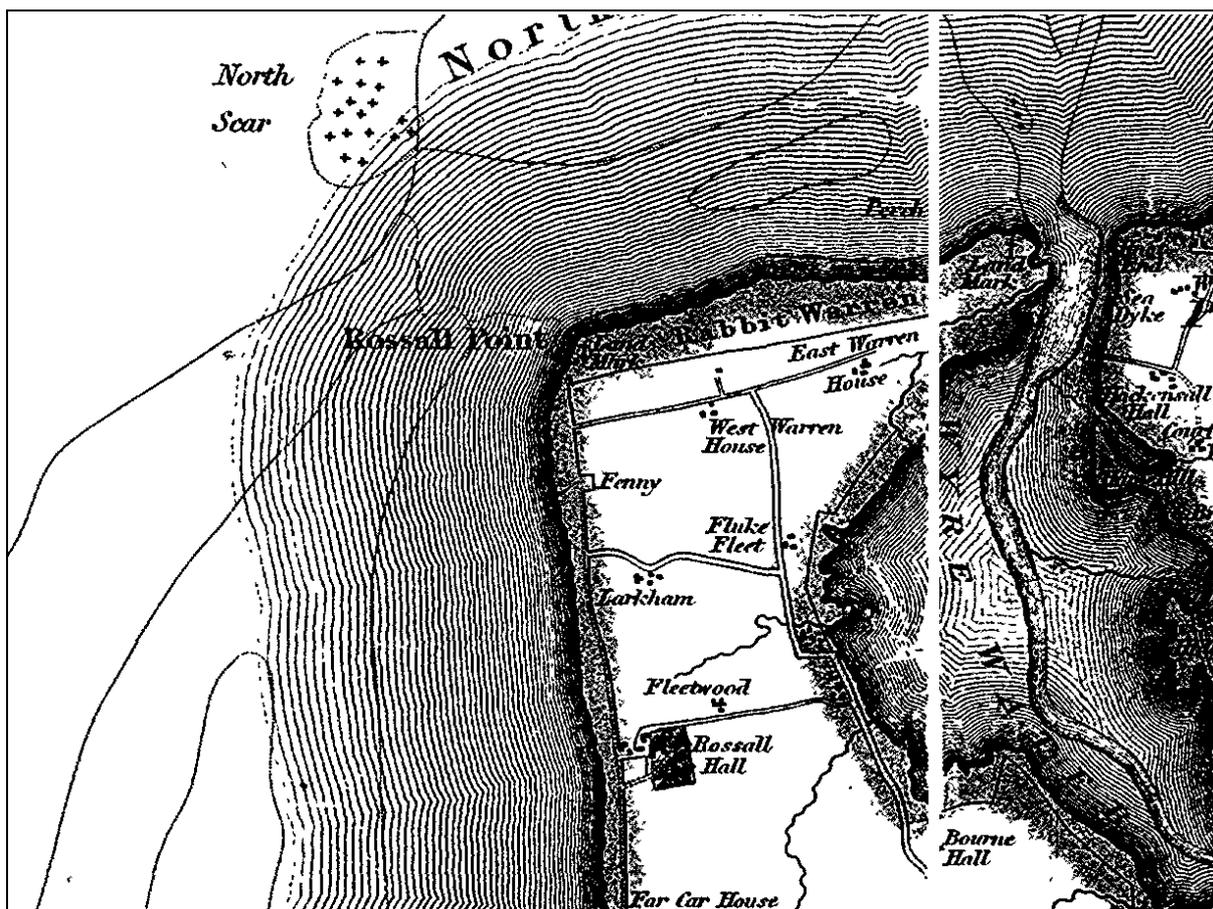


FIGURE 3. HENNET'S MAP (1829) ILLUSTRATING THE SPARSELY POPULATED FYLDE PENINSULA

Hesketh-Fleetwood was MP for Preston from 1832 until 1847 and it is believed that his knowledge of that town and the difficulties that its port was experiencing due the silting of the River Ribble influenced his decision to establish a town and port at the mouth of the River Wyre. To realise the establishment of such a town, Hesketh-Fleetwood knew that good communication links with potential markets were essential, so in 1835 he sought powers from Parliament to open a railway link between Preston and the mouth of the Wyre and as such the Preston and Wyre Railway, Harbour and Dock Company was formed. At that time the west coast railway had only been taken as far as Preston, since no steam locomotives then in existence were powerful enough to climb over Shap Fell in Cumbria. Hesketh-Fleetwood envisaged that the new line would enable railway passengers to leave their trains at a new terminus in Fleetwood and then board steamers, which would carry them by sea to Ardrossan on the west coast of Scotland.

The possibilities of Fleetwood as a resort were extolled in the railway company prospectus published in 1838 and it was proclaimed that the new town had 'a level uninterrupted beach of 15 miles of the finest sand, admirably adapted for all

purposes of exercise and bathing”, a description that appropriates Blackpool Sands for Fleetwood and conveniently ignores the existence of Blackpool, then a growing resort. Blackpool lacked a station in the late 1830s, and Fleetwood’s investors may have considered that an architect-designed, well-planned and respectable resort would have been preferable to the unplanned one that had developed at Blackpool.

4.2 Burton’s Geometric Plan

Decimus Burton was an advocate of classical Greek revival architecture and his design for Fleetwood embraced these ideals. He produced a remarkable geometrical plan, which featured formal squares and crescents, radial roads and strict geometric relationships that ensured symmetry of design and embodied some of the utopian ideas proposed by Renaissance architects in the sixteenth century.

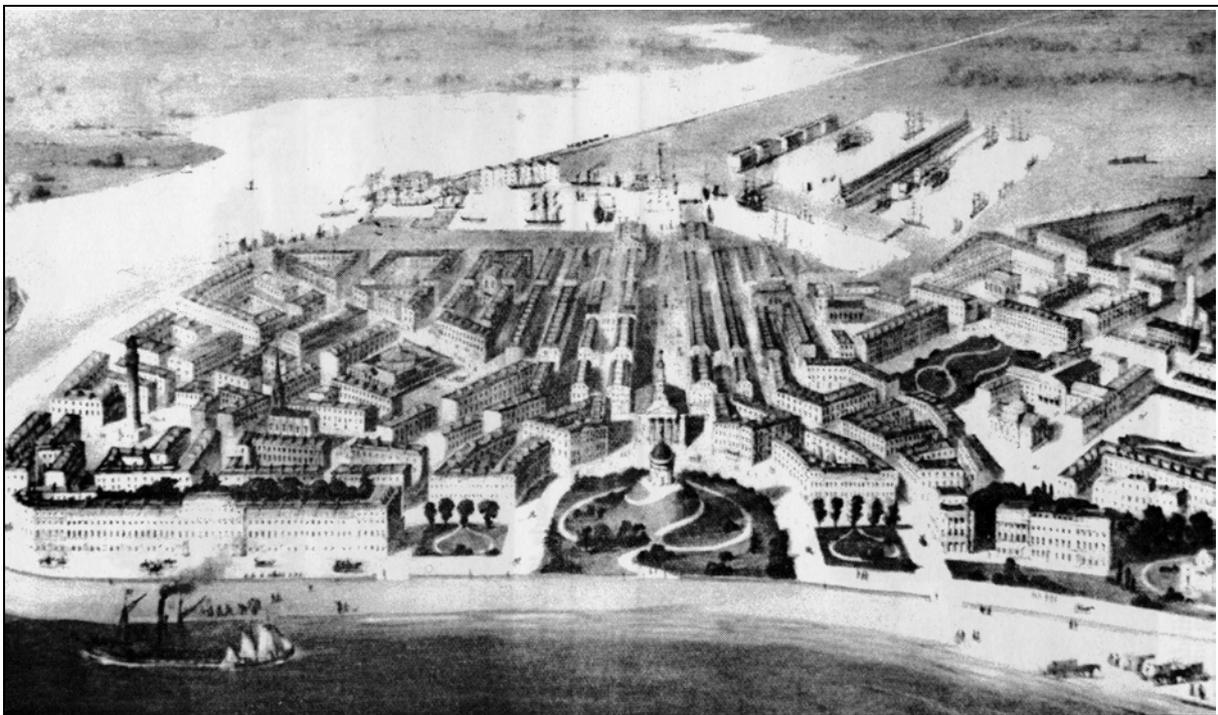


FIGURE 4. TUP HILL (NOW THE MOUNT) WAS CENTRAL TO BURTON’S PLAN FOR FLEETWOOD

Central to Burton’s plan was Tup Hill, the most northerly of a chain of sand hills which stretched the length of the Fylde coast, which became known within the new town as the Mount. From this focal point, Burton envisaged that the streets of the town would radiate out like the spokes of a wheel and tradition has it that these streets were marked out by a man leading a horse-drawn plough. Running away from the centre of the Mount is London Street, a straight, wide road that formed the spine to the proposed town. At exactly 40° to either side of this line two streets were planned which would have formed a triangular frame to the central area of the town.

However, only the eastern one, Victoria Street, was built. Key enterprises were to be situated at the nodal points at the ends of these streets, with the railway station at the southern end of London Street and the steam packet company offices at the eastern end of Victoria Street, both intervisible with the Mount.

4.3 The Growth of Fleetwood

The initial development of Fleetwood was rapid, and by 1841 approximately 25-30% of the town as envisaged by Burton had been completed. However, the costs of implementing Burton's designs were largely met by Hesketh-Fleetwood, and by 1842 he was virtually bankrupt. Burton's services were dispensed with and the larger building plots to the west of London Street were sold to pay the debtors and as such the project was never completed to its original grandiose design.

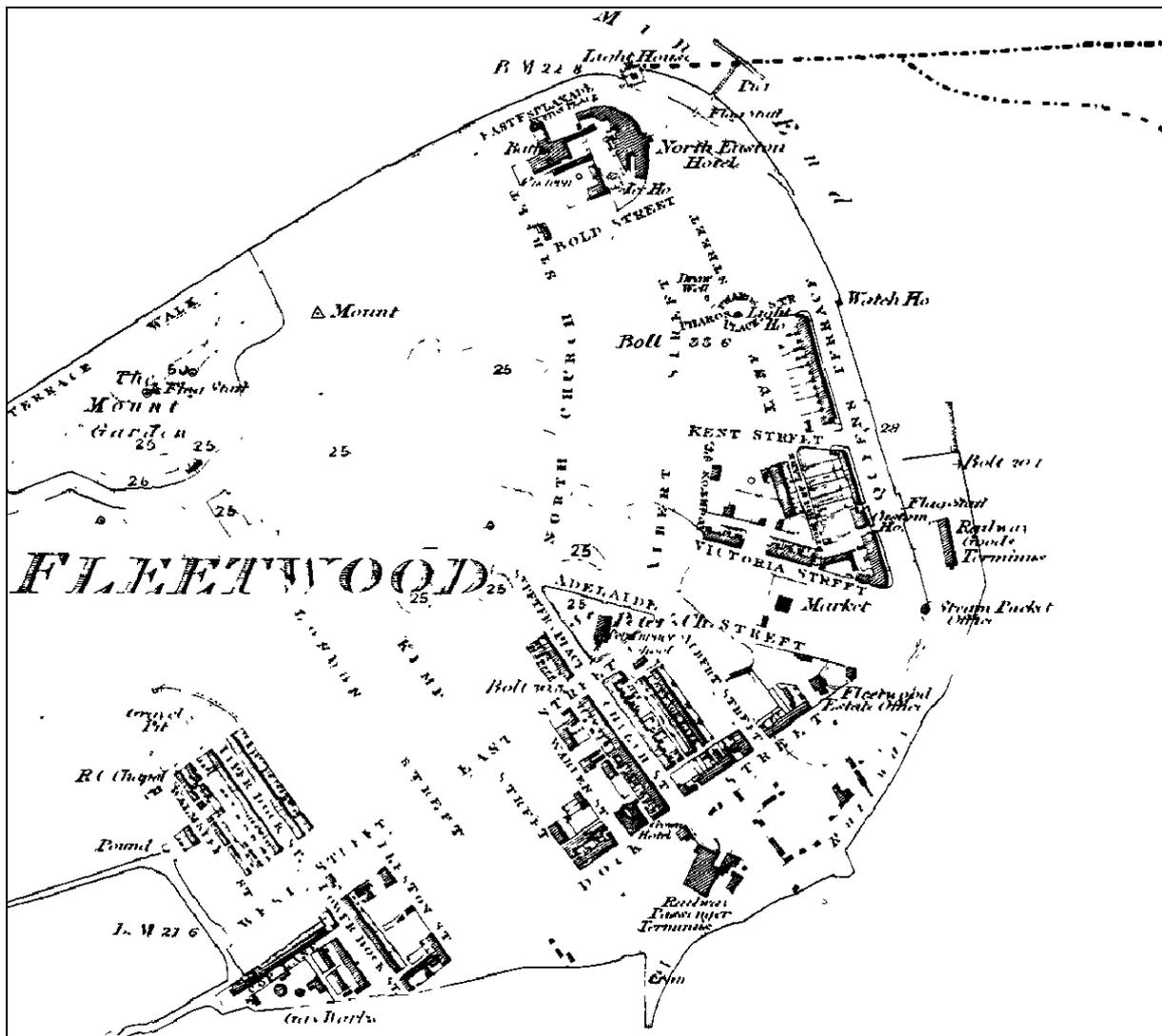


FIGURE 5. THE INITIAL DEVELOPMENT WAS RAPID AND BY 1848 THE BASIC FORM WAS EVIDENT

The town continued to grow, albeit less rapidly, and by 1877, most of the town to the east of London Street had been developed. However, new developments now occurred in response to a variety of economic, cultural and social stimuli, rather than being driven by a grand design. The needs of the town's elite continued to be met by limited house building, including two semi-detached cottage-style houses built off Adelaide Street in 1846, and an attempt was made to provide good quality housing for the working classes when in 1854 a row of model cottages was erected off Poulton Road. At the same time a new police station was built in Lord Street and efforts were made to improve the streets and drainage. In the early 1860s, 95 houses were built as the town received an impetus from the anticipated revitalisation of the dock construction project. This included six cottages, now known as Birling Terrace, which were erected in 1864 for the coastguard service.

As Hesketh-Fleetwood had anticipated, the town was initially successful as a holiday resort, however in 1846 a branch line opened between Poulton-le-Fylde and Blackpool, immediately reducing the number of visitors to Fleetwood and ending its potential as a major rival to Blackpool. In the same year, the west coast railway line, served by modern and more powerful steam locomotives, was extended as far as Carlisle and in the following year it reached Glasgow. This enabled rail passengers to travel direct to and from Scotland, further diminishing the prospects of the town. Construction of the Esplanade in 1885 and the pier in 1910 represented partially successful attempts to revive the town as a tourist destination, but for most of the latter nineteenth and early twentieth centuries the function of Fleetwood as a resort was secondary to its role as a port.

However, the fortunes of the port also fluctuated during the nineteenth century. Trade passing through it grew in the 1840s, but began to decline from 1849 with the opening of rival facilities at Preston and Lytham. The Wyre Dock was completed in 1877 and the port enjoyed considerable success in the 1880s with important coastal trade, whilst trade with the Baltic and North America helped to foster a sustained period of growth, with 907 new houses being built between 1878 and 1894. However, in the 1890s large ships ceased to dock at Fleetwood as a result of improvements to the River Ribble, the expansion of Preston Docks and the opening of the Manchester Ship Canal.

The decline of the port was mitigated in part by the growth of Fleetwood's fishing industry. The head of the peninsula has always been a popular fishing destination, indeed long before the town was built the occupants of Rossall Hall fished the waters, whilst a number of fishermen lived in Knott End. As the new town developed, fishing families from Banks near Southport moved to Fleetwood to sell their shrimp catches at a higher price, whilst large sail-powered smacks began using the port as a base to catch white fish, such as plaice, sole, cod and haddock, in the Irish Sea. The introduction of steam trawlers in 1891 further increased the town's popularity, with the port proving particularly suitable for steam trawlers owing to its good supply of coal, much of which was exported to Ireland, its rich fishing grounds and a large market within the industrial towns of the North West. By the early twentieth century Fleetwood had, rather unexpectedly, become Britain's premier west coast fishing port and the third largest in the UK. By 1932 the town's population had increased to 23,020.

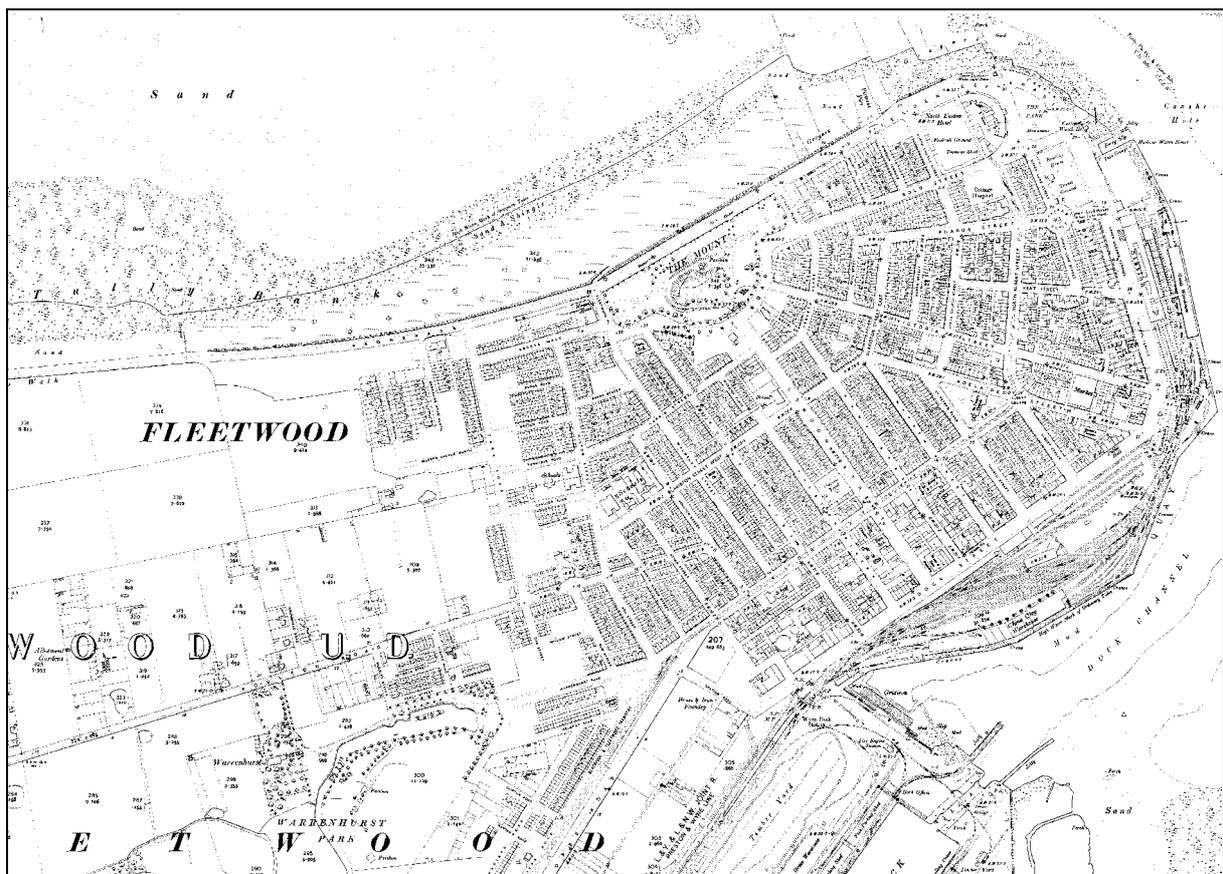


FIGURE 6. BY 1912, FLEETWOOD HAD EXPANDED BEYOND ITS INTENDED LIMITS

The expansion of the fishing industry and the resultant renewed growth of the town was further assisted by the construction of the Blackpool and Fleetwood Tramroad

Company's tramline in 1898 which linked Fleetwood with Blackpool via an electric tramway. The line was seen as key to the development of the Fylde coastline and this optimism seems to have been justified. In 1901 the Manchester Evening Chronicle recorded 'one of the biggest and most successful land sales, which took place at Fleetwood, where 100 lots of freehold land were sold by auction. The auctioneer alluded to Fleetwood's phenomenal growth and said that the electric coast tramroad which now runs through the estate, conveyed nearly 2 million people from Blackpool to Fleetwood in that year'.

Fleetwood finally reached the growth limits intended by its founder towards the end of the nineteenth century. Since then it has expanded far beyond these limits, and now includes significant amounts of residential development dating from the 1920s and 1930s, as well as areas post-dating the Second World War.

Until the early twentieth century, the majority of housing constructed within the town was built as terraced rows set within a uniform gridiron pattern. It has been argued that this gridiron plan was introduced by new building byelaws in 1884. However, this view is inaccurate, as Burton's original plan made extensive provision for gridiron style development in the triangular area framed by Victoria Street and the proposed, but never realised, Hesketh Street. Indeed, gridiron development is a fundamental element of the classical town planning advocated by Burton.

