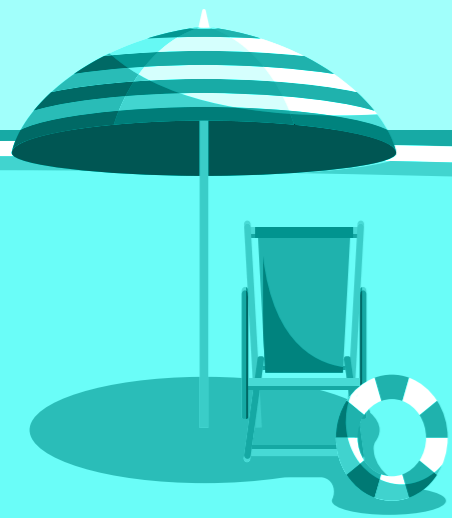


ST-ANNE'S-ON-THE-SEA

TOWN CENTRE MASTERPLAN: STAGE 2
FINAL MASTERPLAN REPORT



BDP
SEPTEMBER 2022



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1 INTRODUCTION



1 INTRODUCTION

1.1 The St-Anne's-on-the-Sea masterplan

This masterplan for St-Anne's-on-the-Sea has been prepared by a team led by BDP for Fylde Council (FC). The team also includes Amion Consulting, NEXUS, Vectos, Pinkus & Co and Warrington Martin.

The masterplan area covers the town centre retail and commercial area, centred on St Anne's Road West and the connecting roads including Wood Street, and the 'Island site', extending from the car park north of the pier to the southern car park, at the far end of Promenade Gardens.

The client group commissioned the masterplan in order to identify a vision and strategy for the development of St-Anne's-on-the-Sea over the next 5–10 years, to guide investment and development proposals and to inform planning decision making, but also to underpin and be prepared for a future bid for government or other public sector funding that may be available from time to time to support town centre regeneration. Recent examples of such funds include Future High Streets Fund, Towns Fund, the Levelling Up Fund and the Shared Prosperity Fund.

1.2 Purpose of the Draft Masterplan report

This report follows the preparation of a suite of Baseline Reports covering the following:

- Town centre healthcheck
- Review of property market
- Socio-economic conditions
- Visitor economy
- Townscape and movement appraisal

The Baseline findings were summarised as a SWOT analysis and this is reproduced here, for convenience.

In addition the team has now issued a Draft Destination Management Plan, produced by Amion Consulting. This brings focus to the role of St-Anne's-on-the-Sea as a visitor destination and the strategies that should be followed to further develop and enhance the visitor experience as part of a wider Fylde Coast tourism offer.



Table 1.1: SWOT Analysis

Strengths

- The approach from the Railway / the Crescent, with views to the pier through the square, is attractive and impressive
- The topography and scale of St Anne's lends itself to walking and cycling
- Train services expected to improve and bus services provide good connections to local areas.
- The Heyhouses Link will provide a new, direct vehicular route from the motorway into St. Anne's
- St Anne's offers 'All day' beach
- Wider Fylde coast offer is currently complimentary – St Anne's = Accommodation and Food, Lytham = Food and Shopping, Blackpool = Entertainment
- Upmarket and profitable accommodation offer, with a higher percentage of leisure visitors (less vulnerable than business tourism markets)
- Confidence amongst accommodation owners is high with investment plans either underway or in development
- High number of loyal staying visitors making high numbers of repeat visitors
- Evidence of strong recovery post Covid
- New business opening e.g. boutique 'spa' in JR Taylor building
- Town centre has fared relatively well during COVID-19
- The town is at least as well favoured by investors in comparison with most of its competing retail centres, with the exception of Lytham
- There is a healthy mix of multiple nationals and independent retailers
- Aldi store respectful of local architectural character
- Original Victorian character of town centre remains largely intact

Weaknesses

- The approach to the centre along Clifton Drive from each direction lacks any form of visual statement
- Poor pedestrian connection between the Island Site and the town centre
- Signage to key destinations for drivers including to available car parking is poor and does not provide real time information
- Parking – supply, location and '2 tier' management regime
- Street lighting is dark
- Multistorey car park is underused and the pedestrian routes to this lack safety and security
- Train station lacks facilities
- Pleasure Island is an unattractive building with no active frontages or public realm provision – only parking spaces
- Island site underutilises its proximity to and view of Ribble Estuary
- Pier is underused and in poor condition – the approach is dominated by cars that impact upon pedestrian safety and delay when crossing roads
- Lack of national/international branded accommodation
- Timing (and location) of events
- Promenade gardens lack interest thus are often ignored with people choosing to walk along the front or the road
- 'Value' operators in key locations (e.g. B&M)
- Poor catering/retail business survival rates
- Burlington Centre of lower quality than neighbouring buildings with poor active frontages
- Vacant units in prime locations (e.g. Prezzo and M&Co)
- The "sunny side" of The Square is distinctly more popular with retailers
- There is low activity in the office investment market
- Town Hall occupies key location, with substantial parking and little active interaction with street

Opportunities

- There is significant interest in pedestrianisation of the town centre and the provision of space to hold events
- There is a desire for improved weather protection in the Centre, particularly The Square
- Wayfinding measures to improve pedestrian and cycle connectivity between the station, the town centre, the pier and island site
- Provision of additional active travel infrastructure, such as facilities for hiring a bicycle or e-bike
- Green routes linking together key assets e.g. Ashton Gardens and Promenade Gardens
- There is a requirement for hotels of higher quality
- Improved signage including real time information for drivers will reduce the amount of time taken to find an available parking space and will encourage drivers to use underutilised car parks.
- Signage of drivers to and from the Heyhouses Link could be utilised to reduce the volume of traffic passing along St Anne's
- Road West when accessing the seafront
- Removal of car parking along the seafront will encourage active travel and reduce the dominance of cars
- Demand for a modern indoor Leisure Centre offering up to date attractions, following the model of The Flower Bowl near Preston
- Potential for spa/wellness facilities
- Masterplan to propose more flexible use of town centre e.g. event spaces
- Opportunity to develop higher end leisure facilities to meet market profile
- The town centre is benefitting from a change in shopper habits (i.e., more people shopping locally)
- Strong independent retail offer

Threats

- Increased traffic and air pollution on residential roads surrounding the town centre from diverted traffic.
- Increased traffic and congestion on St Anne's Road West or on Clifton Road North and the Promenade South due to Heyhouses Link road.
- Increased conflict between pedestrians and vehicles due to introduction of pedestrian priority.
- Residents and/or stakeholders objecting to the scheme and the re-allocation of road space.
- Residents and/or stakeholders objecting to the removal of parking along the seafront.
- Owners of Multistorey car parks not funding improvements to these car parks.
- Lack of new customers
- Funding not provided to upgrade the train services to/from St Anne's or the railway station.
- Complex tenancy structure on Island site inhibiting comprehensive/strategic development and business investment, although the principal tenant, Mitchells & Butlers, have indicated a willingness to consider restructuring.
- Traditional group market in decline (social groups and coach markets)
- Coastal defence works could be a physical barrier
- Weather-dependent events
- Major retail chains prefer Blackpool and Preston
- The town centre is not a major attraction for new offices and some premises are converting to residential use
- There is sustained interest from developers in building residential apartments in the town, led by occupational buyer demand
- Insensitive modern proposals to historic character buildings



Following the completion of the baseline reports and building on the Draft Destination management Plan, the BDP team has identified a series of masterplan options and development proposals covering a range of infrastructure, public realm and building projects. These proposals respond to the challenges identified in the Baseline reports and the objectives set for the St-Anne's-on-the-Sea masterplan. These initial options have been the subject of a wide engagement programme including stakeholder meetings as well as open public consultation.

Over 750 responses have been submitted to the team in response to the initial masterplan options. The BDP team has considered the consultation responses and reflected these in a further iteration of the masterplan proposals, which have been developed to a greater degree of detail and subjected to costings and viability checks. This has enabled the development of a commentary regarding the routes to delivery for the various proposals, as well as providing the

raw materials for the development of a business case and bid for government and other monies to support implementation.

The purpose of the Draft Masterplan report therefore, is to set out the masterplan options and development proposals, summarise consultation feedback and the updating of the masterplan options to reflect this, and then to provide commentary on deliverability and to evaluate the options and recommend a preferred approach.

Following client feedback on the draft masterplan and, potentially following a further round of consultation, the BDP team will finalise the masterplan and also prepare the Business Case to support inclusion of the key projects in a future funding bid. The Destination Management Plan will also be finalised as part of the conclusion of the project.

1.3 Structure of this report

Accordingly, the remainder of this report is structured as follows:

- **Section 2:** Objectives for the masterplan
- **Section 3:** Vision and drivers of change
- **Section 4:** Initial Masterplan Options
- **Section 5:** Consultation Report
- **Section 6:** Revised Masterplan Options
- **Section 7:** Transport and Movement Strategy
- **Section 8:** Conclusions