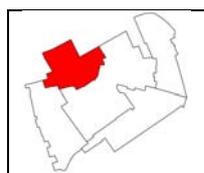
Whilst the head of the Fylde Peninsula had few inhabitants at the time of Fleetwood's creation, it does, like most settlements, contain archaeological evidence of its past. For further information regarding the Prehistoric, Romano-British and Medieval archaeological significance and potential of the area the reader is directed to the Fleetwood Archaeological Desk-Based Assessment. For further information on the historic development of the town and its Conservation Area, the reader is directed to the plan attached at Appendix 2 'The Growth of Fleetwood Conservation Area' and towards the local studies department of the Fleetwood Library, North Albert Street, Fleetwood.

5 Character Area 1: The Mount

5.1 Summary Definition of Special Interest

The special interest of The Mount Character Area is derived from its seaside architecture and its collection of fine, predominantly red brick, mid to late nineteenth century residential and community buildings, which encircle the base of a landscaped sand hill.

5.2 Location and Setting



Conservation Area

Not to Scale



This character area occupies the northwestern section of the Fleetwood Conservation Area and is enclosed by The Esplanade to the north, by the rear of properties on Mount Road to the south and east and by the junction of Abbott's Walk and Milton Street to the west. It is dominated by the Mount, the most northerly of a chain of sand hills which stretch the length of the Fylde coastline. Formerly known as Tup Hill, the Mount was landscaped in the 1830s and became the focal point of Burton's grand design, from which he envisaged that the town's residential streets would radiate out like the spokes of a wheel in reference to the geometrical lines favoured by the philanthropic work of Robert Owen who built quality housing for his workers at his model village at New Lanark in Scotland in the early nineteenth century.

At the time of Fleetwood's creation, the sea reached a level substantially higher than it does at present and the northern side of the Mount was immediately adjacent to the shoreline. Following a natural reduction in sea level, large tracts of land were reclaimed and developed with amenities typical of a seaside resort, including an entertainment venue, ornamental gardens and bowling greens. Although this reclaimed area falls beyond the boundary, the seaside architecture ensures that it contributes significantly to the setting and the special character of the Conservation Area.

5.3 Key Views and Vistas

The land on which Fleetwood is built, and the area immediately to the south, is predominantly flat and low-lying, being generally at a height of less than ten metres above sea level. Within the town, only the Mount and the immediately surrounding area rise above this level. Burton utilised this natural landmark as the centre point of his design.

Looking north and west, the elevated Mount permits expansive views across Morecambe Bay where, on fine days, views are possible towards the Bleasdale Hills and Beacon Fell to the east and towards the Isle of Man and Wales in the west, whilst a panorama of the entire town and the River Wyre and its eastern bank can be viewed to the south and east and extensive views along The Esplanade are possible to the west.



FIGURE 7. THE ELEVATED MOUNT PERMITS EXPANSIVE NORTHERLY VIEWS ACROSS MORECAMBE BAY



FIGURE 8. EXTENSIVE VIEWS ALONG THE ESPLANADE ARE POSSIBLE TO THE WEST

As envisaged by Burton, vistas are evident at various points within this character area. Originally Burton intended London Street to provide a vista, with reciprocal views, from the Mount to a grand classical style railway station on Dock Street.

However, the railway station was not built in its intended position, instead the vista is closed by a building of modern construction and design that does little to enhance the Conservation Area.



FIGURE 9. BURTON'S PLAN ENVISAGED AN ELONGATED VISTA DOWN LONDON ST TOWARDS DOCK



FIGURE 10. RADIATING BOLD STREET ENABLES GLIMPSSES OF THE EASTERN PART OF THE TOWN

The wide streets, including Bold Street and Victoria Street, that radiate out from the Mount facilitate tantalising glimpses of the eastern part of the town and towards Knott End, whilst expansive views out to sea are possible where Mount Road meets The Esplanade.

5.4 Archaeological Significance and Potential

There are no scheduled monuments within this part of the Fleetwood Conservation Area, however the remains of a reputed paved Roman road, sometimes known as the Dane's Pad, leading between Kirkham and Fleetwood, were uncovered in the late nineteenth century during construction of Abbott's Walk.

5.5 Contribution of Statutory Listed Buildings to the Special Interest of the Area

Within this character area there are no grade I or II* Listed Buildings; however, there are a number of grade II buildings and features that contribute positively towards the special architectural and historic character of the area. The character of these Listed Buildings is detailed below, whilst their locations are illustrated on the plan attached at Appendix 3 'Heritage Assets within Fleetwood Conservation Area'.

The Mount Pavilion



FIGURE 11. THE MOUNT PAVILION DOMINATES THE NORTHEASTERN PART OF THE CONSERVATION AREA



FIGURE 12. THE PAVILION IS SURMOUNTED BY A CUPOLA AND A FOUR-FACED CLOCK

Decimus Burton's plan included the construction of a pavilion at the pinnacle of the Mount, from which expansive views of Morecambe Bay and the developing town would be possible. A Chinese pagoda, designed by Burton, occupied the Mount for approximately sixty years until it was replaced in 1902 by the existing 2-storey polygonal Mount Pavilion building. The Mount Pavilion, now grade II listed, is constructed of roughcast brick, roofed with red tile and surmounted by a cupola with a four-faced clock, which was presented to the town in 1919 as a memorial to those who died during the First World War.

The expansive views envisaged by Burton are still possible and the Mount and its pavilion remain amongst the most notable features within Fleetwood and, as such, contribute enormously to the character of this part of the Conservation Area. However, currently only seasonally occupied, the future of the pavilion is considered to be restricted as it is not connected to mains water and sewage services. To install modern water supply and sewage facilities would be expensive and could only really be justified if a long-term commercial use for the Pavilion is found.

The Mount Entrance Pavilion, Mount Road



FIGURE 13. THE MOUNT ENTRANCE PAVILION, MOUNT ROAD



FIGURE 14. THE PAVILION IS CURRENTLY VACANT AND GRAFFITI IS EVIDENT ON ITS STONWORK

At the time of Fleetwood's creation the sea restricted level access to the northern side the Mount. Instead, in 1841, a single-storey entrance pavilion was constructed on Mount Road, at the southern side of the hill. The Mount Pavilion Entrance, now grade II listed, is constructed of ashlarred sandstone in the classical style favoured by Burton. Whilst it is unclear whether he was the architect, it is almost certain that, through his fervour for symmetry, he influenced its siting. The building is aligned with the centre of London Street, the Mount's principal radiating road, whereby permitting glimpses into the Mount from Dock Street along London Street.

However, the pavilion building currently appears to be vacant. If the building remains unoccupied long-term it could lead to a general deterioration in the condition of the local environment. Indeed, there is already evidence of graffiti on the building's stonework and further deterioration could adversely affect the special character of this part of the Conservation Area.

5.6 Contribution of Unlisted Buildings to the Special Interest of the Area

The special interest provided by the character areas Listed Buildings is further enhanced by the numerous unlisted, yet historically and/or architecturally interesting, buildings and features within its boundaries. It is the relationship of these unlisted buildings to each other, to their sites and to the streetscapes in which they are located that strengthens the character of the area. These unlisted buildings are detailed below, whilst their locations are illustrated on the plan attached at Appendix 3 'Heritage Assets within Fleetwood Conservation Area'.

Victorian Townhouses, Mount Road

FIGURE 15. LATE VICTORIAN TOWNHOUSES LINE MOUNT ROAD



FIGURE 16. 'ARTS AND CRAFTS' STYLE PEDIMENTS TYPICALLY DEFINE THEIR ROOFLINES

Mount Road, a wide crescent shaped street to the immediate south of the Mount, was originally intended to host some of the grandest buildings in Fleetwood. Burton envisaged that large buildings constructed of ashlarred sandstone would face the landscaped Mount and echo scenes from other classical influenced towns, such as Bath and Buxton. However, these grand buildings were never realised, their plots instead sold to raise finance for Hesketh-Fleetwood and are now predominantly occupied by two and three storey late Victorian town houses.

Although the street is not as Burton envisaged, it is however still attractive and makes a positive contribution to the special interest of this character area. The buildings within the street are, almost without exception, constructed of red brick and have stone window reveals and stringcourses. They are roofed in either red clay tile or Welsh blue-grey slate, with many roofs finished with ornate decorative red clay ridge crests. Several of the buildings have 'Arts and Crafts' style pediments, whilst architectural features such as turrets distinguish other properties. A typical feature of the Mount Street elevation is traditional and square bay windows on either the ground floor or running the full height of the property.

These buildings were originally fitted with decorative vertical sliding sash windows, characteristic of the classical revival period. Unfortunately many of these traditional sash windows have been replaced with unsympathetic uPVC windows. This loss of traditional fenestration, if left to continue unabated, will seriously undermine the special character of the street.

Birling Terrace, Abbott's Walk

FIGURE 17. BIRLING TERRACE, ABBOTT'S WALK

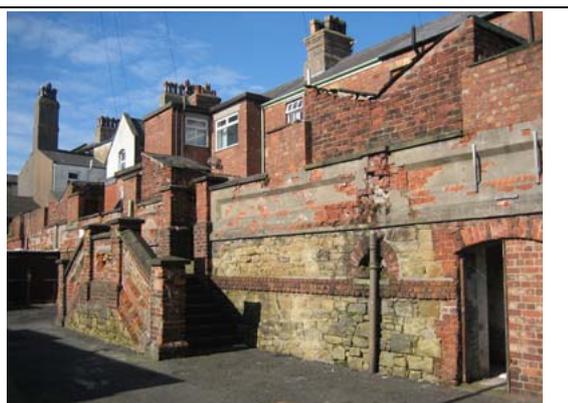


FIGURE 18. TO THE REAR THERE ARE A NUMBER OF STORAGE SHEDS THAT ONCE STORED LIFEBOATS

To the western section of this character area on Abbott's Walk is Birling Terrace, a small terraced row of cottages that were constructed in 1864 to accommodate the town's coastguards. Although the terrace is not listed it does make a significant contribution to this part of the Conservation Area.

The terrace, like the majority of buildings within this character area, is predominantly of red brick construction and roofed in grey slate. However, the appearance of the Abbott's Walk façade is considerably enhanced through the use of yellow brick and stone. A yellow brick stringcourse transverses the length of the terrace and the same brick is used to form window headers, whilst the windows sills and chimneystacks are constructed from sandstone. At the time of construction, the high tide would often reach Abbott's Walk and so to prevent the cottages from flooding, a high brick wall set on a sandstone plinth was constructed at the terrace's boundary. To the rear of the terrace there are a number of storage sheds that once stored lifeboats. A stream used to flow past the terrace and the lifeboats could be floated along the path of Promenade Road into the sea.

The terrace originally had vertical sliding sash windows, however, with the exception of number 3, many of these traditional sash windows have been replaced with unsympathetic uPVC windows. Access into each terrace is via a double entrance porch, which is also of red brick and roofed in grey-blue slate with sandstone stone coping.

Former Mount Hotel, Promenade Road

FIGURE 19. FORMER MOUNT HOTEL, PROMENADE ROAD



FIGURE 20. A MANSARD TURRET DEFINES THE ROOFLINE

Aside from the Mount Pavilion, one of the most prominent buildings within this character area is the former Mount Hotel. Occupying a key seafront site on the corner of The Esplanade and Promenade Road, this imposing 4-storey building with mansard roof was erected in 1896 on reclaimed land on the site of two previous buildings, which had been damaged by a storm in 1869 and subsequently demolished.

The ground floor is currently occupied by a public house, whilst the upper stories have been converted for residential use. Although not listed, the building is notable within the street scene. The use of red brick and grey slate ensures that it harmonises with the adjacent Birling Terrace and the Victorian townhouses on Mount Road, in addition to adding significant architectural interest to this part of the Conservation Area.

Mount Road Methodist Church

FIGURE 21. MOUNT ROAD METHODIST CHURCH

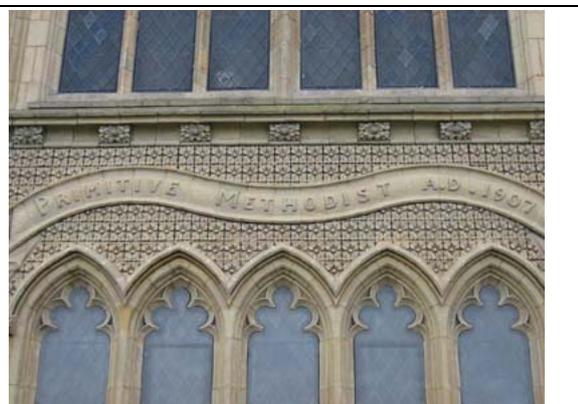


FIGURE 22. DECORATIVE STONE DRESSINGS HELP TO GIVE THE CHURCH SIGNIFICANT CHARACTER

The original Mount Road Methodist Church, located at the corner of Mount Road and Seabank Road is a notable, yet unlisted, building that contributes positively to the character of this part of the Fleetwood Conservation Area. The building was constructed in 1909 from red brick and finished with sandstone reveals and dressings, which have naturally blackened through time, probably due to the high proportion of carbon or iron in the stone. This effect complements the strong red colour of the brick and gives the building a distinguished and aged look. The building is roofed in blue-grey slate with ornamental ridge cresting. Two brick and sandstone turrets located on either side of a central lancet window in a style characteristic of early twentieth century Methodist architecture dominate the Mount Road façade. A low brick boundary wall with sandstone coping, most probably formerly surmounted by iron railings, clearly defines the church's boundary.

The use of a similar palette of materials ensures that this building complements the adjacent Victorian townhouses on Mount Road, in addition to adding significant architectural interest to this part of the character area.

The Marine Hall, The Esplanade



FIGURE 23. THE MARINE HALL, THE ESPLANADE

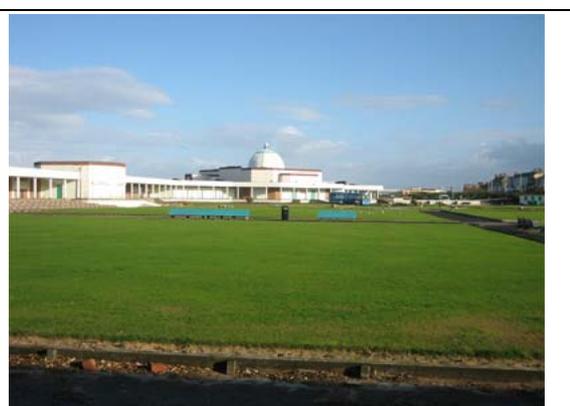


FIGURE 24. THE HALL IS SET IN SUBSTANTIAL GROUNDS, INCLUDING GARDENS AND BOWLING GREENS

Following a natural reduction in sea level in the nineteenth century, large tracts of land were reclaimed in the northwest of the town and developed in the 1920s and 1930s with amenities typical of a seaside holiday resort, including an entertainment venue, ornamental gardens, bowling greens, a boating lake and a golf course.

The Marine Hall opened in 1935 and remains virtually unchanged from its original design. Whilst the hall and its grounds are located beyond the Conservation Area's current northern boundary, they do contribute significantly to the area's setting and

special interest. Constructed using strong geometrical shapes from red brick and white concrete, the building has, with the exception of its expansive domed ballroom roof, an almost complete absence of any ornamentation and as such displays many of the architectural characteristics typical of a 'modern' 1930s seaside building.

5.7 Prevalent and Traditional Building Materials

The prevalent building material within this character area is nineteenth century red brick, much of which was sourced locally from brick crofts near Rossall Point and from substantial brickworks at Flakefleet Farm to the south of the town. The mortar used to bond the brick has been dyed with brick dust to match the red of the brick. This reduces the impact of the material and places greater emphasis on the scale, proportion and layout of the buildings.

Other traditional building materials surviving in this character area include a section of pebble wall at the base of the Mount adjacent to Mount Road. In 1838, in an attempt to establish exclusive rights to a footpath, Hesketh-Fleetwood erected a pebble wall around the circumference of the Mount. However, following public outcry, the wall was partially demolished and now only the southern and eastern sections remain. Pebble walls were traditionally used throughout Wyre Borough and the Fylde Peninsula however, due to the increased use of modern materials, they are now becoming increasingly rare. It is therefore vital that, given the contribution that this pebble wall makes to the character of the street scene, it be preserved and protected as far as possible.



FIGURE 25. A PEBBLE WALL SURVIVES AT THE BASE OF THE MOUNT ADJACENT TO MOUNT ROAD



FIGURE 26. CAST IRON RAILINGS ONCE SURMOUNTED THE STONE WALL TO THE NORTH OF THE MOUNT

A red brick wall with stone coping and evidence that cast iron railings once surmounted it defines the northern boundary of the Mount. Although built later than

the traditional pebble wall, the construction materials ensure that this boundary wall harmonises with the adjacent late nineteenth century buildings and defines the southern edge of The Esplanade.

The majority of this character area is surfaced with modern materials, including tarmac and concrete paving slabs, however historic kerbstones are evident along Abbott's Walk and Promenade Road.

5.8 Character and Relationship of Open Spaces and Greenery

This sub area's character is enhanced considerably by the open space within and immediately adjacent to it (see Appendix 4 'Townscape Analysis of Fleetwood Conservation Area'). Whilst there are no open spaces listed on the 'Register of Parks and Gardens of Special Historic Interest' within the area, formal open space was fundamental to Burton's classical plan and the Mount, with its ornamental gardens, is perhaps the most important open space within the entire Conservation Area. The base of the southern side of the Mount is landscaped with clusters of trees of townscape significance, which add to the lush green character of Mount Road.



FIGURE 27. THE MOUNT IS AN IMPORTANT OPEN SPACE IN THE CONSERVATION AREA



FIGURE 28. TREES AT THE BASE OF THE MOUNT ADD TO THE AREA'S GREEN CHARACTER

The Victorian townhouses on Mount Road and former coastguard cottages on Abbott's Walk are set back slightly from the pavement to accommodate small front gardens. The extent of the front gardens is clearly defined by low brick boundary walls, many with stone coping, which were formerly surmounted by iron railings. Hedges and trees at the curtilage of these properties and within the front gardens add to the green character of this part of the Conservation Area.



FIGURE 29. THE VICTORIAN TOWNHOUSES ON MOUNT RD ARE SET BACK TO ALLOW FRONT GARDENS

FIGURE 30. BOWLING GREENS ALONG THE SEAFRONT ENABLE UNINTERRUPTED VIEWS OUT TO SEA

Beyond the current northern boundary of the Conservation Area, the ornamental gardens and bowling greens historically associated with the Marine Hall make an important contribution to the character of this area by permitting uninterrupted views from The Mount towards Morecambe Bay.

5.9 The Existence of Negative and Neutral Features

A number of features within and immediately adjacent to this section of Fleetwood Conservation Area do not possess sufficient architectural detailing/interest to be regarded as making a positive contribution to the character of the area. Although located beyond the northern boundary, the Fleetwood Leisure Centre and its associated car parking located beyond the northern boundary, do adversely affect the Conservation Area's setting. Constructed in the 1970s on reclaimed land to the immediate east of the Marine Hall, this building and its car parking forms a physical and visual barrier between the Mount and the coastline and further perpetuates the Mount's lost connectivity with the sea.



FIGURE 31. FLEETWOOD LEISURE CENTRE, THE ESPLANADE



FIGURE 32. THE LEISURE CENTRE FORMS A BARRIER BETWEEN THE MOUNT AND THE COASTLINE

In addition there are a number of general issues and threats which, if left to persist without intervention, may cumulatively diminish the special historic and architectural interest of this character area:

5.10 Loss of Traditional Fenestration

Many of the traditional timber sash window frames in this character area have been replaced with unsympathetic modern uPVC windows. This must be considered to be a negative influence and steps should be taken to prevent further loss of traditional fenestration.



FIGURE 33. MANY TRADITIONAL SASH WINDOWS HAVE BEEN REPLACED BY MODERN UPVC FRAMES



FIGURE 34. AT TIMES PARKED VEHICLES DOMINATE MOUNT ROAD

5.11 Dominance of Parked Vehicles

The character of this part of the Conservation Area also suffers visually as a result of on-street car parking as the streets were laid out and the buildings constructed prior to the invention and popularisation of the motorcar. Parked vehicles can dominate the character area at times, with Mount Road being particularly affected. This acutely detracts from the area's special interest, however whilst on street parking is certainly a negative factor, it is difficult to see how the situation might be remedied.

5.12 The Existence of Neutral Areas

Elsewhere a number of buildings are considered to fail to contribute positively to the character of the area, including numbers 37, 39, 53 and 55 Mount Road which were constructed in the late 1920s or early 1930s and the extension to the original Mount Road Methodist Church which was constructed in the late 1970's. The scale of the semi-detached residential properties on Mount Road differs from that of the adjacent imposing two and three storey late Victorian town houses, however the use of complimentary building materials and a similar building line means that they do not

significantly detract from it either and whilst the church extension does not make a positive contribution to the character of the Conservation Area, the use of sympathetic materials and a discreet scale means it does not detract from it either. Therefore these buildings are not considered to warrant classification as having a negative impact upon the Conservation Area.