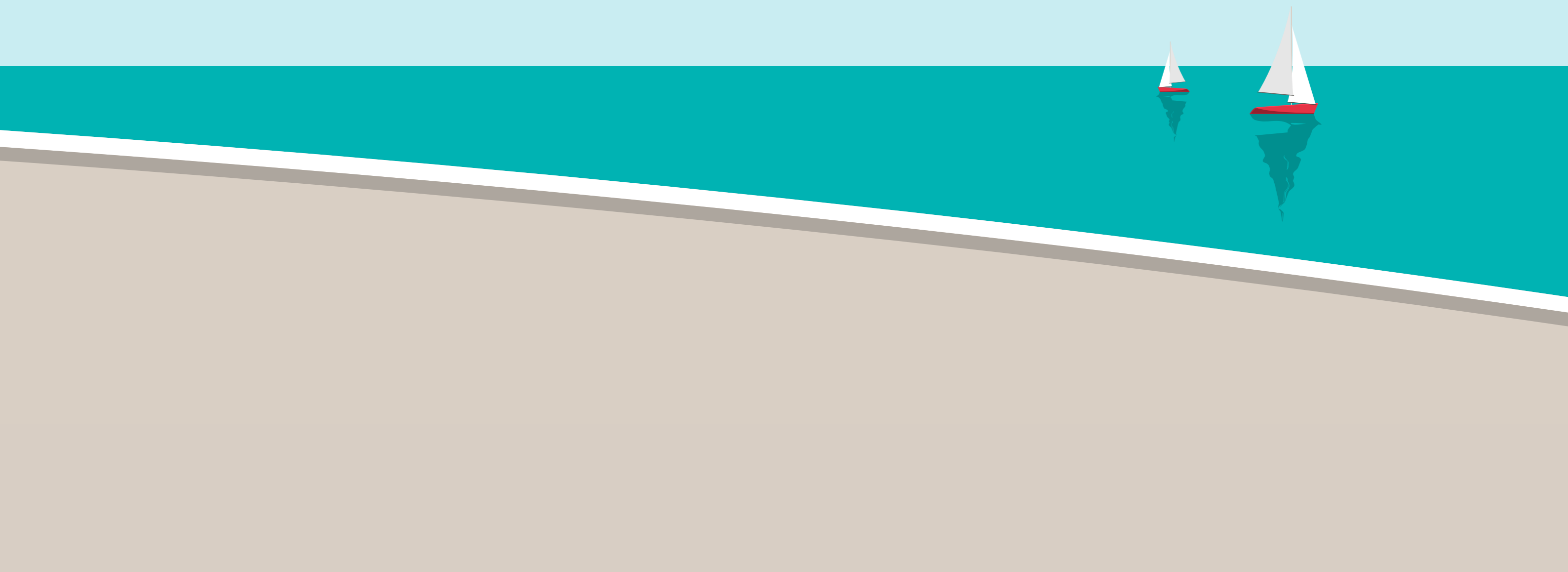
A separately provided and commercially confidential Delivery Plan will contain the following sections:

- **Section 1:** Purpose of the delivery strategy
- **Section 2:** Evaluation of options, including costs, viability and benefits
- **Section 3:** Delivery strategy





2 OBJECTIVES OF THE MASTERPLAN



2 OBJECTIVES OF THE MASTERPLAN

2.1 Introduction

This section of the report sets out the objectives agreed for the masterplan for St-Anne's-on-the-Sea. The objectives provide the reference points for the evaluation of the masterplan options and the success of the preferred option and are also highly relevant to the establishment of the rationale for any business case to support funding applications. Fundamentally it is important to be able to justify the masterplan proposals in terms of addressing known challenges, responding to identified opportunities and the impact that different options may have in these regards. The objectives of the masterplan answer the question; Why?

2.2 Background to the study

The masterplan for St-Anne's-on-the-Sea has been commissioned by Fylde Council with financial assistance from Lancashire County Council against a background of an ever more challenging national environment for traditional high street retail and as a result, town centres generally, and also in the context of a visitor economy that is not performing as well as might be expected given wider regional and national trends for increasing domestic tourism in particular.

St Anne's town centre, like many high streets, is experiencing an increase in voids within the commercial frontage. There is also potential to explore the repurposing of underused upper floor space to widen the diversity of offer within many of the town's buildings, including the potential to introduce mixed uses.

The Island, a focus for leisure activity located on the promenade to the south of the town centre, is viewed as a key asset that has greater potential than its current use following the improvements to the coastal defences and associated public spaces. As such, the council is seeking to regenerate this area alongside the town centre.

It is intended that the study will inform and guide proposals for intervention aimed at rejuvenating and repurposing the town centre and the seafront to address these challenges, and also to inform the Council's business case submissions for government funding including (but not limited to) Levelling up Fund and UK Shared Prosperity Fund as well as the Council's own capital investment programme.

St-Anne's-on-the-Sea cannot be considered in isolation and so the study has regard to the offer and developing aspirations of neighbouring towns, particularly Blackpool and Preston and the interactions between St Anne's and the borough's other town centres of Kirkham and Lytham.

2.3 Objectives

Based on the background to the study and the client brief summarised above, we have drawn out the following **5 key objectives for the masterplan**:

- Revitalisation of the town centre through the encouragement of a more diverse mix of uses and by repurposing underused space;
- Regeneration of the Island site to fulfil its potential as an attractive, year-round leisure destination meeting the demands of target visitors, following planned improvements to coastal defences and associated public spaces
- Enhancement of the town centre and seafront arrival experience (or 'gateways') from key transport linkages including rail and road, both of which are expecting to benefit from network and service improvements in the coming years;
- Creation of a strong connection between the town centre and the promenade (the 'Pier Link') to maximise the economic potential and synergies across the resort as a whole;
- Delivering high-quality and complementary pedestrian, cyclist and road environments with improved wayfinding and a clear design layout to promote connectivity and a sense of place for St-Anne's-on-the-Sea.



2.4 Developing a masterplan to respond to the key objectives

The masterplan for St-Anne's-on-the-Sea has been developed as a framework for guiding investment and funding and for shaping decision making to deliver a vision for St Anne's that responds to the key objectives set out above. The objectives and ideas for the masterplan have been tested and refined through a process of stakeholder and community consultation and through the testing of masterplan options and the refinement of ideas to arrive at a preferred masterplan approach. The success of the proposed projects will be measured by the degree to which they meet the agreed objectives.