FIGURE 35. INFILL RESIDENTIAL DEVELOPMENT ON MOUNT ROAD



FIGURE 36. EXTENSION TO MOUNT ROAD METHODIST CHURCH

Summary of Key Features in Character Area 1: The Mount

Dominant Historic Period:

Mid-nineteenth century

Statutorily Listed Buildings:

The Mount Pavilion; The Mount Entrance Pavilion

Notable Unlisted Buildings:

Late Victorian town houses, Mount Road; Birling Terrace, Abbott's Walk; Former Mount Hotel; The Mount Road Methodist Church; The Marine Hall and Grounds

Prevalent and Traditional Building Materials:

Nineteenth century red brick; Pebble boundary walls enclosure the southern boundary of The Mount; Historic kerbstones are evident along Abbott's Walk and Promenade Road

Key Views and Vistas:

Expansive views from The Mount across Morecambe Bay and towards town centre along the wide radiating streets

Important Open Space:

The Mount; Marine Hall's ornamental gardens and bowling greens

Key Issues:

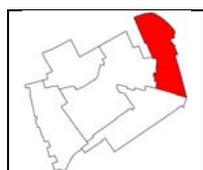
Fleetwood Leisure Centre; Loss of traditional fenestration; Dominance of parked vehicles; The vulnerability of the Marine Hall and any possible refurbishment in the future; The vulnerability of the Mount Pavilion, especially due to recent vandalism attempts

6 Character Area 2: Pharos

6.1 Summary Definition of Special Interest

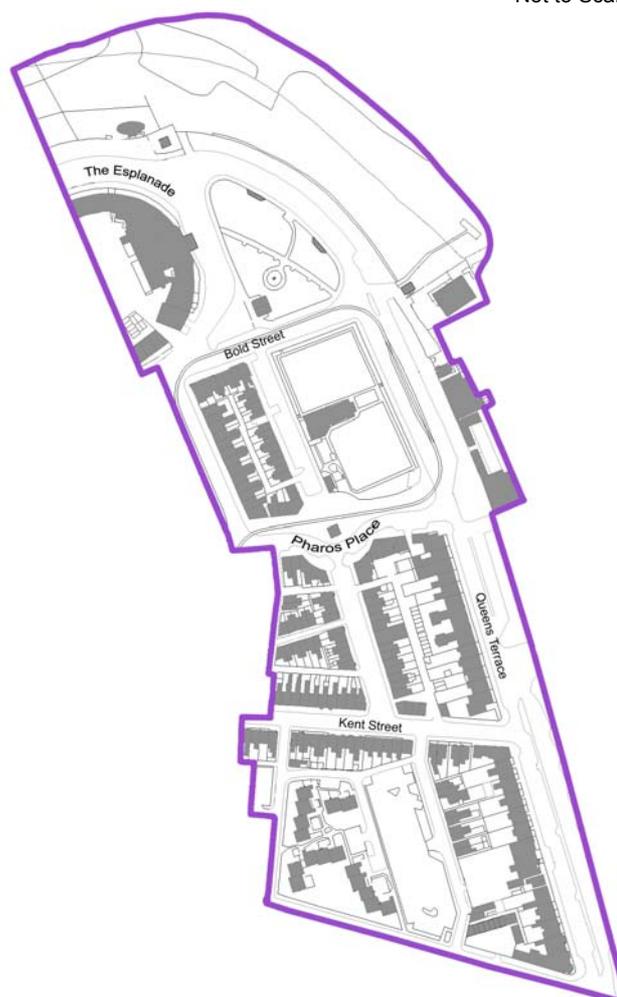
The special interest of the Pharos Character Area is derived from its collection of fine, imposing and predominantly ashlarred sandstone mid-nineteenth century classical style buildings and lighthouses, which form the most extensive surviving part of Burton's planned coastal town.

6.2 Location and Setting



Conservation Area

Not to Scale



This character area occupies the northeastern section of the Fleetwood Conservation Area and is enclosed by the sea, the docklands and the mouth of the Wyre Estuary to the north and east, by Victoria Street to the south and by the rear of properties on the eastern side of North Albert Street and by the rear of the North Euston Hotel to the west.

6.3 Key Views and Vistas

The coastal location of this character area permits expansive views from the northeastern corner of The Esplanade and the North Euston Hotel across Morecambe Bay, whilst restricted views of the eastern bank of the Wyre estuary are possible through the docklands from the corner of Queen's Terrace and Victoria Street. Views towards Knott End are possible from the junction of Queen's Terrace and The Esplanade.



FIGURE 37. EXPANSIVE VIEWS ACROSS MORECAMBE BAY ARE POSSIBLE FROM THE ESPLANADE



FIGURE 38. KNOTT END CAN BE GLIMPSED FROM QUEEN'S TERRACE

As envisaged by Burton, the town's radiating streets facilitate glimpses towards the Mount along Bold Street and Pharos Street and from Pharos Place, with reciprocal vistas evident easterly from the Mount towards the Upper (or Pharos) Lighthouse. The mandatory line of sight between the Upper and Lower Lighthouses creates an important visual linkage between the North Euston Hotel at the northeastern corner of the character area along Upper and Lower Lune Streets towards Kent Street, whilst the height and form of the Upper Lighthouse ensures that it is visible throughout much of the character area, with tantalising glimpses possible from Victoria Street and North Albert Street.



FIGURE 39. GLIMPSES OF THE MOUNT AND ITS PAVILION ARE POSSIBLE ALONG BOLD STREET



FIGURE 40. THE LANTERN OF THE UPPER LIGHTHOUSE IS VISIBLE FROM VICTORIA STREET

6.4 Archaeological Significance and Potential

There are no scheduled monuments within this part of the Fleetwood Conservation Area, however as most settlements contain archaeological evidence of their origins and development, it is reasonably likely that new sites will be discovered in the future.

6.5 Contribution of Statutory Listed Buildings to the Special Interest of the Area

Within this character area there are no grade I or II* Listed Buildings; however, there are a number of grade II buildings and features that contribute positively towards the special architectural and historic character of the area. The character of these Listed Buildings is detailed below, whilst their locations are illustrated on the plan attached at Appendix 3 'Heritage Assets within Fleetwood Conservation Area'.

North Euston Hotel, The Esplanade



FIGURE 41. NORTH EUSTON HOTEL, THE ESPLANADE



FIGURE 42. THE HOTEL RETAINS MANY OF ITS ORIGINAL FEATURES, INCLUDING A CLASSICAL STYLE PORCH

The North Euston Hotel was commissioned and financed by Hesketh-Fleetwood and designed by Burton to be the centrepiece of the new town. Opened in 1841, the hotel is an imposing ashlarred sandstone three-storey crescent shaped building designed to reflect the curvature of the coastline. The building remains one of the most prominent buildings in Fleetwood and is an important landmark within this character area. Now grade II listed, the hotel retains many of its original external architectural features, including a porch supported by six Ionic columns characteristic of Burton's classical architectural approach and a raised stone terrace with ornamental iron railings that gives the building a refined appearance.

At the time of its construction, Fleetwood was situated on the shortest and fastest route, by combination of rail and sea, from London to Glasgow and it was expected

that the North Euston Hotel would attract numerous patrons travelling between the two cities. However, by the early 1850s trade had declined following the opening of a direct rail link to Scotland and the hotel was sold to the Government in 1861 and converted into Euston Barracks, a School of Musketry. The building was returned to its original use in 1899 and still continues to function as a hotel.

Upper and Lower Lighthouses

The Upper and Lower Lighthouses, both grade II listed, were both designed by Decimus Burton to enable ships to navigate the sand dunes in the mouth of the Wyre estuary. Incoming ships would, and continue to, align the two lights above one another and, historically with the aid of Wyre Light, a third lighthouse built in 1840 by Alexander Mitchell at the northern edge of the North Wharf sandbank, steer a steady course down the channel until, on approaching the shore, turn to port and enter the dock.



FIGURE 43. UPPER LIGHTHOUSE, PHAROS PLACE



FIGURE 44. LOWER LIGHTHOUSE, THE ESPLANADE

The Upper Lighthouse is an imposing column of red sandstone, designed as a replica of the Pharos Lighthouse in Alexandria, Egypt, which stands almost 30 metres above high water mark ensuring the light is visible for some twenty kilometres. It is located at the nodal point of Pharos Place and as such closes the easterly vista along Pharos Street. The Lower Lighthouse, located on the seafront opposite the North Euston Hotel, is constructed of Stourton Hill white stone and stands approximately ten metres above high water level, making it visible for almost fifteen kilometres.

Radar Training Station, The Esplanade



FIGURE 45. RADAR TRAINING STATION, THE ESPLANADE



FIGURE 46. THE STATION NOW FORMS PART OF THE FLEETWOOD NAUTICAL CAMPUS

This unusual shaped building, located immediately adjacent to the Lower Lighthouse on The Esplanade, was designed by Roger Booth of Lancashire County Council's architects department in 1961 and now accommodates Fleetwood Nautical Campus' School of Maritime Operations. The building was listed in 2003 to reflect the contribution it made towards Britain's communications technology revolution in the 1960s.

1 – 9 Pharos Street



FIGURE 47. 1 – 9 PHAROS STREET

Constructed of red brick with a pitched grey slate roof and stucco Tuscan doorframes, this 2-storey mid-nineteenth century terrace forms the southwestern part of a quadrant-shaped circus around the Upper Lighthouse in Pharos Place.

3 Kent Street



FIGURE 48. 3 KENT STREET

This building is located on the corner of Kent Street and Custom House Lane. Constructed in the mid nineteenth century of red brick with a hipped slate roof, this 2-storey building has a single range of sashes with glazing bars on each side and one on the canted corner. A contemporary shopfront with Tuscan pilasters and shop windows with glazing bars has been fitted to the Kent Street elevation.

16 - 20 Queen's Terrace



FIGURE 49. 16 – 20 QUEEN'S TERRACE



FIGURE 50. BALCONIES WITH ELABORATE CAST IRON BALUSTRADES CHARACTERISE THE FIRST FLOOR

Upper Queen's Terrace, also known locally as Stone Terrace, was designed in the English classical style by Decimus Burton in 1836 and completed in 1844. The terrace was originally built as residences for the town's most prominent inhabitants, including Hesketh-Fleetwood, his agent Frederick Kemp and Burton himself. Whilst the terrace has since been subdivided and converted into apartments it has lost none of its original character and remains one of the most prominent and imposing buildings in the entire Conservation Area.

The 3-storey building is constructed of ashlarred sandstone with a hipped blue-grey slate roof and a moulded cornice at the eaves, whilst two end pediments located on

either side of a larger central pediment dominate the roofline. Forty-five individual vertical sash windows on each of the three storeys form the principal Queen's Terrace elevation, whilst on the first floor those in the end three bays have moulded cornices, and the central seven have pediments. The first floor windows are grouped in threes by balconies with elaborate cast iron balustrades, whilst the front doors are accessed via flights of steps with ashlar walls and moulded coping.

3 – 5 Queen's Terrace



FIGURE 51. 3 – 5 QUEEN'S TERRACE

Lower Queen's Terrace, or Brick Terrace as it is known locally due to its method of construction, was built certainly under Burton's supervision and probably to his design. The terrace has a hipped roof of grey slate and its curtilage is marked by cast iron railings mounted with spear finials. Each individual building within the terrace has a range of three vertical sash windows at first floor level and a front door and rectangular fanlight set within Tuscan frames. Whilst this 2-storey terrace is of a smaller scale than Upper Queen's Terrace, it is by no means less attractive and contributes significantly to the character of the Conservation Area.

8 Queen's Terrace



FIGURE 52. 8 QUEEN'S TERRACE

8 Queen's Terrace is shown as complete on William Garvin Herdman's lithograph of 1839, and therefore was built certainly under Decimus Burton's supervision and probably to his design. This 2-storey building is constructed of red brick with a pitched blue-grey slate roof and has three vertical sash windows at first floor level and a front door and rectangular fanlight set within Tuscan frames in a style similar to Lower Queen's Terrace.

Fleetwood Museum, 7 Queen's Terrace



FIGURE 53. FLEETWOOD MUSEUM, 7 QUEEN'S TERRACE



FIGURE 54. ENTRY IS VIA TUSCAN PORCHES WITH FULL ENTABLATURE

Located between number 8 and Lower Queen's Terrace is Fleetwood Museum. This building was originally designed by Burton as the town's customs house in 1838, but became the Town Hall in 1889 and remained so until local government restructuring in 1974 and the subsequent creation of Wyre Borough Council. The building was then briefly leased as a school before becoming the Fleetwood Museum in 1993.

This 2-storey building is constructed of sandstone, finished with a lime plaster and has a moulded cornice at the eaves. The roof is unseen from street level; instead the southern roofline is decorated with an elaborate ornamental iron cresting with finials at the corners. Access into the building is provided, via stone steps, by two Tuscan porches with full entablature. The northern porch has square columns and closed sides, whilst that to the south has round columns and open sides with cast iron railings. The stone steps are flanked by cast iron railings with spear finials that continue across front of the building to define its curtilage.

6.6 Contribution of Unlisted Buildings to the Special Interest of the Area

The special interest provided by the character areas Listed Buildings is further enhanced by the numerous unlisted, yet historically and/or architecturally interesting, buildings and features within its boundaries. It is the relationship of these unlisted

buildings to each other, to their sites and to the streetscapes in which they are located that strengthens the character of the area. These unlisted buildings are detailed below, whilst their locations are illustrated on the plan attached at Appendix 3 ‘Heritage Assets within Fleetwood Conservation Area’.

Steamer Hotel, Victoria Street



FIGURE 55. STEAMER HOTEL, VICTORIA STREET

Whilst not listed, the imposing two and three storey Steamer Hotel, located at the corner of Queen’s Terrace and Victoria Street, does make a significant contribution to the south-western part of this character area and should therefore be considered a notable building. Constructed of sandstone and later rendered and painted, this building is characterised by prominent corner quoins, label moulds over the windows, a blue-grey slate roof and tall chimneystacks. In addition, the scale and siting of the building ensures that it successfully defines the corner of Queen’s Terrace and Victoria Street and forms a gateway into this character area.

6.7 Prevalent and Traditional Building Materials

The use of red brick within the Conservation Area is widespread, and as such, it features strongly within this character area. However, as a consequence of this area being the most extensive surviving part of Burton’s planned coastal town, the prevalent building material is sandstone. Burton’s grandiose design demanded high quality stone for many of its elite and civic buildings and, due to the town’s location and the geology of the Fylde Peninsula, local supplies are limited and instead stone was imported by rail from quarries in Cumbria and Wales.

Burton attempted to insist on strict standards for both the materials used in Fleetwood’s buildings and in their resultant appearance. His control was not absolute, however, as some buildings were constructed with materials that were

thoroughly inappropriate for what was intended to be a classical town. In 1842, one of the provisions of the Town Improvement Act was the replacement of thatched roofs with non-combustible materials. This, and subsequent building regulations, ensured that blue-grey Welsh slate became the predominant roofing material.



FIGURE 56. HISTORIC PAVING MATERIALS SURVIVE NEAR THE NORTH EUSTON HOTEL



FIGURE 57. STONE SETTS ARE EVIDENT BETWEEN THE TARMAC ON AUGHTON STREET

The majority of this character area is surfaced with modern materials, including tarmac and concrete paving slabs. However, historic stone kerbstones, paving slabs and stone setts laid in horizontal courses do survive immediately adjacent to the North Euston Hotel whilst stone setts are evident beneath the tarmac of Lower Lune and Aughton streets.

6.8 Character and Relationship of Open Spaces and Greenery

This sub area's character is enhanced considerably by the open space within and immediately adjacent to it (see Appendix 4 'Townscape Analysis of Fleetwood Conservation Area'). Whilst there are no open spaces listed on the 'Register of Parks and Gardens of Special Historic Interest' within the area, formal open space was fundamental to Burton's classical plan. His design allowed for the creation of a series of classical style squares and plazas, of which Pharos Place was one of only two to be completed. As Burton intended, the Upper Lighthouse dominates this plaza, however the tramline now gives additional character to the space.



FIGURE 58. PHAROS PLACE IS DOMINATED BY THE UPPER LIGHTHOUSE



FIGURE 59. THE GREENERY OF EUSTON PARK ENHANCES THE SETTING OF THE NORTH EUSTON HOTEL

The site of the Euston Park, located to the front of North Euston Hotel, was shown as a grassed area surrounding a statue within the Preston and Wyre Railway Company prospectus of 1838. However, the site remained open and undeveloped until 1891 when the current ornamental gardens were laid out with a bowling green and lawn tennis courts to the south. The greenery of the park considerably enhances the setting of the North Euston Hotel, and indeed this part of the Conservation Area.

Clusters of trees on the southern side of the bowling greens, adjacent to Pharos Place, are of particular townscape significance, as are the trees that line the northern side of Victoria Street, whilst trees located beyond the eastern boundary of the Conservation Area do, in part, tone down the obtrusiveness of the dockland area.

6.9 The Existence of Negative and Neutral Features

A number of buildings within and immediately adjacent to this section of Fleetwood Conservation Area do not possess sufficient architectural detailing / interest to be regarded as making a positive contribution to the character of the area.

To the eastern side of Queen's Terrace is a large tract of land that accommodates the docks and its associated industries within large modern warehousing units. It is recognised that the docks are fundamental to Fleetwood's economy however they do substantially detract from the character of this part of the Conservation Area and therefore must be considered a negative influence. The dockland area is separated from Queen's Terrace by a large steel fence; however, this does little to lessen the visual impact of the docks on the historic buildings of Queen's Terrace.



FIGURE 60. THE DOCKLANDS TO THE EAST OF QUEEN'S TERRACE DETRACT FROM THE CHARACTER



FIGURE 61. THIS LARGE STEEL FENCE DOES LITTLE TO LESSEN THE VISUAL IMPACT OF THE DOCKS

Located on the eastern side of The Esplanade, opposite Pharos Place is a small terraced row that is currently occupied by a mix of retail units, cafés/restaurants and the Fleetwood Tourist Information Centre. This terrace is sited within one of the most prominent sections of the Conservation Area and forms the backdrop to the Upper Lighthouse when looking easterly down Pharos Street. However, the individual buildings within the terrace have been unsympathetically fitted with modern shop frontages and can be considered to be in a relatively poor state of repair. As such they adversely affect the setting of the nearby Listed Buildings and visually detract from the special character of this part of the Conservation Area.



FIGURE 62. THE EASTERN SIDE OF THE ESPLANADE IS OCCUPIED BY OF SHOPS AND CAFÉS



FIGURE 63. THIS TERRACE DOES LITTLE TO ENHANCE THE SETTING OF NEARBY LISTED BUILDINGS

Located opposite Upper Queen's Terrace immediately beyond the eastern boundary of Conservation Area is an area of derelict vacant land, formerly occupied by Fleetwood railway station. Whilst this vacant plot does enable expansive views across the Wyre Estuary towards Knott End, given its location immediately beyond the Conservation Area and its proximity to grade II listed Queen's Terrace, it must surely be considered a negative factor.



FIGURE 64. FORMER RAILWAY STATION SITE



FIGURE 65. THE DOLL'S HOUSE, QUEEN'S TERRACE

Sandwiched between the museum and Lower Queen's Terrace is a small 2-storey brick building which is affiliated with Fleetwood Museum and known as 'The Doll's House'. This building is considered to be extremely inappropriate given the scale, massing and design of the adjacent buildings.

The special character of Pharos Place and the setting of the Upper Lighthouse are adversely affected by Pharos Court, a 3-storey apartment building located on the southeastern corner of Pharos Place. The building is constructed of light orange brick, a material that is entirely uncharacteristic of the area, whilst the mansard-style roof is an alien feature that does little to enhance this part of the Conservation Area.



FIGURE 66. PHAROS COURT, PHAROS PLACE



FIGURE 67. PUBLIC CONVENIENCES, EUSTON PARK

Located at the western edge of Euston Park is a flat-roofed public toilet block. Whilst this building may have an imperative function, it does detract substantially from the special open character of Euston Park and is detrimental to the setting of the adjacent North Euston Hotel.

Fleetwood Police Station and the Fylde Coast Magistrates Court are located to the rear of the North Euston Hotel beyond the Conservation Area boundary. Constructed in the 1980s, these buildings, although located beyond the Conservation Area

boundary, adversely affect the setting of the adjacent Listed Building and special character of this part of the Conservation Area.



FIGURE 68. FLEETWOOD MAGISTRATES COURT, THE ESPLANADE

FIGURE 69. FLEETWOOD POLICE STATION, BOLD STREET

In addition there are a number of general issues and threats which, if left to persist without intervention, may cumulatively diminish the special historic and architectural interest of this character area:

6.10 Dominance of Parked Vehicles

The character of this part of the Conservation Area suffers visually as a result of on-street parking as the streets were laid out and the buildings constructed prior to the invention and popularisation of the motor vehicle. Parked cars and coaches can dominate the character area at times, with Pharos Place and Queen's Terrace being particularly affected on market days, which acutely detracts from the area's special interest. Whilst on street parking is certainly a negative factor, it is difficult to see how the situation might be remedied.