The following sections of the report deal stage by stage with the approach summarised approach; the report sets out in turn the vision for St Anne's, the initial masterplan options and the results of stakeholder and public engagement on the same, the refinement of the proposals and the emergence of a preferred masterplan.



3 VISION AND DRIVERS OF CHANGE



3 VISION AND DRIVERS OF CHANGE

3.1 Introduction

This section of the report draws on the Draft Destination Management Plan prepared as part of this commission, to set out the Vision for St-Anne's-on-the-Sea. The Vision encompasses both St Anne's as a place to live (the town centre economy) and as a place to visit (the visitor economy).

The 'Drivers of Change' are the St Anne's specific interventions that have been identified as the means to realise the vision, in the context of the baseline analyses that identify and evidence the shortfalls in current provision and the opportunities for change and investment.

3.2 Vision for St-Anne's-on-the-Sea

The Draft Destination Management Plan positions St-Anne's-on-the-Sea as a family friendly beach-focused seaside town that is distinctive but complementary to the wider offer of the Fylde Coast, which also includes the entertainment focus of Blackpool and the shopping and dining attractions of Lytham. This vision can be explained in further detail as:

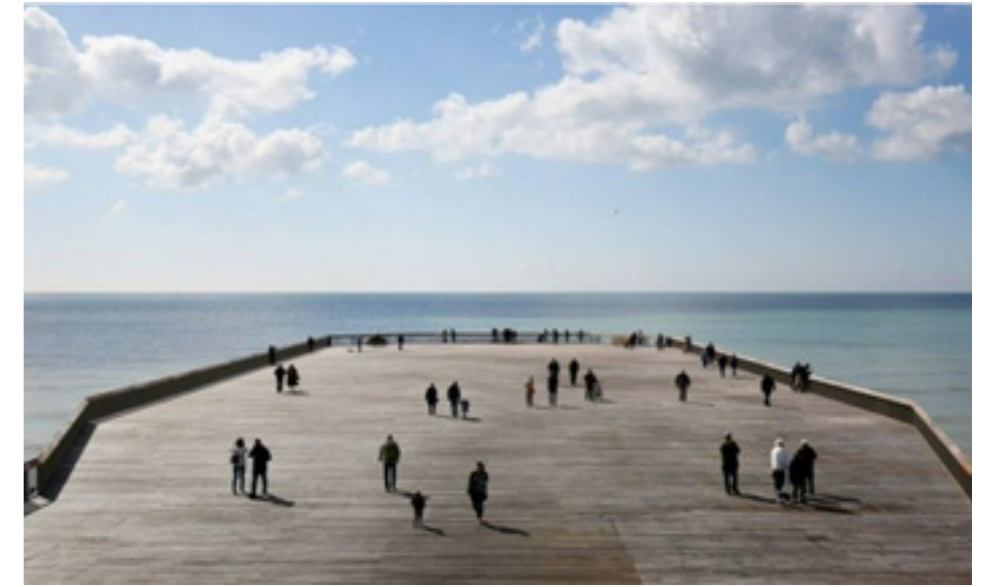
- Attracting extended family groups, from parents with young children through to older adults, as individuals, couples, families or extended family groups. The Draft Destination Management Plan identifies target groups as being the 'Fun in the sun' segment, typically parents looking for family oriented holidays where the beach has a starring role, and the 'Fuss free value seekers' segment, typically empty nesters looking for good value beach holidays with easy transport access;
- Recognition of the beach and dunes as St Anne's' unique proposition, distinct from other seaside towns along the Fylde Coast and that the focus of developing the visitor economy should be attractions, experiences and facilities including accommodation that can be connected with the seafront and the beach;

St-Anne's-on-the-Sea is of course a living town, with a resident population which although skewed to the older age groups, is nevertheless home to families with children and a significant working age population. For all these groups access to town centre services, facilities and attractions is essential to their quality of life. As such the vision could be further developed to position St-Anne's-on-the-Sea as a family friendly, beach-focused, living seaside town, recognising that there is a balance between visitors and residents, that the attraction of the town to both groups is the existence of a healthy and vibrant town centre, and that St-Anne's-on-the-Sea is not defined by summer days overrun with visitors, but by a year-round appeal that makes St Anne's a great place to live as well as to visit.

3.3 Drivers of change

As noted above, the 'Drivers of Change' are the St Anne's specific interventions that have been identified as the means to realise the vision. These are grouped under the following key headings:

- A refreshed town centre
- An extended family offer
- The Fylde Coast Retreat



3.3.1 Refreshed town centre

Key actions that are required to refresh the town centre include the following:

- **Update of the Square** – the comprehensive public realm investment of 20 years ago is now looking tired in places and much of the planting is overgrown. Some of the structures and designs have not aged well; the domes in particular attract a lot of criticism for their dated appearance and constraints on the use of space.
- **Café culture** – In common with many town centres changing patterns of retail require high streets to diversify and provide more alternatives for town centre users, whether visitors or residents. In St Anne's, where many residents and visitors are attracted to the town because of the perceived benefits of a relaxed, seaside experience, the provision of places to sit, meet friends, relax and enjoy food and refreshments is particularly important. Supporting café culture through the remodelling of the Square to accommodate more outdoor eating and drinking, particularly taking advantage of the southerly aspect of the north side of the Square, is therefore an important 'driver of change'.
- **Independent traders, crafts and makers** – An associated consequence of the changing pattern of traditional high streets has been the growth of independent retailers who have been able to access some gaps once filled by major retailers. The Town Centre Healthcheck found a healthy number of independent retailers in the town centre which provides local distinctiveness and should mitigate against further restructuring of the retail sector. Many of the independent businesses are located on and around the Square and therefore benefit from greater activity and footfall in this area which can be further encouraged by special events, markets, and a more established night-time economy. Furthermore, many crafts and makers businesses are located on Back St Anne's Road West, of which the growth of this creative quarter could be supported by the upgrade of the street, including to improvements to paving, lighting, and signage.
- **Bringing upper floors into use** – It is thought that many upper floors in the Square are vacant or underutilised. This is not universally the case and indeed there are already good examples of medical and health treatment services (e.g. doctors, dentists) utilising upper floors and there are also residential apartments and holiday lets in various locations. The repurposing of the former JR Taylor department store will, once complete, be an exemplar of mixed uses over several levels, ranging from spa and restaurant to bars and hotel suites.

3.3.2 Extended family offer

The destination management plan identifies St-Anne's-on-the-Sea as a family friendly beach-focused seaside resort. Key actions to support this differentiation of the St Anne's proposition on the Fylde Coast include:

- **24 hr beach experience** – the extensive, sandy beach is fundamental to the attraction of visitors to St Anne's. At present the beach is underutilised and in particular, does not serve to attract visitors in the evenings. The strategy for St Anne's should support and encourage more extensive use of the beach throughout the day and evening.
- **Regeneration of the Island** – a site of family-focussed leisure activity, this Island is a key attraction although it does not currently fulfil its potential. The redevelopment of this site will be a key driver of change for St Anne's and should make the best use of its prime seafront location and views, delivering a range of attractions for the whole family to enjoy, along with wet-weather and out-of-season attractions to enhance the year-round development of the town.
- **Refresh the Promenade Gardens** – to encourage more activity and interest whilst maintaining the distinctive heritage character and value of the planned and historic gardens.
- **Enhance the pier experience** – the seaside pier is the quintessential British seaside asset, valued even more in recent times because of their increasing scarcity. Currently the Pier is inaccessible to the general visitor, and can only be entered following payment and via an amusement arcade. A welcoming seaside town offers visitors the chance to connect with the beach, the sea and gain unique views back to the town though opening access to the pier to all. Moreover the pier can serve to attract people from the town centre to the seafront and indeed, through well designed public realm and active travel linkages, encourage visitors to extend their promenade inland, to the town centre.
- **Promote more accommodation aimed at families** – So called 'branded' family hotels have immense marketing reach, revealing St Anne's to a much deeper catchment of potential visitors who discover new locations through loyalty to national hotel chains. This will increase visitor numbers to the benefit of the whole hospitality sector.
- **A family friendly 'marque'** – By developing a consistent brand message about the family friendly character of St Anne's, through thematic events, marketing and branding and even developing a quality and brand marque – 'family friendly St Anne's' – the town will attract more of the visitors it wants to target and generate loyalty, with extended families visiting regularly in family groups or as individual generations. This will ensure that the current loyal but ageing visitor profile is continually replenished as new generations are introduced to the town.

3.3.3 Fylde Coast Retreat

St Anne's is a destination in its own right, a family friendly beach-focused seaside resort. But the town should also play on its opportunity to be the Fylde Coast 'Retreat', a relaxed and more peaceful counterpoint to Blackpool's entertainment led visitor economy. The strategy should also recognise that many visitors staying in St Anne's for 2 or 3 nights or longer will also want to sample Lytham's shops and evening economy as part of their Fylde Coast 'experience' so connectivity and a joined up approach to the Fylde Coast visitor economy and marketing is essential.

'Drivers of Change' to support the development of the role of St-Anne's-on-the-Sea as the Fylde Coast Retreat will include the following:

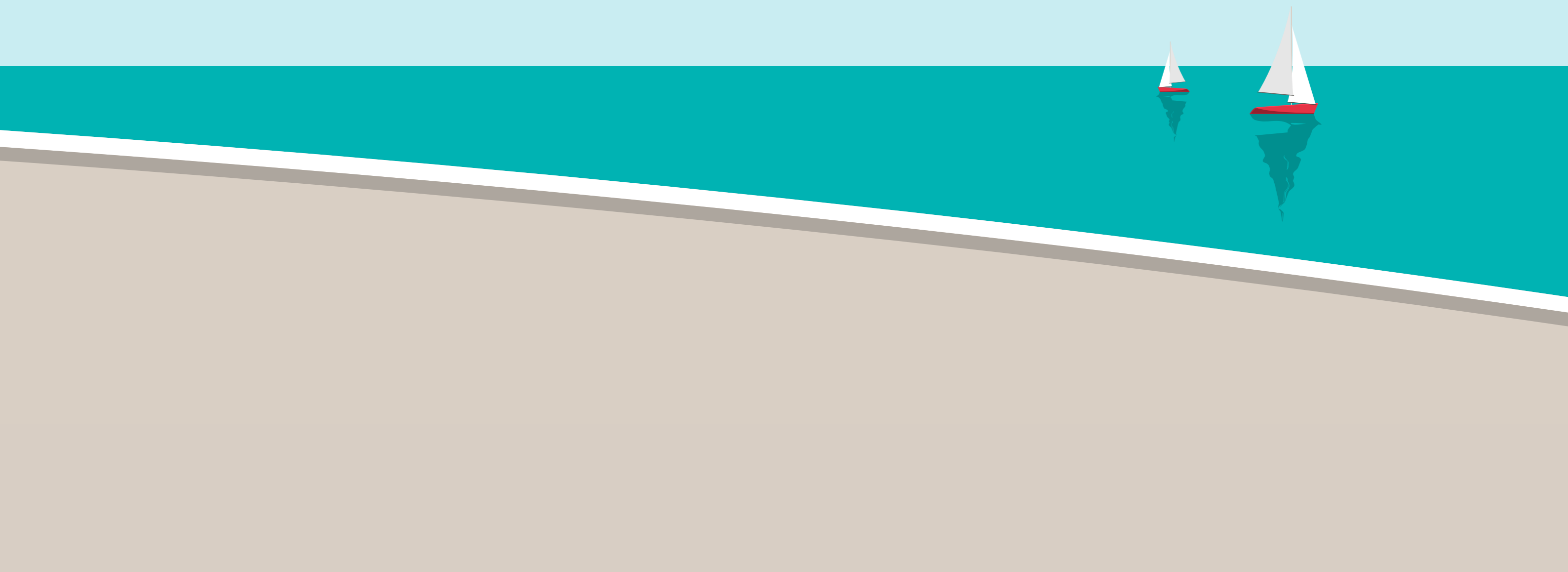
- **Spa and wellness businesses and facilities** – Spa breaks are just one example of a growing demand for holidays and leisure time that focuses on health and wellbeing. The transformation of the former JR Taylor department store is leading the way in this regard, but this could be a much more significant part of the St Anne's offer, complete with linked themed events and brand promotion.
- **A relaxing, 'slow' town** – Remodelling the public realm to increase opportunities for rest and relaxation in the town centre is a highly visible statement of intent, encouraging a slower pace of life, a place where you are positively encouraged to relax. St Anne's already has some great places for people to meet and relax so raising the profile of Ashton Gardens and connecting the Gardens to the town centre, where the Square itself should be refreshed to attract people and encourage them to stay for longer.
- **The essential importance of a promenade** – Promenade walks and gardens encourage a calm and reflective experience that can be as rewarding in the evening as in the daytime, if the conditions permit. The weather can't be controlled but lighting and design can work to significantly extend the attractiveness of promenading.
- **Promoting direct transport links to Blackpool and Lytham** – St Anne's can be the Retreat that provides a base for visits to other Fylde Coast destinations. St Anne's is more likely to be the base of choice for visitors if there is a high frequency, easily understood and good value transport service connecting the key destinations. In fact regular bus services already ply this route but there is a need to market and brand the route to attract and increase visitor patronage.
- **Improved arrival experience** – key gateway locations including the South Promenade car park and the train station provide the starting point of many experiences to St Anne's and therefore it is important for these to be positive, welcoming environments. An enhanced experience could be delivered in these locations with an upgrade to the existing facilities.
- **Walking and cycling infrastructure** – to slow down the pace and encourage sustainable forms of travel, whilst reducing the dominance of cars around the town centre. This should seek to improve the connectivity and flow of the town, providing a stronger link between the town centre and the pier. Also, links to Ashton Gardens should be promoted.

3.4 From vision to masterplan

In the next section of the report the projects than can realise the vision by acting on these 'drivers of change' are identified and developed in ensuing sections of the report.



4 INITIAL MASTERPLAN OPTIONS



4 INITIAL MASTERPLAN OPTIONS

A range of initial masterplan ideas were drafted following a period of baseline research, which included a town centre 'health check', a property market review, visitor economy surveys, and a planning and movement appraisal. Six 'intervention areas' were identified across St Anne's where regeneration activity could be concentrated. The ideas were further developed through structured discussions with the FC steering group, FC members and through engagement workshops with local businesses. For each intervention area, a range of high-level development proposals were produced which would address the key issues identified and stimulate regeneration.

The initial masterplan ideas were put to a public consultation, to understand what the wider public appetite was for redevelopment across St Anne's and to establish some key priorities across residents and visitors. This was an appropriate stage for consultation as it provided the public with an insight into the development strategy and potential projects, but at an early stage with plenty of time to amend the options or incorporate fresh ideas.

This section will outline the initial masterplan options as was presented in the public consultation. As alluded to above, the ideas outlined in this section are conceptual for the purpose of stimulating discussion around development across St Anne's and provide a range of options to gather feedback on. The development of these ideas is illustrated in further sections, including Chapter 5 which outlines the public consultation feedback and Chapter 6 where the Revised Masterplan Proposals are presented.