FIGURE 70. PHAROS PLACE IS OFTEN DOMINATED BY PARKED VEHICLES

FIGURE 71. PARKED COACHES CAN DOMINATE QUEEN'S TERRACE ON MARKET DAYS

6.11 Loss of Traditional Fenestration

Many of the buildings within this character area were originally constructed with vertical sliding sash windows. However, uPVC windows have replaced many of the traditional timber window frames in many of the buildings and must be considered to be a negative influence. Steps should be taken to prevent further loss of traditional fenestration.

6.12 The Existence of Neutral Areas

Elsewhere a number of buildings are considered to fail to contribute positively to the character of the area:

Located on the corner of The Esplanade and Pharos Place is a single storey flat-roofed building, currently seasonally occupied by a café. Whilst the small scale of the building does little to define this prominent corner or frame the adjacent Upper Lighthouse, it is relatively unobtrusive and should therefore be considered a neutral building.



FIGURE 72. THE CORNER CAFÉ, THE ESPLANADE

FIGURE 73. LYNDALE COURT, BOLD STREET

Lyndale Court, a three-storey apartment block constructed to the immediate west of the North Euston Hotel in the 1970s is a neutral influence on the Conservation Area. Whilst the design and construction materials do not make a positive contribution to the character of the Conservation Area, the scale and massing of the block does complement the adjacent hotel and defines the corner of Bold Street with The Esplanade.

6, 8 and 10 Kent Street were constructed in the early twenty-first century and have a neutral effect on this character area. Whilst the form of these dwellings differs from that of the adjacent late nineteenth century terraces, the use of red brick and a

similar building line means that they do not substantially detract from the character of the Conservation Area.

Summary of Key Features in Character Area 2: Pharos

Dominant Historic Period:

Mid-nineteenth century

Statutorily Listed Buildings:

North Euston Hotel; Upper (Pharos) Lighthouse; Lower Lighthouse; Radar Training Station, The Esplanade; Drinking fountain, Euston Park; 1 – 9 Pharos Street; 3 Kent Street; 3 – 5 Queen's Terrace; 7 Queen's Terrace; 8 Queen's Terrace; 16 to 20 Queen's Terrace; 32 North Albert Street.

Notable Unlisted Buildings:

Steamer Hotel, Victoria Street

Prevalent and Traditional Building Materials:

High quality sandstone; red brick; Blue-grey Welsh slate; Historic stone kerbstones, paving slabs and stone setts survive adjacent to the North Euston Hotel; Stone setts are evident beneath the tarmac of Lower Lune and Aughton Streets and within a number of rear alleyways

Key Views and Vistas:

Expansive views from The Esplanade across Morecambe Bay; Restricted views of the eastern bank of the Wyre estuary from the corner of Queen's Terrace and Victoria Street; Glimpses towards the Mount along wide radiating streets

Important Open Space:

Euston Park; Pharos Place

Key Issues:

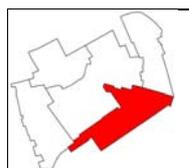
Unsympathetic infill development; former Fleetwood railway station site; Loss of traditional fenestration; Dominance of parked vehicles

7 Character Area 3: Commercial Core

7.1 Summary Definition of Special Interest

The special interest of the Commercial Core Character Area is derived from its collection of mid to late nineteenth retail, residential and ecclesiastical buildings that form the commercial heart of the town.

7.2 Location and Setting



Conservation Area



Not to Scale

This character area occupies the southern section of the Fleetwood Conservation Area and can be considered to be the commercial core of the town. The area is enclosed to the west by the rear of properties on the northern side of Lord Street and by the rear of properties on the western side of Pharo's Place, by Victoria Street and the rear of properties on the northern side of Adelaide Street to the north, by Mount Street and Styan Street to the south and by the western side of Dock Street to the east. The eastern boundary of the Conservation Area oscillates along the length of Dock Street to exclude particular buildings considered to be of little historic or architectural merit. To the eastern side Dock Street, beyond the character area boundary, is a large area of intensively developed land, currently occupied by docklands and other associated uses, whilst land beyond the character area's northern and eastern boundary is comprised mainly of residential development.

Burton's plan for Fleetwood did not include a designated commercial area, and instead, until the late 1890's, Dock Street organically evolved as the town's principal

street, with Lord Street, then named East and West Streets, playing a subsidiary role. In 1898, the Blackpool and Fleetwood Tramroad Company commenced operations and, by bringing its tracks inland along the length of East and West Streets rather than making a detour along Station Road and Dock Street, quickly enhanced route's status and the road evolved into the town's commercial centre. The road was renamed shortly afterwards in imitation of the main street in Southport, a town in which Hesketh-Fleetwood also had an interest. The trams continue to share Lord Street with road traffic and draw power from cables suspended across the road by poles erected on each pavement.

Lord Street, Dock Street and their vertical joining roads contain a variety of building styles and uses, including gothic ecclesiastical buildings, Burton-influenced classical buildings as well as more modern commercial and retail units.

7.3 Key Views and Vistas

As envisaged by Burton, vistas are evident at various points within this character area. London, Mount and Victoria Streets are amongst those that radiate out from the Mount and as such allow unimpeded views towards the Mount from Dock Street, Lord Street and North Albert Street, with reciprocal vistas evident easterly from the Mount. Burton had intended London Street to provide a vista from the Mount to a grand classical style railway station on Dock Street; however, the railway station was not built in its intended position, instead the vista is closed by a building of modern construction and design that does little to enhance the Conservation Area.

Tantalising glimpses of St Peter's Church in Albert Square are possible throughout much of the northern section of the character area and in particular from the Market Hall on Adelaide Street, southerly along North Albert Street and easterly from Blakiston Street. However, the intensive development of the docklands on the eastern side of Dock Street prevents views towards the Wyre, although restricted views of the eastern bank of the Wyre estuary and towards Morecambe Bay are possible from the junctions of Victoria Street and Adelaide Street with Dock Street.



FIGURE 74. LONDON ROAD ALLOWS UNIMPEDED NORTHWESTERLY VIEWS TOWARDS THE MOUNT



FIGURE 75. VIEWS TOWARDS THE EASTERN BANK OF THE WYRE ARE RESTRICTED FROM DOCK STREET

7.4 Archaeological Significance and Potential

There are no scheduled monuments within this part of the Fleetwood Conservation Area, however as most settlements contain archaeological evidence of their origins and development, it is reasonably likely that new sites will be discovered in the future.

7.5 Contribution of Statutory Listed Buildings to the Special Interest of the Area

Within this character area there are no grade I or II* Listed Buildings; however, there are a number of grade II buildings and features that contribute positively towards the special architectural and historic character of the area. The character of these Listed Buildings is detailed below, whilst their locations are illustrated on the plan attached at Appendix 3 'Heritage Assets within Fleetwood Conservation Area'.

Parish Church of St Peter, Albert Square



FIGURE 76. PARISH CHURCH OF ST PETER, ALBERT SQUARE



FIGURE 77. THE CHURCH WAS ONE OF THE FIRST BUILDINGS TO BE BUILT IN FLEETWOOD

The grade II listed parish church of St Peter, located within Albert Square at the northern end of Lord Street, was designed by Decimus Burton and completed in

1841. The building is one of the most prominent buildings in Fleetwood and is an important landmark within this character area.

Construction of the sandstone gothic-style church commenced without a tower, but when funds ran out in 1840 Hesketh-Fleetwood's grandmother, Mrs Hesketh of Tulketh, agreed to contribute towards the cost of the building providing that a tower and spire were added. Unfortunately the spire was deemed unsafe in 1904 and was subsequently demolished and not replaced.

The church was one of the first buildings to be built in Fleetwood and its spire would have instantly ensured its status as a key local landmark. Despite a reduction in height, Burton's radiating streets continue to ensure that the church tower is visible from a substantial portion of this character area. Whilst not critical, it would be interesting to reintroduce a spire to the church as this would enable the building to be visible throughout the whole Conservation Area and would reassert its presence as an anchor at the end of Lord Street. This restoration technique has been successfully applied to a number of churches in the UK, including St James' in Piccadilly, London. This seventeenth century Christopher Wren-designed church lost its spire during the Second World War, however a lightweight fibreglass replica was added in 1968 to reassert the building's prominence within the streetscene.

15 St Peter's Place



FIGURE 78. 15 ST PETER'S PLACE

Amongst the imposing 3-storey terraces that form the western side of Albert Square is 15 St Peter's Place. The building is a handsome grade II listed redbrick building with sandstone dressings that dates from the 1840's. It is roofed with blue-grey slate, has a moulded cornice at the eaves and a continuous sill band at first floor level, whilst cast iron railings mounted with spear finials mark its curtilage.

23 – 27 Lord Street

FIGURE 79. 23 – 27 LORD STREET

This 3-storey Listed Building was constructed in the mid-nineteenth century of red brick stucco. 25 and 27 have a triangular pediment at the roof and as such were presumably originally the centre of a double-winged building, with the western wing since demolished. The ground floor on the Lord Street façade has been fitted with a modern shop frontage, whilst the upper storeys appear partially vacant.

29 Lord Street

FIGURE 80. 29 LORD STREET

Adjacent to 23 – 27 Lord Street at the corner of Lord Street and Church Street, and perhaps on the site of the original western wing, is an impressive early twentieth century grade II Listed Building of sandstone construction, with a slate mansard roof and octagonal dome. The building was constructed as, and continues to function as, a bank and, like numerous financial institution constructed at that time, was designed to reflect wealth and power.

32 Lord Street

FIGURE 81. 32 LORD STREET



FIGURE 82. UNSYMPATHETIC SIGNAGE DOMINATES THIS LISTED BUILDING

On the corner of Lord Street and St Peter's Place is grade II listed 32 Lord Street. Currently partially occupied by a car parts retailer, this building is of stuccoed brick construction, has stone quoins at the corner and dates from the mid-nineteenth. It is therefore contemporaneous with Burton's town plan although it is unclear whether he was the architect.

45 and 47 Lord Street

FIGURE 83. 45 AND 47 LORD STREET

At the southern corner of Lord Street and Warren Street is a grade II listed 3-storey building that dates from the mid-nineteenth century and which is constructed of ashlarred sandstone. The two principal elevations were refronted in the 1920s in a neo-classical style, using a similar stone.

Prince Arthur Hotel, 48 Lord Street



FIGURE 84. PRINCE ARTHUR HOTEL, 48 LORD STREET

The 2-storey grade II listed Prince Arthur Hotel is located on the northern corner of Lord Street and Warren Street. It was constructed of red brick with painted ashlar dressings during the mid-nineteenth century.

St Mary's Roman Catholic Church and Presbytery



FIGURE 85. ST MARY'S ROMAN CATHOLIC CHURCH FIGURE 86. ST MARY'S PRESBYTERY, KEMP STREET

This grade II listed church dates from 1867 and was designed by Edward Welby Pugin, the eldest son of Augustus Welby Northmore Pugin who was partially responsible for the design of the Houses of Parliament. Located on the southern side of Lord Street at the corner of Warren Street and Kemp Street, the church forms a discrete area of ecclesiastical gothic architecture amongst the mix of architectural styles that form the remainder of Lord Street.

To the rear of the church on the eastern side of Kemp Street is its grade II listed presbytery. Constructed of rock-faced stone and designed by Innocent and Brown of Sheffield, the building complements the gothic grandeur of St Mary's Church and adds significant character to the street scene.

34 Warren Street



FIGURE 87. 34 WARREN STREET

Located on Warren Street, opposite St Mary's Church, this 3-storey grade II Listed Building is shown as completed on Decimus Burton's plan of 1841, and so therefore was built at least under his supervision, and probably to his design. Constructed of ashlar sandstone and later rendered, this building has a hipped slate roof, a continuous sill band at second floor level and two ranges of sash windows, of which those on ground floor have moulded frames and are round-arched.

2 - 40 Mount Street



FIGURE 88. 2 – 40 MOUNT STREET



FIGURE 89. A CONTINUOUS SILL BAND RUNS THE LENGTH OF THE TERRACED ROW AT FIRST FLOOR LEVEL

Constructed by 1841, this terrace of labourers' cottages located on the eastern side of Mount Street was built certainly under Burton's supervision, and probably to his design. This 2-storey terrace is of rendered brick construction and is roofed in blue-grey slate. A continuous sill band runs the length of the row and raised quoins are located on the corner of each end terrace. In 1977 this terrace was threatened with demolition as part of a clearance programme; however, it was saved by a subsequent public inquiry and later added to the statutory list.

Fleetwood Working Men's Club, Kemp Street

FIGURE 90. FLEETWOOD WORKING MEN'S CLUB,
KEMP STREET

Located on the eastern side of Kemp Street is the grade II listed Fleetwood Working Men's Club which was constructed between 1841 and 1845 of ashlar sandstone. This 3-storey building has a pitched slate roof with a moulded cornice at the eaves and a range of six sash windows across its principal façade, of which the second and fifth have moulded cornices on scrolled consoles.

26 and 28 Dock Street

FIGURE 91. 26 AND 28 DOCK STREET

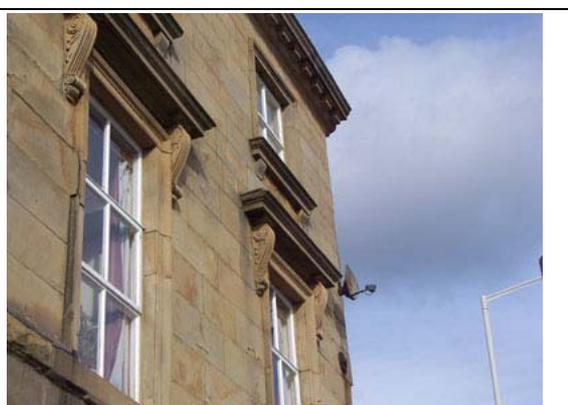


FIGURE 92. MOULDED CORNICES ON SCROLLED
BRACKETS CHARACTERISE THE FIRST FLOOR LEVEL

Located at the northeastern corner of the character area is one of the oldest buildings in Fleetwood. Now 'Lynn's Diner' and grade II listed, 26 & 28 Dock Street was purportedly designed by Burton and erected in late 1845 as a three-storey bonded warehouse for the Customs Authorities. It was here that wine, spirits, tea and tobacco were stored until the duty had been paid. The building is of sandstone construction and has pitched slate roof with a moulded modillion eaves cornice. The principal façade has a range of two sash windows with moulded surrounds, whilst the first floor has continuous sill band and moulded cornices on scrolled brackets.

Former Fielden Free Library, Dock Street

FIGURE 93. FORMER FIELDEN FREE LIBRARY, DOCK STREET



FIGURE 94. THIS BUILDING DIFFERS FROM BURTON'S CLASSICAL INFLUENCE, BEING OF GOTHIC STYLE

The grade II listed former Fielden Free Library on Dock Street played a major part in the cultural and educational life of Fleetwood for more than one hundred years. Constructed predominantly of brick with ashlar dressings in a gothic style, it also represents a departure from Burton's classical style. The building was founded by Benjamin Whitworth, a wealthy Lancashire cotton manufacturer, in 1863 as the Whitworth Institute, a social centre for working people. In 1887, it was purchased by Samuel Fielden, another mill owner and given to the town on the condition that the Improvement Commissioners adopted the Public Libraries Act and provided a free public library for the use of the townspeople. The building became the Fielden Free Library and served the town until 1988 when the new library was opened on North Albert Street. After lying vacant for a number of years, the building is now being converted for residential use.

Victoria Public House, 48 - 54 Dock Street

FIGURE 95. VICTORIA PUBLIC HOUSE, 48 – 54 DOCK STREET

The grade II listed Victoria Public House is reputedly Fleetwood's oldest pub and possibly the oldest building in Fleetwood still serving its original purpose. The 3-

storey building was built in 1836 by a stonemason who had the distinction of completing the town's first building, a liquor shop which has since been demolished. The building is shown as completed on Decimus Burton's plan of 1841, and was therefore built at least under his supervision, and probably to his design. The building is constructed of rendered sandstone and has a moulded cornice at the eaves. A range of nineteen sash windows run the length of the Dock Street façade, whilst the first floor windows have moulded stucco surrounds.

Pennine View (formerly Crown Hotel), Dock Street



FIGURE 96. PENNINE VIEW, DOCK STREET



FIGURE 97. THE BUILDING RETAINS MANY OF ITS ORIGINAL FEATURES

The grade II listed 3-storey Pennine View apartment building was originally constructed as the Crown Hotel between 1841 and 1845 by the architect A. Tuach. Constructed of ashlarred sandstone with prominent stone quoins at the corners, this building retains its attractive Tuscan-style entrance on the Dock Street elevation. At the time of its construction, the hotel stood opposite the town's first railway station and a bell used sound within the building to alert drinkers and residents to the arrival and departure of the trains.

114 – 120, 124 and 126 Dock Street



FIGURE 98. 114 – 120, 124 AND 126 DOCK STREET



FIGURE 99. 114 - 120 WERE USED BY DECIMUS BURTON FOR HIS PERSONAL USE

Located on Dock Street between London Street and Kemp Street, is a row of grade II Listed Buildings that look at first glance to have been erected as a single unit, although this was not the case. The section beneath the triangular pediment was constructed first to accommodate the offices of the Preston and Wyre Railway Company, whilst 114 – 118 were added soon after by Decimus Burton for his personal use. All of the buildings within this terrace are constructed from red brick and rendered with stucco and painted to imitate Bath Stone.

7.6 Contribution of Unlisted Buildings to the Special Interest of the Area

The special interest provided by the character areas Listed Buildings is further enhanced by the numerous unlisted, yet historically and / or architecturally interesting, buildings and features within its boundaries. It is the relationship of these unlisted buildings to each other, to their sites and to the streetscapes in which they are located that strengthens the character of the area. These unlisted buildings are detailed below, whilst their locations are illustrated on the plan attached at Appendix 3 'Heritage Assets within Fleetwood Conservation Area'.

Fleetwood Market Hall, Adelaide Street



FIGURE 100. FLEETWOOD MARKET HALL, ADELAIDE STREET



FIGURE 101. REAR OF FLEETWOOD MARKET HALL, VICTORIA STREET

In the thirteenth century King Henry III granted market rights to the Manor of Rossall, which included the future site of Fleetwood, but it was not until the 1840's that the then Lord of the Manor, Sir Peter Hesketh-Fleetwood, took advantage of the privilege. The first market building, a primitive wooden structure with a slated roof surrounded by sandstone walls with gates opening onto the adjoining streets, was built by 1848. In 1892, the wooden market building was replaced with the existing sandstone Market Hall and a large open area created on the eastern side. In 1990 the market was further extended to occupy a large area between Adelaide and

Victoria Streets and now boasts over 250 indoor and outdoor stalls. The market attracts substantial numbers of visitors to the town and is considered to be one of the northwest's most famous markets. Although the Market Hall is not listed, it does contribute positively to the character of this part of the Conservation Area.

Prominent Corner Buildings, Lord Street



FIGURE 102. KINGS ARMS, LORD STREET



FIGURE 103. ROYAL OAK HOTEL, LORD STREET

Almost without exception, fairly prominent and architecturally impressive buildings define the corners of Lord Street and its adjoining vertical streets. Although a number of these corner buildings are listed, many are not. 80 Lord Street, the Kings Arms and the Royal Oak Hotel are particularly fine examples. They have been clearly designed to follow the curvature of the road, whereby redirecting the eye from Lord Street into the residential streets and as such contribute substantially to the special architectural character of this part of the Conservation Area.

7.7 Notable Buildings within Albert Square



FIGURE 104. THIS BUILDING DEFINES THE CORNER OF ALBERT SQUARE, ADELAIDE ST AND ALBERT ST



FIGURE 105. 2 – 14 NORTH ALBERT STREET QUIETLY DOMINATE THE NORTHERN CORNER OF THE SQUARE

Albert Square is defined by a number of architecturally prominent buildings, including an impressive early twentieth century 2-storey building at the corner of Albert Square,

Adelaide Street and Albert Street. Constructed of red brick and sandstone with a leaded dome and spear finial, this building was constructed as, and continues to function as, a bank. Other notable unlisted buildings in Albert Square include 9 - 13 Lord Street, constructed as a post office in 1884 in red brick with sandstone dressings and 2 – 14 North Albert Street which quietly dominate the northern corner of the square by gently curving and redirecting the eye from Lord Street into North Albert Street.

The Thomas Drummond PH, London Street



FIGURE 106. THE THOMAS DRUMMOND, LONDON STREET

Although not listed, the imposing 2-storey Thomas Drummond public house on London Street does make a significant contribution to the southern part of this character area. Constructed as a Sunday school in the early twentieth century from red brick, this building is characterised by sandstone window arches, label moulds over the windows, a blue-grey slate roof and a continuous sandstone sill band that runs the length of the first floor.

Ship Inn and Stable Block, Warren Street

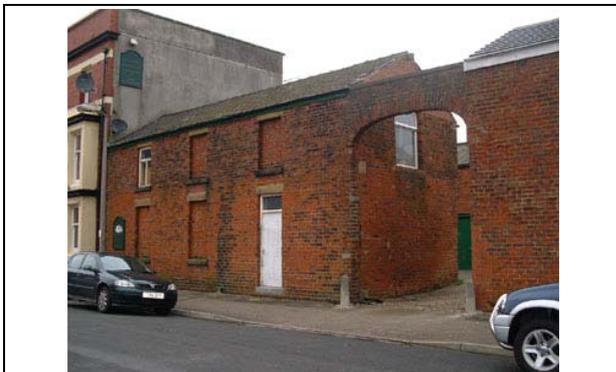


FIGURE 107. SHIP INN STABLE BLOCK, WARREN STREET

Constructed during the late nineteenth century the Ship Inn and its associated stables make a significant contribution to the streetscape of Warren Street. An archway through the stable block leads to pleasant cobbled rear courtyard.

The Fleetwood Arms, Dock Street



FIGURE 108. THE FLEETWOOD ARMS, DOCK STREET

The Fleetwood Arms public house also makes a significant positive contribution to the special character of this part of the Conservation Area. Constructed of red brick, this building is characterised by a continuous sill band at first floor level, moulded terracotta window and door surrounds, a blue-grey slate roof, dormer windows set into the roofline and tall chimneystacks. In addition, the scale and siting of the building ensures that it successfully defines the corner of Dock Street and Mount Street and forms a gateway into this part of the character area.

7.8 Prevalent and Traditional Building Materials

The use of red brick within the Conservation Area is prevalent, and as such, it features strongly within this character area. Burton's grandiose design, however, demanded high quality stone for many of its elite and civic buildings on Lord Street and Dock Street and, due to the town's location and the geology of the Fylde Peninsula, local supplies are limited and instead ashlar sandstone was imported by rail from quarries in Cumbria and Wales.

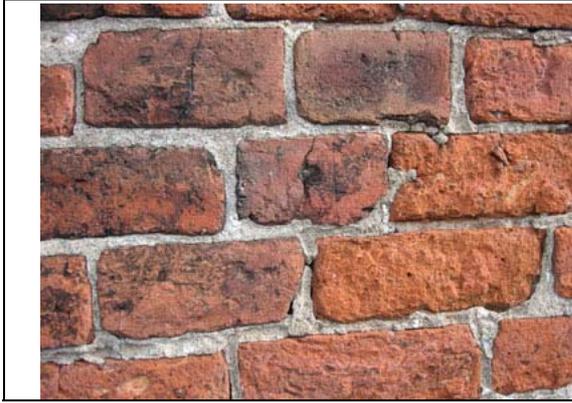


FIGURE 109. RED BRICK FEATURES STRONGLY WITHIN THIS CHARACTER AREA



FIGURE 110. STUCCO SURVIVES, ON A NUMBER OF BUILDINGS WITHIN THE CHARACTER AREA

Although the use of brick was widespread, Burton's preference for the appearance of stone led him to insist that brickwork was covered with stucco and painted to imitate Bath Stone. Whilst evidence of this technique does survive on a number of buildings in this character area, such as 114 – 120 Dock Street, many of the properties have since been treated with pebbledash rendering, stone cladding or decorated with masonry paint.

Burton attempted to insist on strict standards for both the materials used in Fleetwood's buildings and in their resultant appearance. His control was not absolute, however, as some buildings were constructed with materials that were thoroughly inappropriate for what was intended to be a classical town. In 1842, one of the provisions of the Town Improvement Act was the replacement of thatched roofs with non-combustible materials. This, and subsequent building regulations, ensured that blue-grey Welsh slate became the predominant roofing material.



FIGURE 111. SETTS LAID IN HORIZONTAL COURSES SURVIVE OFF VICTORIA STREET

The majority of this character area is surfaced with modern materials, including tarmac and concrete paving slabs, however historic setts laid in horizontal courses

do survive in Corn Mill Lane and in the back alley to the rear of the southern side of Victoria Street.

7.9 Character and Relationship of Open Spaces and Greenery

This sub area's character is enhanced considerably by the open space within and immediately adjacent to it (see Appendix 4 'Townscape Analysis of Fleetwood Conservation Area'). Whilst there are no open spaces listed on the 'Register of Parks and Gardens of Special Historic Interest' within the area, formal open space was fundamental to Burton's classical plan. His design allowed for the creation of a series of classical style squares and plazas, of which Albert Square was one of only two to be completed. Albert Square is located at the northern end of Lord Street. Whilst the space itself is compact, it has a considerable influence on its wider context and was an important component of Burton's original design. From the centre of the square, North Albert Street, Adelaide Street, Albert Street and Lord Street radiate outwards and provide expansive views into the town's commercial centre, the residential areas and towards the sea.



FIGURE 112. ALBERT SQUARE IS ONE OF ONLY TWO PUBLIC SPACES ENVISAGED BY BURTON



FIGURE 113. THE LOFTHOUSE CLOCK WAS RECREATED IN 1986

The square originally formed a large open and cobbled triangular public space, however the stature was somewhat diminished by the laying of the Blackpool and Fleetwood tramway in 1898 and the later introduction and popularisation of the motorcar. In 1986, a large clock was erected in the centre of the square by the Lofthouse Foundation to commemorate the town's 150th anniversary and a programme of streetscape improvement works conducted. Unfortunately, the scheme had limited success as rather than recreating a pedestrian urban space, the clock is merely used as a traffic island. There is an enormous opportunity to reduce

the dominance of vehicular traffic in this area and to return the space to the large open public square envisaged by Burton.

St Peter's Church is set within its own triangular piece of grassed churchyard. The greenery of the churchyard considerably enhances the setting of the church, and indeed this part of the Conservation Area, whilst a number of trees on the western side of the churchyard, adjacent to St Peter's Place, are of particular townscape significance.



FIGURE 114. THE GREENERY OF ST PETER'S CHURCHYARD ENHANCES THE CHURCH SETTING



FIGURE 115. POCKET PARK, LOCATED AT THE EASTERN CORNER OF NORTH ALBERT ST AND ADELAIDE ST

Located at the eastern corner of North Albert Street and Adelaide Street is Pocket Park, which was created by The Rotary Club of Fleetwood and a team of local volunteers in 1998 following requests from local residents that an area of amenity space should be provided within the town's commercial centre. This small piece of landscaped garden adds a degree of greenery space to an otherwise sterile section of the Conservation Area.

7.10 The Existence of Negative and Neutral Features

A number of buildings within and immediately adjacent to this section of Fleetwood Conservation Area do not possess sufficient architectural detailing/interest to be regarded as making a positive contribution to the character of the area.

Dock Street, as envisaged by Burton, acts as the gateway into the town centre. However, although originally designed to host some of the grandest buildings in the entire town, the street is adversely affected by the large tract of land that accommodates the docks and its associated industries within large modern warehousing units on its eastern side. It is recognised that the docks are fundamental to Fleetwood's economy however they do substantially detract from the

character of this part of the Conservation Area and therefore must be considered a negative influence. The dockland area is separated from Dock Street by a large steel fence, however this does little to lessen the visual impact of the docks on the historic buildings on the western side of Dock Street.



FIGURE 116. WAREHOUSES LINE THE EASTERN SIDE OF DOCK ST, DETRACTING FROM THE CHARACTER

FIGURE 117. THE SOUTHEASTERLY VIEW FROM THE MOUNT IS CLOSED BY A LARGE WAREHOUSE

Burton had intended London Street to provide a vista from The Mount to a grand classical style railway station on Dock Street. However, the railway station was not built in its intended position; instead the vista is closed by a building of modern construction and design located within the docklands area that does little to enhance the Conservation Area.

The western side of Dock Street is characterised by modern buildings located immediately adjacent to some of the most historically and architecturally interesting buildings within the entire Conservation Area, including the Market Tavern building on the corner of Adelaide Street and Dock Street, 14 – 18 Dock Street, 20 – 24 Dock Street, 74 Dock Street and 172 – 180 Dock Street. Whilst such juxtaposition can sometimes be positive, in this case the modern buildings do little to enhance the setting of the Listed Buildings. The current Conservation Area boundary excludes a number of these modern buildings, however as it the street layout which is of importance here, rather than the particular architectural style of individual buildings, it is suggested that the boundary be extended to incorporate the entire western side of Dock Street.



FIGURE 118. 16 DOCK STREET



FIGURE 119. 20 – 22 DOCK STREET

The setting of St Peter's Church and the listed 15 St Peter's Place is detrimentally affected by the scale of, and substantial alterations that have been made to, many of the adjacent buildings. 17 and 17a St Peter's Place were constructed during the mid-twentieth century at a scale substantially less than the adjacent 3-storey listed number 15 and as such adversely affect its setting. In addition, 13 St Peter's Place has been rendered with unsympathetic brown stucco, whilst other buildings within this character area have lost many of their historic architectural features.



FIGURE 120. 17 AND 17A ST PETER'S PLACE



FIGURE 121. 13 ST PETER'S PLACE

As stated previously, the corners of Lord Street and many of its adjoining vertical streets are defined by fairly prominent and architecturally impressive buildings. However, non-architecturally significant commercial and retail units adversely affect the setting of some of these buildings. 1 – 10 Lord Street, 71 – 75 Lord Street/29 – 31 Kemp Street, 97 Lord Street, 140 – 142 Lord Street and 26 Kemp Street in particular intrude on the special architectural and historic character of the town's commercial core and should therefore be considered negative influences.



FIGURE 122. 1 – 10 LORD STREET



FIGURE 123. 71 – 75 LORD STREET

The setting of the late nineteenth century Market Hall on Adelaide Street is detrimentally affected by its late twentieth century extension and by a vacant site on the southern side of Adelaide Street. Constructed of brown brick, concrete and glass, the extension occupies a large area between Adelaide and Victoria Streets, but does little to enhance the setting of this part of the Conservation Area. The vacant site was previously occupied by the Queen's Theatre, however this was demolished in the 1970s and the site has remained unoccupied ever since.



FIGURE 124. THIS LATE C20TH EXTENSION DETRIMENTS THE SETTING OF THE MARKET HALL



FIGURE 125. THE SITE OF THE FORMER QUEEN'S THEATRE IS CURRENTLY VACANT

In addition there are general issues and threats which, if left to persist without intervention, may cumulatively diminish the special historic and architectural interest of this character area:

7.11 Loss of Traditional Fenestration

Many of the traditional timber sash window frames in this character area have been replaced with unsympathetic modern uPVC windows. This must be considered to be a negative influence and steps should be taken to prevent further loss of traditional fenestration.

7.12 The Existence of Neutral Areas

Elsewhere a number of buildings are considered to fail to contribute positively to the character of the area:

The terraced rows of 6 – 36 and 11 – 41 Church Street which were constructed in the late twentieth century on one of the vertical streets between Lord Street and Dock Street, can be considered to be neutral influences on the Conservation Area. Whilst the design and form of these dwellings differs from that of the adjacent late nineteenth century terraces, the use of a similar building line and scale means that they correlate with Burton's original town plan and as such do not substantially detract from character of this part of the Conservation Area.



FIGURE 126. 10 – 36 CHURCH STREET



FIGURE 127. 11 – 41 CHURCH STREET

Summary of Key Features in Character Area 3: Commercial Core

Dominant Historic Period:

Mid to late nineteenth century

Statutorily Listed Buildings:

Parish Church of St Peter; 15 St Peter's Place; 23 – 27 Lord Street; 29 Lord Street; 32 Lord Street; 45 and 47 Lord Street; Prince Arthur Hotel, 48 Lord Street; St Mary's Roman Catholic Church and Presbytery; 34 Warren Street; 2 - 40 Mount Street; Fleetwood Working Men's Club, Kemp Street; 26 & 28 Dock Street; Former Fielden Free Library, Dock Street; Victoria Public House, 48 to 54 Dock Street; Pennine View (formerly Crown Hotel), Dock Street; 114 – 120 Dock Street

Notable Unlisted Buildings:

Fleetwood Market Hall, Adelaide Street; Prominent Corner Buildings, Lord Street, including 80 Lord Street, the Kings Arms and the Royal Oak Hotel; Albert Square, including 9 - 13 Lord Street and 2 – 14 North Albert Street; The Thomas Drummond, London Street; The Fleetwood Arms, Dock Street; 183 Lord Street

Prevalent and Traditional Building Materials:

Red brick; blue-grey Welsh slate; stucco; Historic setts laid in horizontal courses survive in Corn Mill Lane and within a number of rear alleyways

Key Views and Vistas:

Views towards The Mount from radiating streets; Restricted views of the eastern bank of the Wyre estuary and towards Morecambe Bay are possible from the junctions of Victoria Street and Adelaide Street with Dock Street

Important Open Space:

St Peter's Churchyard, Albert Square; Pocket Park, corner of North Albert Street and Adelaide Street

Key Issues:

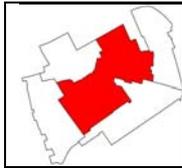
Unsympathetic infill development; Loss of traditional fenestration; Vulnerability of 114-118 Dock Street – planning permission granted in 2005 as well as a current application for planning permission, but no works commenced as yet

8 Character Area 4: Burton

8.1 Summary Definition of Special Interest

The special interest of the Burton Character Area is derived from its collection of predominantly red brick mid to late nineteenth and early twentieth century residential buildings set within Decimus Burton's classically influenced geometrical town plan.

8.2 Location and Setting



Conservation Area

Not to Scale



This character area occupies the central section of the Fleetwood Conservation Area and is enclosed by the Mount Character Area and The Esplanade to the north and northwest, by the Pharos Character Area and North Albert Street to the east and northeast, by the Commercial Core Character Area and the rear of properties on the northern side of Lord Street to the south and southeast and by Poulton Street and the

Milton Character Area to the west and southwest. This sub area is the largest within the Fleetwood Conservation Area and is dominated by residential development.

A number of buildings within this area were constructed certainly under Decimus Burton's supervision, and probably to his design, whilst the remainder were constructed on building plots space left undeveloped following the bankruptcy of Hesketh-Fleetwood and the cessation of Burton's services.

8.3 Key Views and Vistas

As envisaged by Burton, vistas are evident at various points within the Conservation Area. Glimpses of the coastline are possible throughout the northwest section of this character area, for example from Bold Street, Pharos Street, Kent Street and along North Church Street. Pharos Street also allows unimpeded views of the Upper Lighthouse.



FIGURE 128. UNIMPEDED VIEWS OF THE UPPER LIGHTHOUSE ARE POSSIBLE FROM PHAROS STREET



FIGURE 129. TANTALISING GLIMPSES OF THE MOUNT IS POSSIBLE ALONG VICTORIA ST

The wide streets, including Bold Street and Victoria Street, that radiate out from the Mount facilitate tantalising glimpses of the eastern part of the town, with reciprocal vistas evident westerly towards the Mount. Mount Street (which later becomes Seabank Road) and Promenade Road facilitate tantalising glimpses of the western slope of the Mount, whilst reciprocal vistas are evident southerly from the Mount. Elongated westerly views are possible along The Esplanade and Blakiston Street, with reciprocal views evident easterly from the western part of the town.

Originally Burton intended London Street to provide a vista from the Mount to a grand classical style railway station on Dock Street. However, the railway station was not built in its intended position, instead the vista is closed by a building of modern construction and design that does little to enhance the Conservation Area.

8.4 Archaeological Significance and Potential

There are no scheduled monuments within this part of the Fleetwood Conservation Area, however as most settlements contain archaeological evidence of their origins and development, it is reasonably likely that new sites will be discovered in the future.

8.5 Contribution of Statutory Listed Buildings to the Special Interest of the Area

Within this character area there are no grade I or II* Listed Buildings; however, there are a number of grade II buildings and features that contribute positively towards the special architectural and historic character of the area. The character of these Listed Buildings is detailed below, whilst their locations are illustrated on the plan attached at Appendix 3 'Heritage Assets within Fleetwood Conservation Area'.

32 North Albert Street



FIGURE 130. 32 NORTH ALBERT STREET



FIGURE 131. THIS BUILDING RETAINS NUMEROUS ORIGINAL FEATURES, INCLUDING AN IONIC DOORWAY

Located on the eastern side of North Albert Street, this grade II listed 2-storey building is constructed of red brick with a grey slate roof and mould eaves cornice. The first storey is rendered in stucco whilst a continuous sill band runs the length of the first floor. The door has round-headed moulded panels whilst the doorway is supported by two fluted Ionic columns with a segmental fanlight above.

50 - 96 Mount Street

FIGURE 132. 50 – 96 MOUNT STREET



FIGURE 133. A CONTINUOUS SILL BAND RUNS THE LENGTH OF THIS TERRACE AT FIRST FLOOR LEVEL

This terraced row is of a similar design and construction to 2 – 40 Mount Street, however 72 and 74 have an additional gabled front, which forms the centrepiece of the row. Constructed by 1841 under Burton's supervision if not to his design, these houses were also threatened with demolition in 1977 as part of a clearance programme and were saved by a subsequent public inquiry and later added to the statutory list.

51 – 97 Mount Street

FIGURE 134. 51 – 97 MOUNT STREET



FIGURE 135. ENTRY INTO THE TERRACES IS VIA A SERIES OF STEPS WITH IRON RAILINGS

Located on the western side of Mount Street, this terrace is contemporary with the eastern side. Shown as completed on Decimus Burton's plan of 1841, the terrace was therefore built certainly under his supervision, and probably to his design. Constructed of red brick and rendered, a continuous sill band runs the length of the terrace. 51 and 53 have semi-circular fanlights above the door, whilst 73 and 75 have gabled frontages which form the centrepiece of the row.

8.6 Contribution of Unlisted Buildings to the Special Interest of the Area

The special interest provided by the character areas Listed Buildings is further enhanced by the numerous unlisted, yet historically and/or architecturally interesting, buildings and features within its boundaries. It is the relationship of these unlisted buildings to each other, to their sites and to the streetscapes in which they are located that strengthens the character of the area. These unlisted buildings are detailed below, whilst their locations are illustrated on the plan attached at Appendix 3 'Heritage Assets within Fleetwood Conservation Area'.

15 – 17 North Albert Street



FIGURE 136. 15 – 17 NORTH ALBERT STREET

Located at the northern corner of North Albert Street and Victoria Street, this prominent 1, 2 and 3-storey building was constructed as a post office in 1902. The building was later occupied by Lancashire County Council as their local divisional office and by Fleetwood Tourist Information Centre, however it is now vacant. Constructed of red brick with stone reveals, this building is characterised by two parallel sill bands at first floor level, label moulds above the windows on the North Albert Street elevation, round arched windows with sandstone keystones at ground floor level, traditional sash windows at second floor level, a grey slate roof and tall chimney stacks.

8.7 Prevalent and Traditional Building Materials

The use of red brick within the Conservation Area is widespread, and as such, it features strongly within this character area. Burton attempted to insist on strict standards for both the materials used in Fleetwood's buildings and in their resultant appearance. His control was not absolute, however, as some buildings were constructed with materials that were thoroughly inappropriate for what was intended

to be a classical town. In 1842, one of the provisions of the Town Improvement Act was the replacement of thatched roofs with non-combustible materials. This, and subsequent building regulations, ensured that blue-grey Welsh slate became the predominant roofing material. Other traditional building materials surviving in this character area include blue-grey slate roofs and sandstone door and window headers and sills.

Much of this character area is surfaced with modern materials, including tarmac and concrete paving slabs, however there is evidence of historic stone kerbstones and paving slabs within Harris Street, Seabank Road, Warwick Place, Blakiston Street, Victoria Street, North Street and Pharos Street, whilst stone setts survive in many of the back alleys and are also evident beneath the tarmac at the junction of Blakiston and Pharos Streets.

8.8 Character and Relationship of Open Spaces and Greenery

Decimus Burton's classically influenced geometrical town plan is dense and highly compact, an arrangement that ensures there are no areas of public open space within this character area, although the greenery of the Mount and Euston Park is visible throughout much of the area. In addition, as the majority of the terraced houses are located at the back of pavement the opportunities for greenery within the streetscape is limited. However, London Street and Victoria Street are both lined with clusters of trees, whilst the large three-storied terraced houses on the southern side of The Esplanade in the northeastern section of this character area are set back slightly from the pavement to accommodate fairly spacious front gardens. The extent of the front gardens is clearly defined by low brick boundary walls, many with stone coping, which were formerly surmounted by iron railings. Hedges and trees at the curtilage of the properties and within the front gardens add to the green character of this part of the Conservation Area.



FIGURE 137. LONDON STREET IS LINED BY CLUSTERS OF TREES



FIGURE 138. HOUSES ALONG THE ESPLANADE ARE SET BACK TO ACCOMMODATE FRONT GARDENS

8.9 The Existence of Negative and Neutral Features

A number of buildings within and immediately adjacent to this section of Fleetwood Conservation Area do not possess sufficient architectural detailing/interest to be regarded as making a positive contribution to the character of the area:

Fleetwood Health Centre, located on the western side of London Street, is a single-storey building constructed in the late twentieth century in an architectural style typical of that time. However, the scale of this building differs greatly from the adjacent mid to late nineteenth century terraces and it should therefore be considered a negative influence on this area's character.