4.2 Intervention Areas

Six intervention areas were identified across the town centre, starting from the station towards the South Promenade. Three projects were in the town centre and three across the seafront. For each intervention area, a set of key issues were identified, conceptual redevelopment projects were proposed, and associated project aims were established. A concise summary of each intervention area and the associated proposed projects is outlined in this section.

The intervention areas are as follows:

Station Gateway

The area around the station is a key gateway to St Anne's, however, the area feels disconnected and offers a poor experience for onward pedestrian travel towards the town centre and seafront.

The Square

The Square is the heart of St Anne's town centre; however, it suffers from poor connectivity, underutilised buildings and public realm, and a lack of night time activity.

Pier Link

The 'Pier Link' is the main connecting route between the town centre and seafront but it currently lacks activity and interest, discouraging linked visits.

The Pier

St Anne's Pier is both an important heritage asset and visitor destination, however it provides a limited experience and poor setting.

South Promenade and Car Park

Promenade Gardens are central to St Anne's identity as a 'Garden town by the sea', however they are looking tired and in need of investment.

The Island

The Island is the main site for leisure activities across the seafront, but the quality of this destination is undermined by poor building design and the domination of car parking.

4.2.1 Intervention Area 1: Station Gateway

Proposed Projects

Project 1.1: St Anne's-on-the-Sea Station

Enhancements to the train station and pedestrian linkages to the town centre.

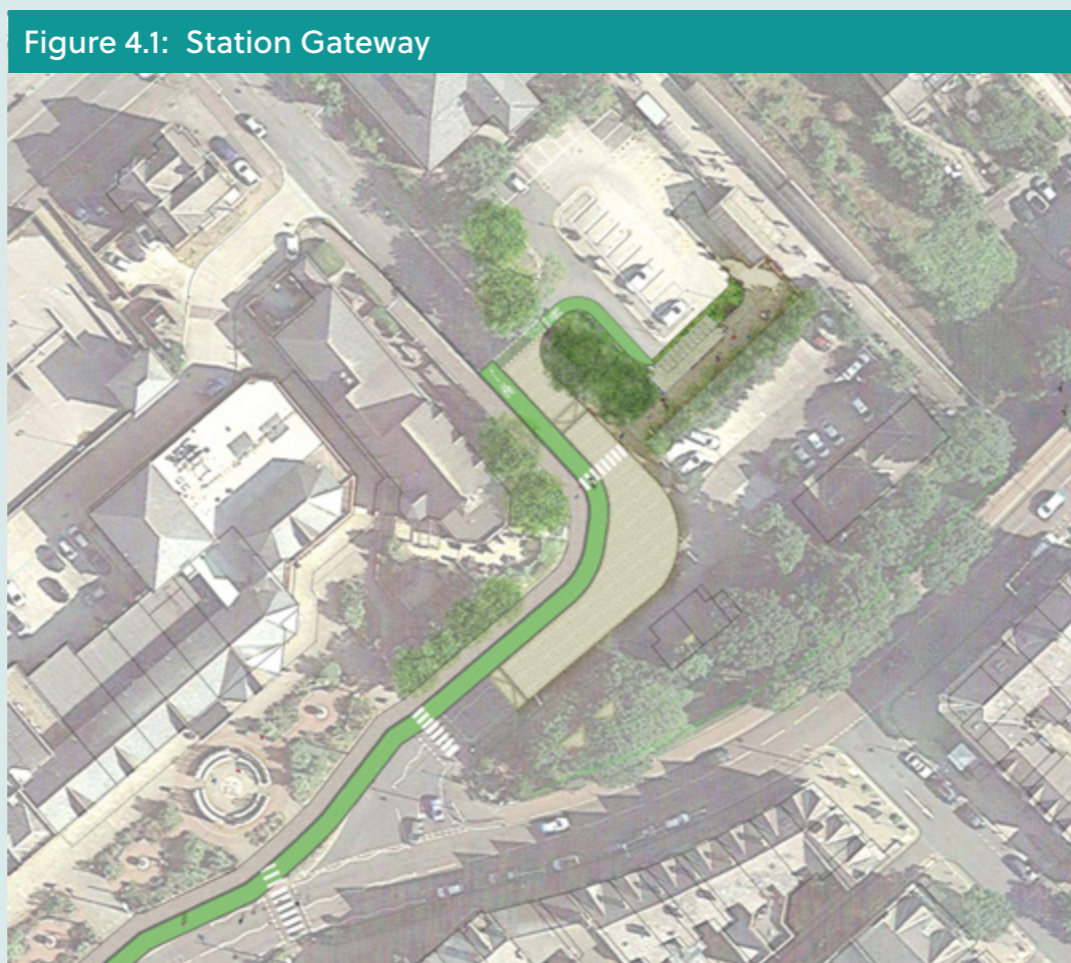
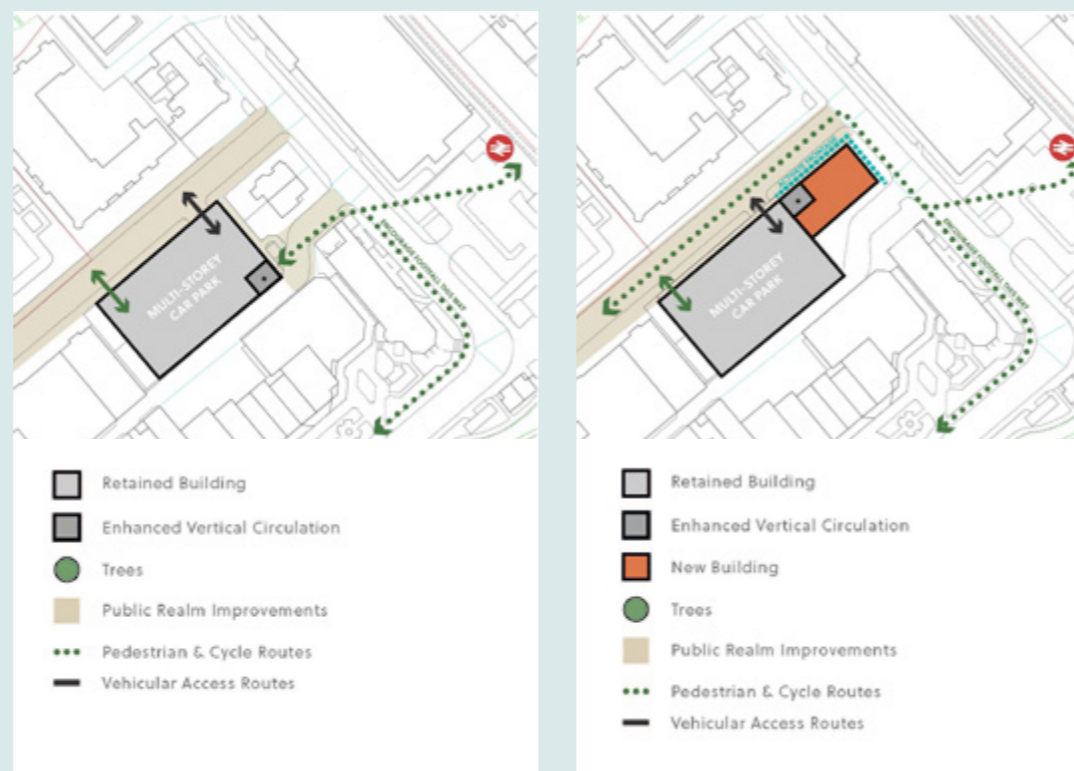