FIGURE 139. FLEETWOOD HEALTH CENTRE, LONDON STREET



FIGURE 140. 89 – 95 BLAKISTON STREET

89 – 95 Blakiston Street, located at the southwestern corner of Mount Street and Blakiston Street, is a small terraced row currently occupied at ground floor level by a retail unit. Constructed in the mid twentieth century, this building has been unsympathetically pebbledash rendered and fitted with a modern shop frontage that does little to enhance the special character of this part of the Conservation Area.

Modern infill development is evident throughout this character area, however much of it was constructed with little regard to the character and scale of the adjacent nineteenth and early twentieth century buildings. Examples of unsympathetic infill development include St Margaret's Court at the corner of Walmsley Street and Blakiston Street and Wesley Court located between North Albert Street and North Church Street.



FIGURE 141. WESLEY COURT IS LOCATED BETWEEN NORTH ALBERT ST AND NORTH CHURCH ST



FIGURE 142. ST MARGARET'S COURT IS LOCATED AT THE CORNER OF WALMSLEY ST AND BLAKISTON ST

Although located beyond the northern boundary of this character area, Fleetwood Pier does affect the setting of the Conservation Area. Although a pier had been planned since the end of the nineteenth century, it was not until 1906 that the Fleetwood Victoria Pier Company formed to finally advance the project. Fleetwood Pier, designed by Mr T. Lumb of Blackpool, opened in 1911 and originally had a 200m long promenade deck and jetty with an ornate pavilion at the landwards end and two small hipped roof pavilion-style kiosks at the entrance. The pier was modernised in the 1930's and was badly damaged by fire in 1952. In the late 1960s it was repaired and converted into an amusement centre. Whilst the Edwardian base of the promenade deck, now partially covered and substantially shortened appears in reasonable condition, the pier entrance façade is in a serious state of disrepair. However, despite its poor visual appearance, the pier's scale, form and massing ensures that it has a significant impact on the character and setting of the Conservation Area.



FIGURE 143. FLEETWOOD PIER, THE ESPLANADE

FIGURE 144. FLEETWOOD PIER, THE ESPLANADE

In addition there are a number of general issues and threats which, if left to persist without intervention, may cumulatively diminish the special historic and architectural interest of the character area:

- Many of the traditional timber window frames within the terraced properties have been replaced with uPVC windows;
- Most of the terraced properties have lost their traditional sash windows;
- The window size and shape of some of the terraced properties has been altered unsympathetically. The new windows often have a horizontal emphasis and do not conform with the vertically proportioned windows of neighbouring properties;
- Inappropriate porches have been added to some properties, in some cases obscuring doorway details. Some properties have been treated with inappropriate rendering;
- The brick facades of some terraced properties have been decorated with masonry paint;
- The painting of stone detailing is in evidence throughout the character area on buildings and walls/gateposts;
- The rear yards of some of the terraced properties have been enclosed by a variety of boundary treatments including walls and fences built in various sizes, shapes, styles and materials. These varied treatments lack consistency; and
- Whilst the terraces were originally roofed with blue-grey slate, many of the roofs have been replaced with modern, unsympathetic roofing materials.

8.10 The Existence of Neutral Areas

Elsewhere a number of buildings are considered to fail to contribute positively to the character of the area, including 1a – 1c North Church Street, 99 – 109 Mount Street, 96 and 98 London Street, 20 – 44 and 35 – 61 Walmsley Street. Whilst the form of these dwellings differs from that of the adjacent late nineteenth century terraces, the use of similar construction materials and building line means that they do not substantially detract from character of this part of the Conservation Area and are therefore not considered to warrant classification as having a negative impact upon the Conservation Area.

Summary of Key Features in Character Area 4: Burton

Dominant Historic Period:

Mid to late nineteenth century

Statutorily Listed Buildings:

50 - 96 Mount Street; 51 – 97 Mount Street

Notable Unlisted Buildings:

15 – 17 North Albert Street

Prevalent and Traditional Building Materials:

Red brick; blue-grey Welsh slate; Historic stone kerbstones and paving slabs survive within Harris Street, Seabank Road, Warwick Place, Blakiston Street, Victoria Street, North Street and Pharos Street; Stone setts survive in many of the rear alleyways and are also evident beneath the tarmac at the junction of Blakiston and Pharos Streets

Key Views and Vistas:

Glimpses of the coastline from the northwest; Pharos Street allows unimpeded views of the Upper Lighthouse; Wide radiating streets enable glimpses to east of town and towards The Mount; Elongated westerly views are possible along The Esplanade and Blakiston Street

Important Open Space:

None, although The Mount is visible from the north of the area

Key Issues:

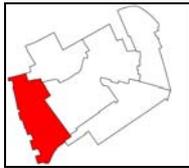
Unsympathetic infill development; loss of traditional architectural details

9 Character Area 5: Milton

9.1 Summary Definition of Special Interest

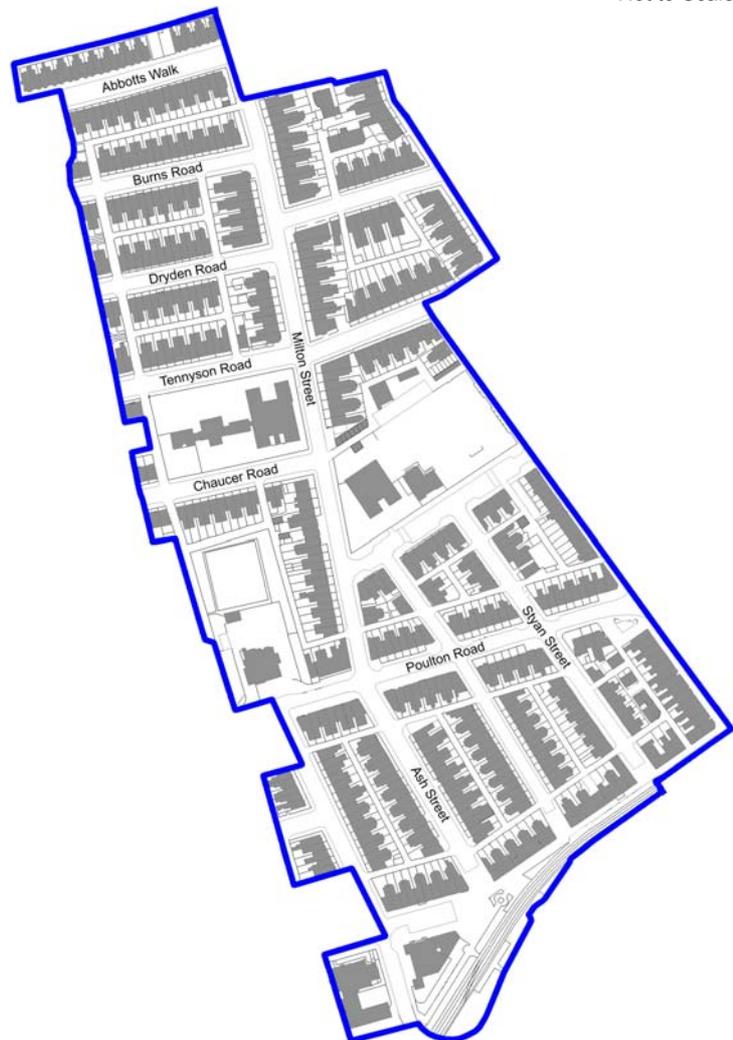
The special interest of the Milton Character Area is derived from its collection of predominantly red brick late nineteenth century and early twentieth residential and community buildings constructed beyond the western boundary of Burton's original planned town.

9.2 Location and Setting



Conservation Area

Not to Scale



This character area occupies the western section of the Fleetwood Conservation Area and is enclosed by the Mount Character Area and the rear of properties on the northern side of Abbott's Walk to the north, by Burton Character Area and Poulton Street and Promenade Road to the east, by the Commercial Core Character Area and Lofthouse Way and Lord Street to the south and to the west by the boundary of

the Conservation Area, which is formed by the rear of properties on the eastern side of Carr Road and by the rear of properties on the western side of Elm Street.

This character area is dominated by residential development and is located beyond the urban boundary intended by the town's founder. The area represents a departure from Burton's radiating streets pattern and the introduction of a more uniform gridiron planned form.

9.3 Key Views and Vistas

The gridiron pattern ensures that vistas are evident at various points within this character area. Easterly glimpses into Burton's planned town are possible from Tennyson Road along Harris Street, along Blakiston Street and from Byron Street, Abbott's Walk, Warrenhurst Road and Lofthouse Walk. Narrow, yet extended views into the western section of the town are possible from Chaucer Road along Poulton Road. Views into Fleetwood Memorial Park are possible from the junction of Warrenhurst Road and Elm Street, whilst glimpses of the docklands beyond the southern boundary of the Conservation Area are permitted along North Albion Street, Ash Street and Styan Street, with reciprocal views from Lord Street.



FIGURE 145. NARROW VIEWS TOWARDS THE WEST OF THE TOWN ARE POSSIBLE ALONG POULTON ROAD

FIGURE 146. VIEWS TOWARDS MEMORIAL PARK ARE POSSIBLE ALONG WARRENHURST ROAD

9.4 Archaeological Significance and Potential

There are no scheduled monuments within this part of the Fleetwood Conservation Area, however as most settlements contain archaeological evidence of their origins and development, it is reasonably likely that new sites will be discovered in the future.

9.5 Contribution of Statutory Listed Buildings to the Special Interest of the Area

Within this character area there are no grade I or II* Listed Buildings; however, there are a number of grade II buildings and features that contribute positively towards the special architectural and historic character of the area. The character of these Listed Buildings is detailed below, whilst their locations are illustrated on the plan attached at Appendix 3 'Heritage Assets within Fleetwood Conservation Area'.

Chaucer County Primary School and Wall, Milton Street



FIGURE 147. CHAUCER COUNTY PRIMARY SCHOOL, MILTON STREET

FIGURE 148. THE PLAYGROUND BOUNDARY WALL IS INTEGRAL TO THE CHARACTER OF THE SCHOOL

Located the western side of Milton Street is grade II listed Chaucer County Primary School. Constructed in the early twentieth century from red brick, this 2-storey building is one of the most notable buildings within this character area. The building's principal Milton Street elevation is characterised by a modillioned eaves cornice and a range of fourteen window sashes with glazing bars set in moulded terracotta surrounds, with those on the ground floor linked by idiosyncratically elongated triple keystones to the first floor windows. On first floor the sixth window from each end is round-arched and is carried up above eaves into a segment-headed gable, broken in the centre to allow a finial placed on the keystone to break through the modillion cornice. Other elevations are simplified versions of the principal frontage.

Surrounding the northern, eastern and southern sides of playground of Chaucer County Primary School is an early twentieth century boundary wall that forms an integral part of the design of the school. Constructed of red brick with terracotta coping, the wall is ramped upwards and down again at regular intervals. Various pairs of gateposts with elaborate terracotta finials are located at intervals along its length.

9.6 Contribution of Unlisted Buildings to the Special Interest of the Area

The special interest provided by the character areas Listed Buildings is further enhanced by the numerous unlisted, yet historically and/or architecturally interesting, buildings and features within its boundaries. It is the relationship of these unlisted buildings to each other, to their sites and to the streetscapes in which they are located that strengthens the character of the area. These unlisted buildings are detailed below, whilst their locations are illustrated on the plan attached at Appendix 3 'Heritage Assets within Fleetwood Conservation Area'.

Milton Youth and Community Centre and 132 Blakiston Street



FIGURE 149. MILTON YOUTH AND COMMUNITY CENTRE

FIGURE 150. 132 BLAKISTON STREET

Located at the corner of Milton and Blakiston Streets and set within expansive recreational grounds, Milton Youth and Community Centre and 132 Blakiston Street complement the adjacent listed Chaucer County Primary School and dominate the central eastern part of this character area. Constructed in the early twentieth century, these buildings are characterised by red brick with sandstone reveals and grey slate roofs, whilst the youth and community centre building is enhanced by sandstone keystones above the windows and arched gabled dormers in the roofline.

Strawberry Gardens Hotel, Poulton Road

FIGURE 151. STRAWBERRY GARDENS HOTEL,
POULTON ROAD

Although not listed, the imposing two and three storey Strawberry Gardens Hotel, located on Poulton Road at the western boundary of the Conservation Area, does make a significant contribution to the western part of this character area. Constructed by 1890 from red brick, this building is characterised by prominent sandstone corner quoins, label moulds over the windows, a blue-grey slate roof and tall chimneystacks, whilst its scale and siting ensures that it forms a gateway into the western part of the Conservation Area.

Former Bank, Warrenhurst Road

FIGURE 152. FORMER BANK, WARRENHURST ROAD

Set on a triangular site at the junction of Warrenhurst Road and Lofthouse Way, this building forms the nodal point of western Lord Street. Constructed in the 1950's in the minimal Classicist style typical of that period, this building is considered a notable unlisted building that adds significant architectural interest to this part of the Conservation Area.

Emmanuel Church, Warrenhurst Road

FIGURE 153. EMMANUEL CHURCH, WARRENHURST ROAD



FIGURE 154. A DOME ENSURES THE CHURCH DOMINATES VIEWS TO THE SOUTHWESTERN

Located at the junction of Warrenhurst Road, Elm Street and Lofthouse Way, this building was constructed in the early twentieth century from red/brown brick and is mounted by a leaded dome with a cupola at the pinnacle. This church is visible along the western length of Lord Street and as such dominates the southwestern section of this character area.

9.7 Prevalent and Traditional Building Materials

The prevalent building material within this character area is nineteenth century red brick, much of which was sourced locally from brick crofts near Rossall Point and from substantial brickworks at Flakefleet Farm to the south of the town. The mortar used to bond the brick has been dyed with brick dust to match the red of the brick. This reduces the impact of the material and places greater emphasis on the scale, proportion and layout of the buildings. The bonding pattern, so typical of its age, is Flemish bond characterised by one header-one stretcher-one header and so on. Red brick walls with stone coping and gate piers define the curtilage of many of the terraced buildings within this character area. The construction materials used ensure that these boundary walls harmonise with the adjacent late nineteenth and early twentieth century terraced buildings.



FIGURE 155. RED BRICK BOUNDARY WALLS DEFINE THE CURTILAGE OF MANY OF THE TERRACES



FIGURE 156. STONE SETTS LAID IN HORIZONTAL COURSES SURVIVE OFF ELM STREET

Much of this character area is surfaced with modern materials, including tarmac and concrete paving slabs, however there is evidence of historic stone kerbstones and paving slabs within Milton Street, Tennyson Street, Dryden Road, Abbott's Walk, Burns Road and Promenade Road, whilst stone setts survive in many of the back alleys.

9.8 Character and Relationship of Open Spaces and Greenery

The terraced gridiron pattern is dense and highly compact, an arrangement that ensures there are no areas of public open space within this character area, although the greenery of the Mount is visible from the northern part of the area (see Appendix 4 'Townscape Analysis of Fleetwood Conservation Area').

Many of the terraced buildings are set back slightly from the pavement to accommodate small front gardens. The extent of the front gardens is clearly defined by low brick boundary walls, many with stone coping, which were formerly surmounted by iron railings. Hedges and trees at the curtilage of the properties and within the front gardens add to the green character of this part of the Conservation Area.

9.9 The Existence of Negative and Neutral Features

Modern infill development is evident within this character area, however much of it has been constructed with little regard to the character and scale of the adjacent nineteenth and early twentieth century buildings. Unsympathetic modern infill development includes the apartment block on the northeastern corner of Harris Street and Milton Street.



FIGURE 157. INFILL DEVELOPMENT ON THE CORNER OF HARRIS AND MILTON STREETS

In addition there are a number of general issues and threats which, if left to persist without intervention, may cumulatively diminish the special historic and architectural interest of the character area:

- Many of the traditional timber window frames within the terraced properties have been replaced with uPVC windows;
- Most of the terraced properties have lost their traditional sash windows;
- The window size and shape of some of the terraced properties has been altered unsympathetically. The new windows often have a horizontal emphasis and do not conform with the vertically proportioned windows of neighbouring properties;
- Inappropriate porches and shop frontages have been added to some properties, in some cases obscuring doorway details. Some properties have been treated with inappropriate rendering;
- The brick facades of some terraced properties have been decorated with masonry paint;
- The painting of stone detailing is in evidence throughout the character area on buildings and walls/gateposts;
- The rear yards of some of the terraced properties have been enclosed by a variety of boundary treatments including walls and fences built in various sizes, shapes, styles and materials. These varied treatments lack consistency; and
- Whilst the terraces were originally roofed with blue-grey slate, many of the roofs have been replaced with modern, unsympathetic roofing materials.

Summary of Key Features in Character Area 5: Milton

Dominant Historic Period:

Late nineteenth century

Statutorily Listed Buildings:

Chaucer County Primary School, Milton Street; Playground Wall of Chaucer County Primary School

Notable Unlisted Buildings:

Milton Youth and Community Centre and 132 Blakiston Street; Strawberry Gardens Hotel; Former Bank, Warrenhurst Road; Emmanuel Church, Warrenhurst Road

Prevalent and Traditional Building Materials:

Red brick; blue-grey Welsh slate; Historic stone kerbstones and paving slabs survive within a number of streets, including Harris Street, Seabank Road, Warwick Place, Blakiston Street, Victoria Street, North Street and Pharos Street; Stone setts survive in many of the rear alleyways

Key Views and Vistas:

Easterly glimpses into Burton's planned town; Views into Fleetwood Memorial Park are possible from Warrenhurst Road, Park Avenue and Belmont Road; Glimpses along Lord Street are possible from the junction of Warrenhurst Road and Ash Street; Views of the Mount and towards the Marine Hall and out to sea are possible from Carr Road, Promenade Road and Milton Street to the north

Important Open Space:

None, although The Mount is visible from the north of the area

Key Issues:

Unsympathetic infill development; loss of traditional architectural details

10 Opportunities for Enhancement

This appraisal has identified a number of problems and pressures, which, if left to persist without intervention, may diminish the special historic and architectural character of the Fleetwood Conservation Area, as the historic fabric of the area will be at continued risk from chronic deterioration. This section details a number of opportunities that exist for the future protection and enhancement of the Conservation Area.

10.1 Withdrawal of Permitted Development Rights

This appraisal has identified one of the main threats to the special character and appearance of the Conservation Area to be the cumulative impact of numerous alterations, some quite small in themselves, to the traditional buildings and features in the area. If left unchecked, such works will gradually erode the special historic or architectural qualities that justified the original designation.

The opportunity exists to help conserve the special architectural or historic character of the Fleetwood Conservation Area by controlling alterations and protecting against unsympathetic changes by withdrawing permitted development rights through the implementation of an Article 4 (2) Direction of the Town and Country Planning (General Permitted Development) Order 1995 in all, or part, of the Conservation Area. Whilst the Direction will not necessarily stop changes taking place, it will require householders to gain planning permission for alterations or works which would front open space, a waterway or a highway (roads, back streets and footpaths) that did not previously require permission.

10.2 Reinstatement of Traditional Architectural Details

The opportunity also exists to introduce a grant scheme to reinstate lost architectural features in all, or part, of the Conservation Area. For example, whilst the majority of the upper storeys of the buildings in Lord Street and Albert Square remain as originally built, many of the ground floor shop frontages have been substantially altered and refurbished with modern materials, which has led in the loss of traditional shop front details. It may be possible to influence the reintroduction of lost features and appropriate materials through the use of a Townscape Heritage Initiative (THI) scheme in the town's commercial core, which would enable building owners to apply for grants to regenerate the historic environment. THI grant monies could also be

used to bring vacant historic floorspace back into use. Conversion of vacant upper floorspace along Lord Street into office or residential use would add to the vitality and vibrancy of the town's commercial core, whilst THI monies could also be used to return the vacant Mount Entrance Pavilion to active use.

10.3 New Development

This appraisal has identified one of the main threats is the insertion of unsympathetic infill developments adjacent to listed or other notable, yet unlisted, buildings that make a positive contribution to the character or appearance of the Conservation Area. As is already apparent, new development constructed with little regard to the scale, massing or form of existing buildings can have a significant impact on the visual and physical character of the Conservation Area. There are a number of vacant sites within the Conservation Area that are likely to be redeveloped in the future, including the former site of the town's railway station site on Queen's Terrace and the former Queen's Theatre site on Adelaide Street. To avoid further dilution of the area's special interest, all new development in the Conservation Area must respect the existing character and setting of the area.

Whilst not essential, it would also be interesting to reintroduce a spire to the Church of St Peter. This would enable the building to be visible throughout the whole Conservation Area and would reassert its presence as an anchor at the termination of Lord Street.

10.4 Streetscape Enhancement

Recent attempts have been made to improve the quality of the streetscape within the Conservation Area. However, these have been inconsistent and have often resulted in a magnitude and variety of individual landscaping elements that add clutter to the streetscapes and forms visual and physical barriers between the streets and the historic and architecturally interesting buildings that align them. It would be useful if a public realm framework were produced to provide detailed guidance to ensure that a consistent and historically and architecturally sensitive strategy is applied to all public realm works within the Conservation Area and the wider town centre. To ensure that the special character of the Conservation Area is preserved and enhanced, it is suggested that a public realm strategy should address the following issues:

- Enhance key gateways into the Conservation Area – such as from the western end of Lord Street;
- Prevent further loss of, and damage to, traditional paving materials, such as gritstone setts and stone paving slabs and kerbstones;
- Prevent further loss of traditional boundary treatments - Pebble walls were traditionally used throughout Wyre Borough and the Fylde Peninsula however, due to the increased use of modern materials, they are now becoming increasingly rare. It is therefore vital that, given the contribution that the pebble wall that surrounds The Mount makes to the character of the street scene, it be preserved and protected as far as possible;
- Revise the tram system - The trams continue to share Lord Street with road traffic and draw power from cables suspended across the street by poles erected on each pavement. The trams, however, initially drew power from cables suspended from a single central pole and, if practicable, it would be advantageous to reinstate this central pole as the existing poles are in need of repair and/or refurbishment and add clutter to the pedestrian environment;
- Reduce the dominance of parked vehicles – the grandeur of Queen’s Terrace and Pharos Place is dramatically affected by vehicle parking;
- Enhance areas of public open space – the opportunity exists to reduce the dominance of vehicular traffic in Albert Square and Pharos Place and to return the spaces to the large open public plazas envisaged by Burton, perhaps through the introduction of partial pedestrianisation;
- Create new areas of open space – Milton Youth and Community Centre is set within expansive, albeit hard landscaped, grounds which are currently used for recreational purposes. Greenery in the surrounding area is limited due to the dense and highly compact nature of the surrounding residential developments and as such there is an opportunity to introduce soft landscaping here and create an area of green space, which could, with the implementation of a programme of maintenance, provide valuable amenity space for residents and contribute positively to the environmental quality of the Conservation Area. Elsewhere, areas of greenery could be introduced to the eastern end of Bold Street to screen Fleetwood Police Station and Fylde Coast Magistrates Court which currently

substantially detract from the special character of this part of the Conservation Area; and

- Reinforce Victoria Street as a key radial route between the Mount and the town's commercial heart, possibly through the introduction of street tree planting and public realm improvements.

11 Suggested Boundary Changes

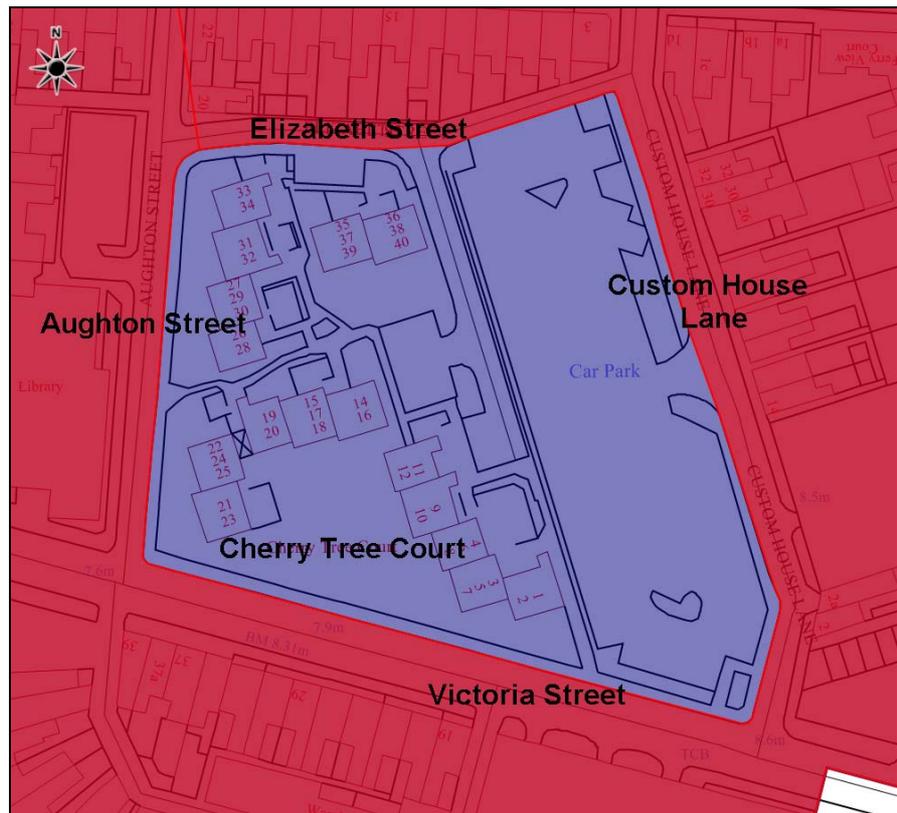
The Conservation Area boundary has recently been extended and therefore it should not be reduced. However, there are a number of additional areas that are considered worthy of inclusion in an enlarged Conservation Area, all shown in blue in the following illustrations:

11.1 Amendment 1: Dock Street:



The eastern boundary of the Conservation Area oscillates along the length of Dock Street to exclude particular buildings considered to be of reduced historic or architectural merit. Many of these excluded buildings are of modern construction and are located immediately adjacent to some of the most historically and architecturally interesting buildings within the entire Conservation Area. However, whilst they do little to enhance the setting of the adjacent historic buildings, they do follow the street layout intended by Burton and as such could be included within an enlarged Conservation Area.

11.2 Amendment 2: Cherry Tree Court:



This area of contemporary residential development, located just off Victoria Street, is currently excluded from the Conservation Area. Whilst the buildings within this area are of little special architectural or historic interest, it is considered inappropriate to exclude this area, as it is almost immediately adjacent to the town's commercial and historic heart. The Conservation Area boundary could therefore be revised to incorporate this site.

11.3 Amendment 3: Custom House, Orient Building and 183 Lord Street:



Custom House and Orient Building



183 Lord Street



Located on Station Road immediately beyond the southeastern boundary of the Conservation Area at the junction of Loffhouse Way and Lord Street, the Custom House and Orient Building were constructed in the early twentieth century from red brick and sandstone in a neoclassical style. Both buildings are vacant and considered to be at significant risk. These buildings are of considerable architectural interest and form an important gateway into the commercial heart of the town and it is for this reason that they are deemed worthy of inclusion in an enlarged Conservation Area. This boundary revision should also incorporate 183 Lord Street, currently occupied by Woolworths, which is an impressive mid-1930's red brick and rendered stone building that forms the gateway into Lord Street.

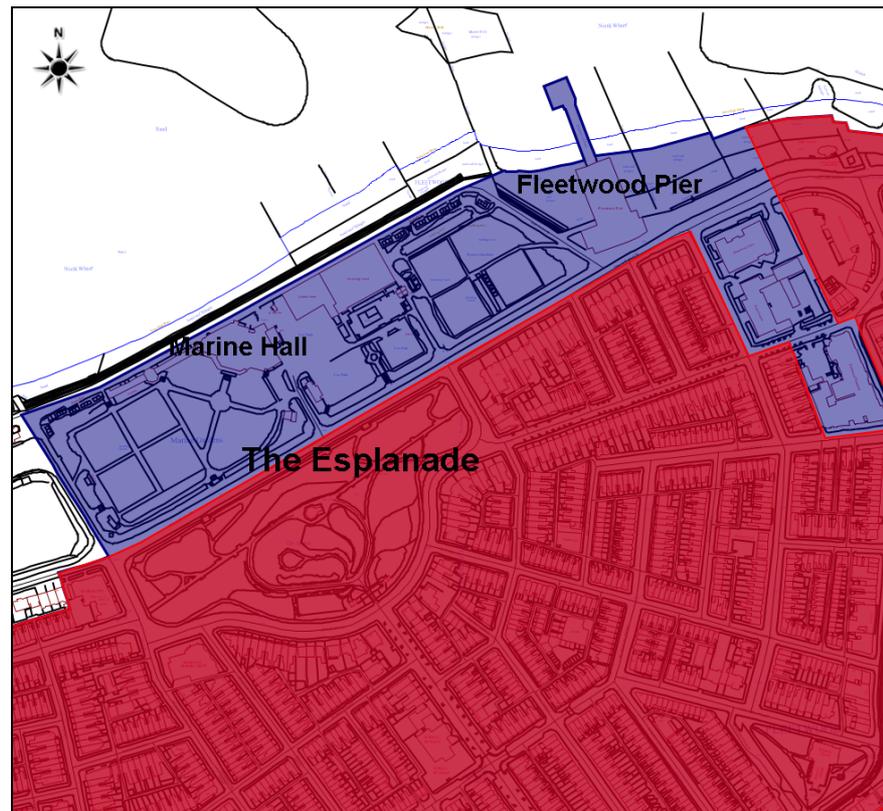
11.4 Amendment 4: Marine Hall and Fleetwood Pier:



The Marine Hall

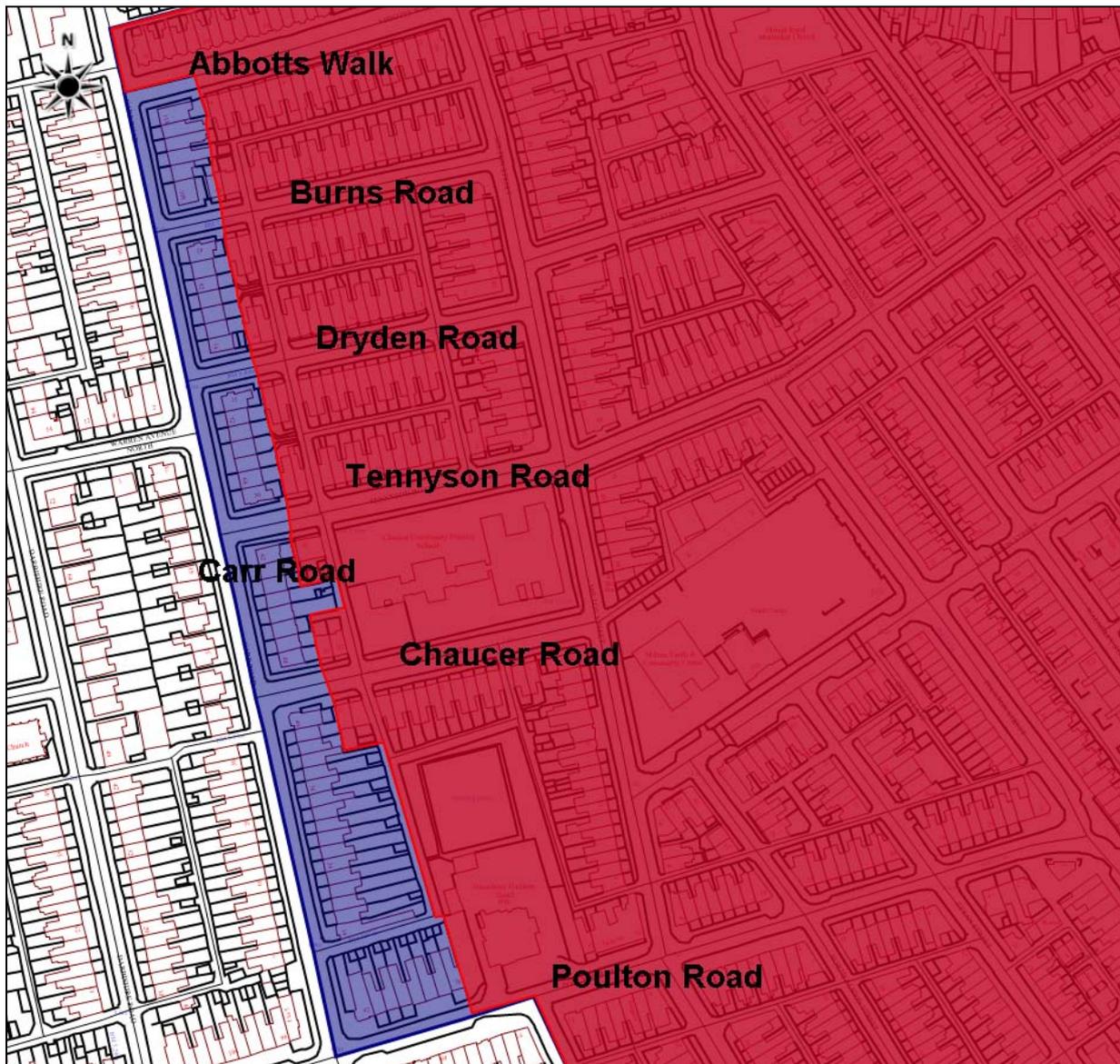


Fleetwood Pier



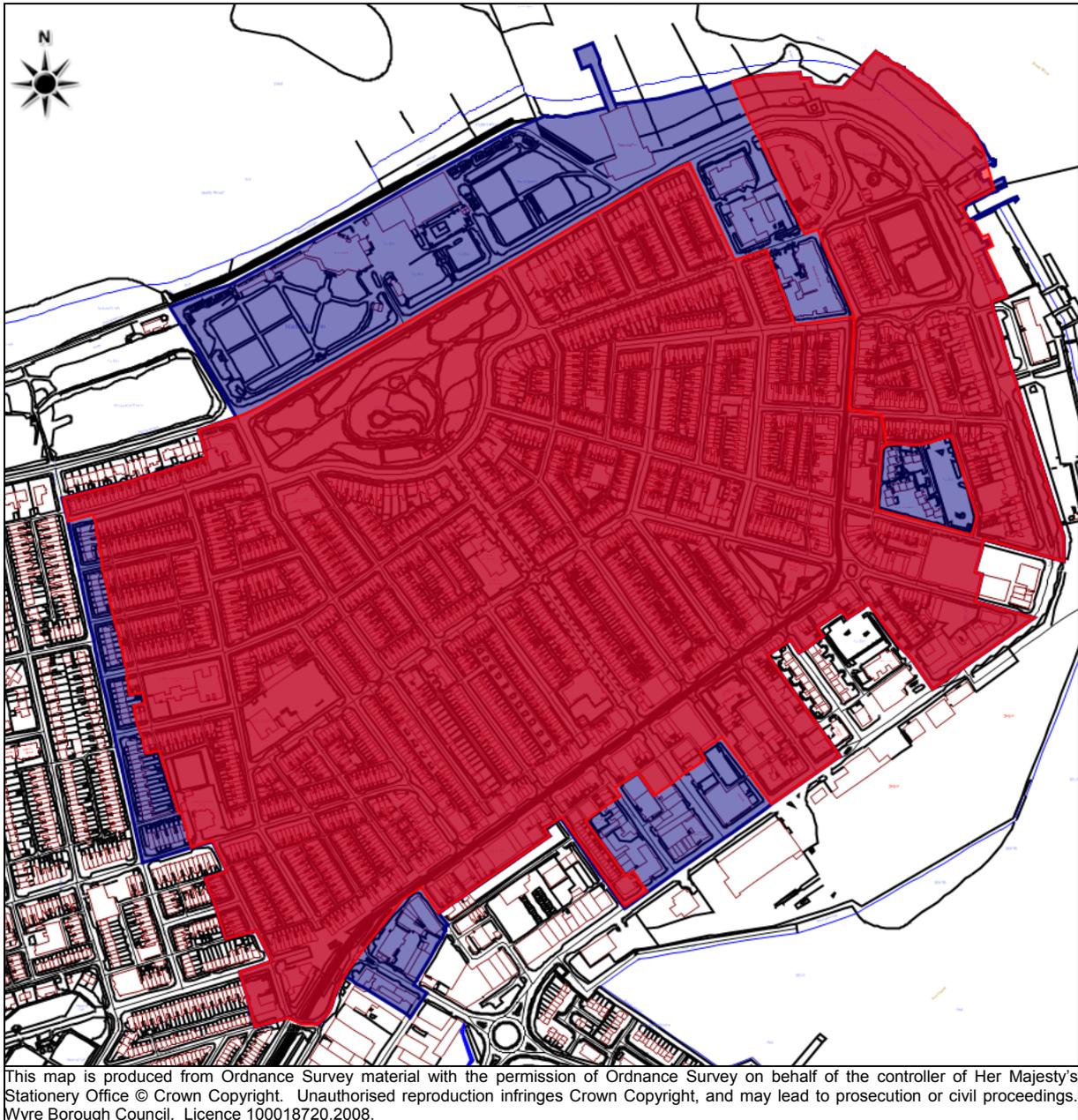
The Marine Hall is neither listed or within the current boundary of the Conservation Area, however its distinctive historic character and enduring popularity ensures that it contributes significantly to the special interest of the northern part of Fleetwood Conservation Area. Whilst, although currently in a serious state of disrepair, the scale, form and massing of Fleetwood Pier, also located beyond the northern boundary of the Conservation Area, ensures that it also has a significant impact on the character and setting of the Conservation Area. It is for this reason that the boundary should be extended to include the Marine Hall, its gardens and bowling greens and Fleetwood Pier. This boundary revision would also incorporate Fleetwood Police Station, Fylde Coast Magistrates Court and Fleetwood Leisure Centre - the inclusion of these buildings will not dilute the area's special character, but instead will give additional statutory protection to the adjacent historic buildings as any future development on these sites will be subject to stringent design guidelines.

11.5 Amendment 5: Carr Road



Resultant from the public consultation, this area was suggested verbally for inclusion within an extended Conservation Area. Consequently the area was re-evaluated and is also considered to be of significant value to be included. The majority of properties are of a similar style and age to those already included within the boundary and therefore it is logical that these buildings be included as well, to allow a similar level of protection from inappropriate development. It would therefore be considered appropriate for the Conservation Area boundary to be extended to include these buildings.

The following map illustrates all four suggested amendments to the Conservation Area boundary, in context of each other.



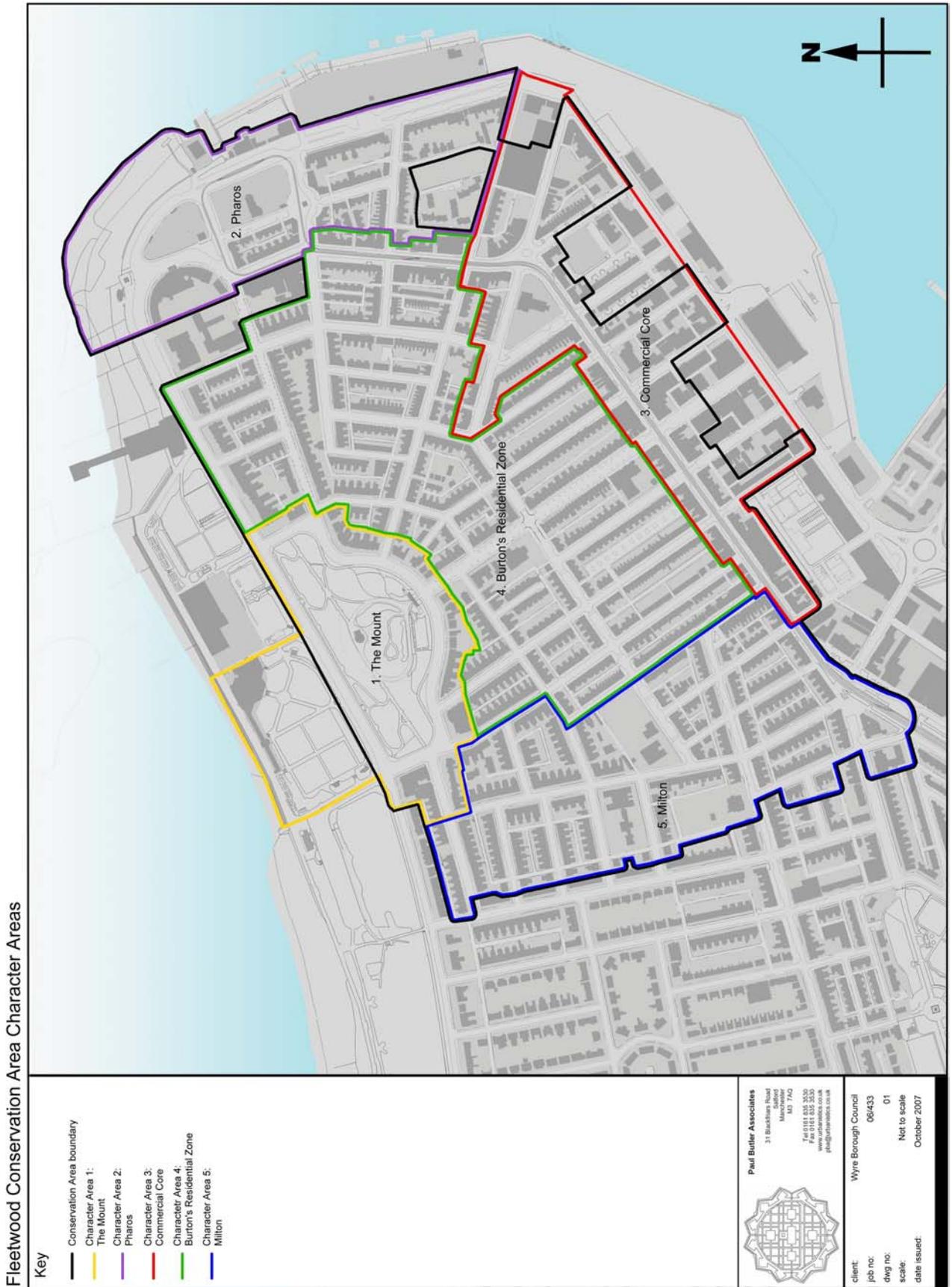
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FIGURE 158. SUGGESTED EXTENSIONS (BLUE), SHOWING EXISTING CONSERVATION AREA (RED)

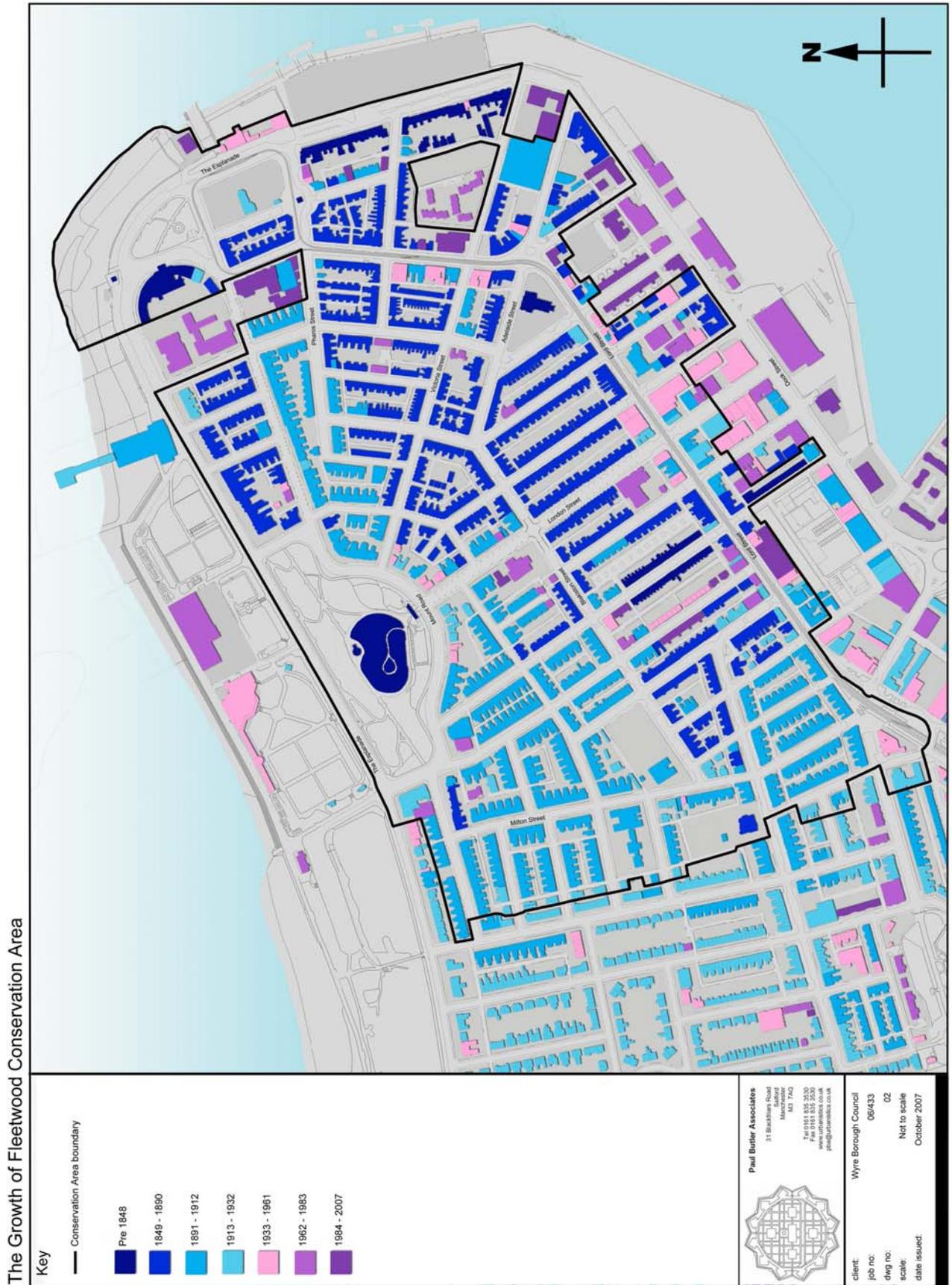
Further public consultation will occur after the adoption of this Conservation Area Appraisal and Management Plan, specifically regarding the suggested amendments to the boundary and dependant on responses, the boundary will be modified.

12 Appendices

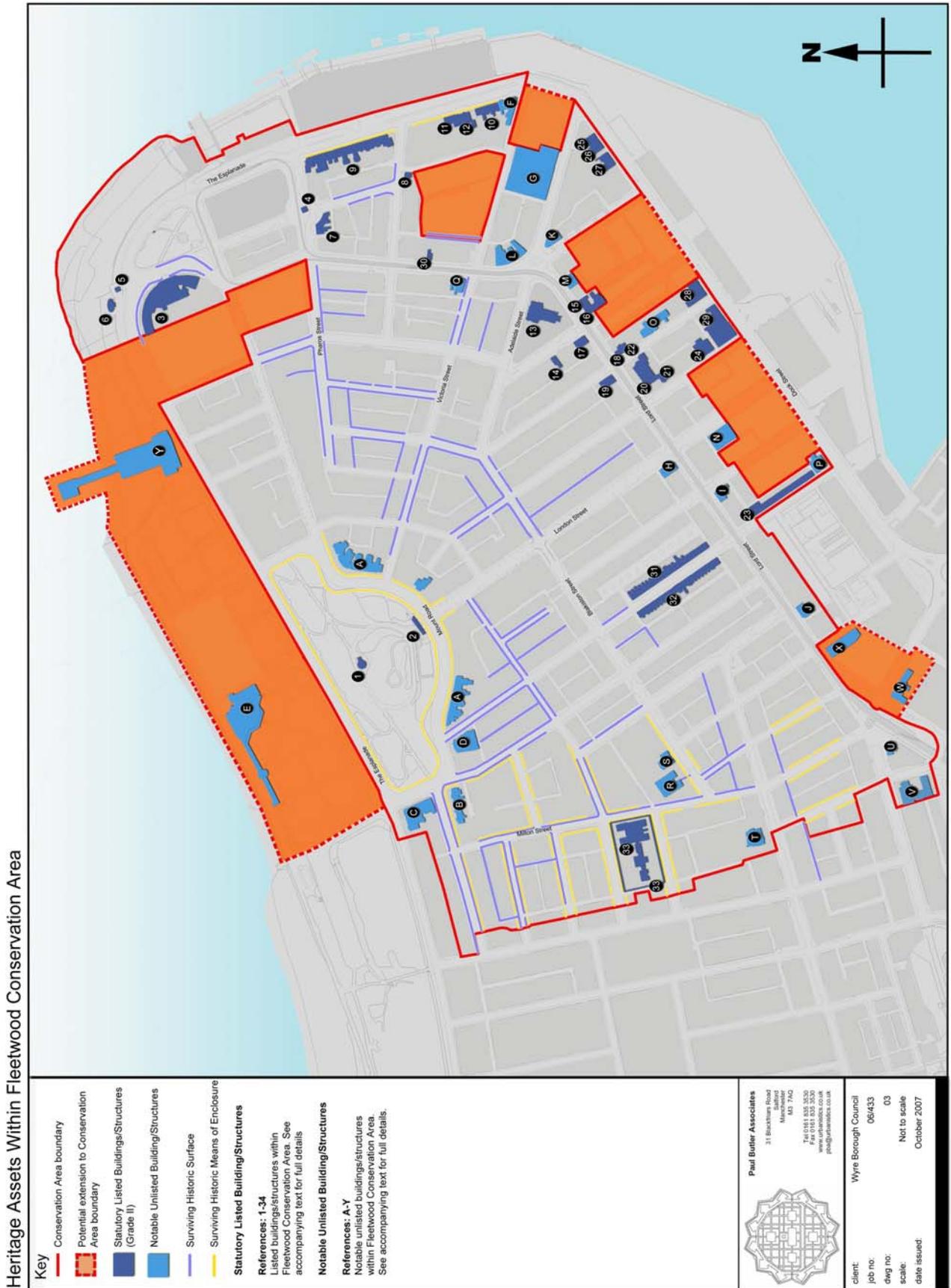
12.1 Fleetwood Conservation Area Character Areas



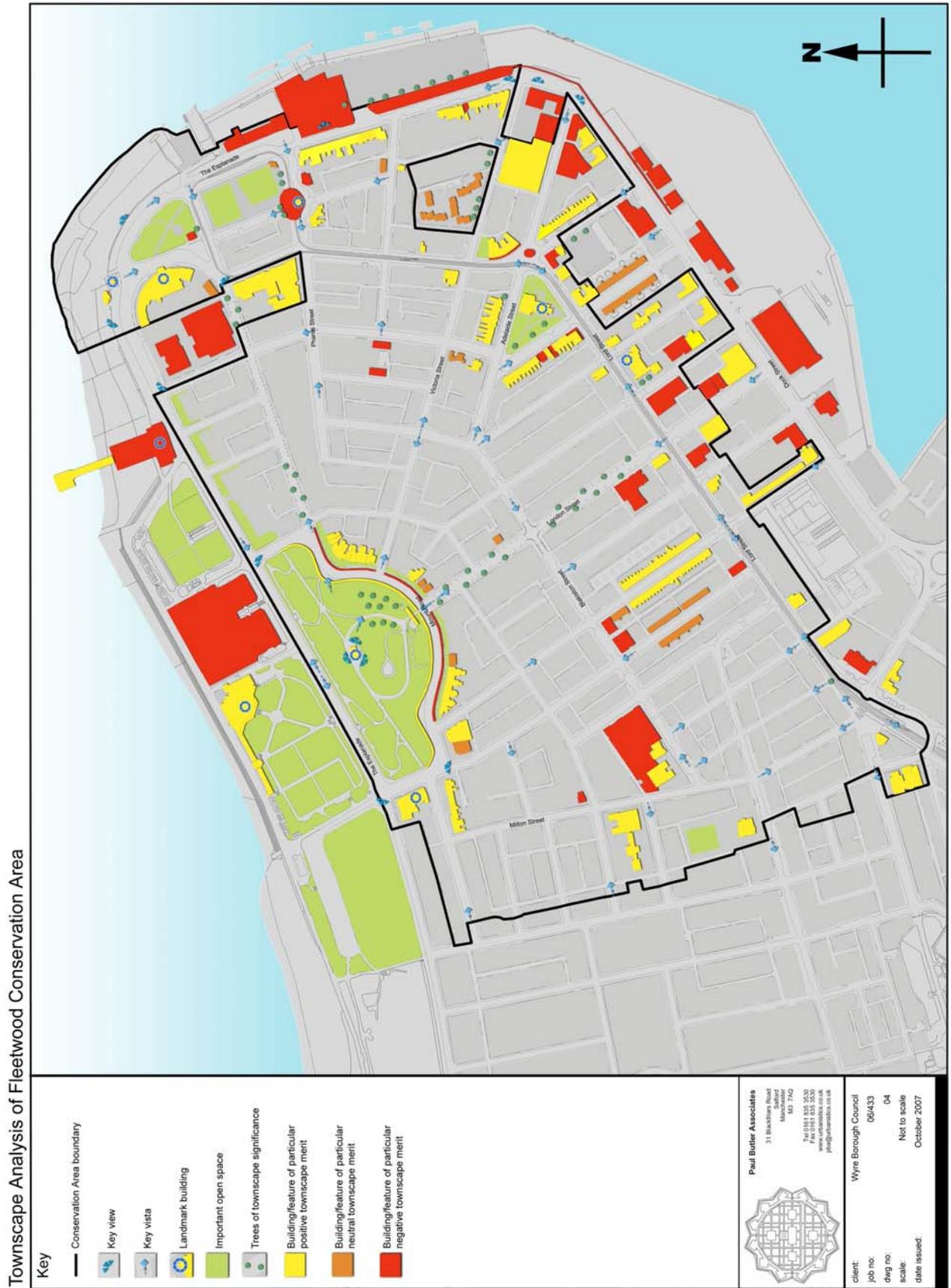
12.2 The Growth of Fleetwood Conservation Area



12.3 Heritage Assets within Fleetwood Conservation Area



12.4 Townscape Analysis of Fleetwood Conservation Area



Fleetwood Management Plan

Wyre Borough Council

Adopted 19th May 2008



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1 Fleetwood Management Plan

Action	Body Responsible	Deadline for Completion
1. Ensure new development preserves and / or enhances the character and / or appearance of the area	Conservation Officer	On-going
2. Ensure all new development is carefully considered and only positive development is permitted	Conservation Officer	On-going
3. Tree Preservation Orders wherever necessary	Tree Officer	On-going
4. Ensure all development respects the 'setting' and views in and out of the Conservation Area	Conservation Officer	On-going
5. Production of Design Guidance and Advisory Leaflets	Conservation Officer	August 2008
6. Production of shopfront guidance	Conservation Officer	August 2008
6. Ensuring all alterations within Conservation Area are in line with design guidance and advisory leaflets	Local Community	On-going
7. Further study into the appropriateness of Article 4 Directions	Conservation Officer	2009
8. Further study into the possibility of introducing a grant scheme such as a Townscape Heritage Initiative	Conservation Officer	2009
9. Ensure proposals in the Masterplan are appropriate for the historic location and area of architectural interest	Conservation Officer / Economic Development and Regeneration	On-going
10. Production of a Public Realm Framework	Conservation Officer / Environmental Design / Streetscene	2009
11. Alteration of the Conservation Area Boundary including further consultation with residents	Conservation Officer	November 2008
12. Review of suggestions for Listing	Conservation Officer	December 2008
13. Review of Conservation Area Appraisal	Conservation Officer	2013
14. Review of Management Plan	Conservation Officer	2009

2 Legislative Background

The designation of a Conservation Area and production of an Appraisal document is not an end in itself. The Appraisal provides the basis for developing management proposals for the Conservation Area that fulfil the general duty placed on the local authority under the Planning (Listed Buildings and Conservation Areas) Act 1990, now formalised in BV 219c, to draw up and publish such proposals. The purpose of this document is to present draft proposals which seek to achieve the preservation and enhancement of the ‘special’ character of the Conservation Area, informed by the Appraisal, for consultation.

These qualities are identified within the Conservation Area Appraisal process, and both the Appraisal and this Management Plan will be subject to monitoring and review. This guidance draws on the themes identified in the Appraisal, and satisfies the statutory requirement of section 71(1) of the Planning (Listed Buildings and Conservation Areas) Act 1990, namely: *“It shall be the duty of the local planning authority from time to time to formulate and publish proposals for the preservation and enhancement of any parts of their area which are Conservation Areas”*.

This document reflects Government guidance set out in Planning Policy Guidance 15 “Planning and the Historic Environment”, and English Heritage guidance set out in “Guidance on the Management of Conservation Areas”.

3 Statutory Controls

Designation as a Conservation Area brings with it a degree of additional statutory protection under planning legislation aimed at assisting the “preservation or enhancement” of the area. These controls include the need for Conservation Area consent for the demolition of any unlisted buildings, the need for planning consent for the installation of satellite dishes visible from the street, significantly reduced “permitted development rights” for alterations and extensions to dwelling houses, restrictions on advertising, and 6 weeks written notice of works to trees not already protected by Tree Preservation Orders.

Action 1: The Council will ensure that new development within the Conservation Area preserves or enhances the character or appearance of the area in accordance with the Wyre Borough Council Local Plan (1999).

4 Erosion of Character and Additional Planning Controls

The Conservation Area Appraisal has identified the following as works that pose a threat to, or detract from, the 'special' character of the Conservation Area:

- The increasing roll out of corporate images on shop fronts
- The increasing use of uPVC in doors and windows in historic buildings and areas, resulting in the loss of original windows;
- Numerous alterations, some quite small in themselves, to the traditional buildings and features in the area, which, if left unchecked, will gradually erode the special historic or architectural qualities that justified the original designation;
- The insertion of unsympathetic infill developments adjacent to listed or other notable, yet unlisted, buildings that make a positive contribution to the character or appearance of the Conservation Area;
- The increase of properties with satellite dishes on the front elevation of the building;
- Any future redevelopment of existing buildings within the Conservation Area boundary;
- Inconsistency in improvements to the streetscene;
- The increasing loss of traditional boundary treatments, for example pebble walls;
- The increasing loss of, and damage to, traditional paving materials, such as setts;
- The dominance of parked vehicles; and
- Possible further revisions to the tram system.

There are numerous examples of works having been carried out, for example alterations to doors and windows, which both individually and cumulatively detract from the 'special' character or appearance of the area. If left, such works will gradually erode the 'special' qualities that justified the original designation.

Action 1: The Council will ensure that all development will be considered and only positive development, as defined in accordance with Wyre Borough Council's Local Development Framework, will be considered for planning permission in order to

further protect the 'special' character and historical appearance of the Conservation Area.

Action 2: The Council will look further at the appropriateness of introducing Article 4 (2) Directions within the Conservation Area. The aim of an Article 4 Direction is to encourage retention of the high quality features of buildings in the Conservation Area and to enhance the environment of which they are part. 'Like for like' repairs and replacements of original architectural features would be encouraged, as would the removal of previous unsympathetic changes to buildings. Prior to an Article 4 Direction many unsympathetic changes can occur without the need for planning permission – this is constituted as "permitted development".

Action 3: The Council will look further at the appropriateness and availability of a Townscape Heritage Initiative scheme, with the intention of reinstating lost architectural features in all, or part, of the Conservation Area.

5 Advertisements and Signage

Signage within the Conservation Area is generally poor except for a few examples that continue to retain a traditional style. This is due to the increasing volume of corporate images and styles that reduce the level of local distinctiveness and consequently erode the character of the Conservation Area.

Action 1: The Council will produce shopfront guidance to ensure all future advertisements and signage will be appropriate for their historical location.

6 Trees

If not already protected by a Tree Preservation Order, anyone intending to lop or fell a tree within the Conservation Area greater than 75mm in diameter at 1.5 metres above ground level, is required to give the Council 6 weeks written notice before starting work. This provides the Council with an opportunity of assessing the tree to see if it makes a positive contribution to the character or appearance of the Conservation Area, in which case a Tree Preservation Order may be served. Advice on all tree issues, whether the pruning of existing trees or advice on suitable species for planting, is always available from the Council Tree Officer.

Action 1: The Council will use Tree Preservation Orders wherever appropriate where a tree of high amenity value is considered to be under threat. These will

include trees within and outside the area where they contribute to the setting of the Conservation Area or views identified in the Appraisal.

7 Setting and Views

The setting of a Conservation Area is integral to the retention of its character. It is often the quality and interest of areas, rather than individual buildings, which contribute to give the area its 'special' quality. Consequently, development which would not preserve or enhance the character or appearance of the area or its setting, or which would impact detrimentally on views into and out of the area will be not be permitted.

Action 1: The Council will continue to ensure that all development respects the 'setting' of the Conservation Area, and important views within, into, and out of the area, as identified in the Appraisal. These will be protected from inappropriate forms of development.

8 The Public Realm and Enhancement

Due to current suggestions for redesign of the street furniture within the Conservation Area, it will be essential that consideration will be given to the appropriateness of designs with regard to the historical setting.

Action 1: Design guidance will be produced to encourage the use of traditional materials and styles, such as sash and casement windows, within the Conservation Area.

Action 2: The Conservation Officer will work to produce a Public Realm Framework with the Council's Environmental Design and Streetscene Teams.

Action 3: The Conservation Officer will be highly involved in any future proposals with regard to the Fleetwood Masterplan.

9 Monitoring and Review

The following actions need to be taken to ensure that this appraisal and management plan are accepted and acted upon:

- **Public Consultation:** The Appraisal and Management Plan will be subject to a period of public consultation and views expressed as part of that process will be

considered when preparing the final draft for adoption. Consultation will include placing the documents on the Council website, in libraries and council offices, consultation with local amenity groups and residents associations where they exist, and providing hard copies on request. A letter advising of these arrangements will be delivered to all properties in the area by mail.

- **Boundary review:** The Council will extend / reduce the boundary of Fleetwood Conservation Area as illustrated in the Appraisal, and continue to review it over time in accordance with Best Practice and guidance on the management of the historic environment produced by English Heritage.
- **Document review:** This management plan will be monitored on an annual basis in the light of the Local Development Framework and emerging government policy. A review should include the following:
 - i. A survey of the Conservation Area and its boundaries
 - ii. An updated “heritage count” comprising a comprehensive photographic record.
 - iii. An assessment of whether the management proposals detailed in this document have been acted upon, including proposed enhancements.
 - iv. The production of a short report detailing the findings of the survey and proposed actions and amendments.
 - v. Public consultation on the review findings, any proposed changes, and input into the final review.

A Conservation Forum, made up of members of the Borough’s Civic and Historical Societies, plus the Conservation Officer, Director of Planning and Regeneration, and the Heritage and Design Champion, will also meet bi-annually to discuss any changes that have occurred or should occur within the Conservation Areas.

This Management Plan will be reviewed annually.