Figure 4.1: Station Gateway

Project 1.2 St George's Road Car Park

Improvements to the Multistorey car park and pedestrian linkages to the town centre.



Key Issues

- Reasonable, if limited, facilities for rail users.
- A poor sense of arrival for visitors with poor legibility of onward links to the town centre and seafront.
- A need to promote sustainable transport modes with opportunities to increase rail patronage through improvements to the Fylde line.

Project Aims

- To promote sustainable travel and the use of the station.
- To improve the sense of arrival and feel of St Anne's town centre.
- To enhance the pedestrian environment and community safety.

- A poor quality customer experience for users of the St George's Road car park e.g. no lift.
- A foreboding entrance and pedestrian route from the St George's Road car park to the town centre.

- To encourage use of the existing Multistorey car park and reduce pressure on local streets.

4.2.2 Intervention Area 2: The Square

Proposed Projects

Project 2.1 The Square

Works to the public realm to enhance its performance as an improved space for pedestrians and cyclists.



Project 2.2 Back St Anne's Road West

Upgrade of the public realm and positive planning to further encourage development of street facing commercial activity.



Project 2.3 Buildings on St Anne's Road

Continued re-use and enhancement of buildings to enhance the character of the conservation area and ensure this built resource fully contributes to the social and economic life of the town.



Key Issues

- Improving pedestrian connectivity and legibility across the square and to key assets such as the pier, the station and Ashton Gardens.
- Maximising opportunities for the public realm to accommodate activities and events.

Project Aims

- To enhance pedestrian and cycle environment and promote sustainable travel.
- To improve the look and feel of the town centre.

- Maximising the potential of Back St. Anne's Street West – currently a hidden gem.

- To create more opportunities for generating economic activity and footfall.

- Finding new uses for vacant ground floor units such as the former J R Taylor department store, Prezzo and M & Co.
- Bringing empty upper floors into active use so that buildings maximise their contribution to the economic and social sustainability of the town centre.
- Ensuring that buildings are well maintained in a manner that respects their architectural character including shop fronts and signage.

- To enhance the character of the conservation area.
- To bring empty buildings back into use.

4.2.3 Intervention Area 3: Pier Link

Proposed Projects

Project 3.1 Pier Link Public Realm

Enhancement of St Anne's Road West between the promenade and Clifton Drive to improve pedestrian links between the seafront and the town centre.



Figure 4.3: Pier Link

Project 3.2 Lord Derby Public House

Redevelopment of the existing public house and replacement with a better quality building that introduces a wider mix of uses and animates a key corner.



Project 3.3 Fylde Town Hall

Better utilisation of this significant building to animate the interface between the seafront and town centre.



Key Issues

- Narrow pavements along St. Anne's Road West.
- An uninspiring and engineered public realm.
- Poor pedestrian signage.
- Poor pedestrian connections across North / South Promenade and Clifton Drive North / South.
- Conflict between bus users and pedestrians on Clifton Drive North.

Project Aims

- To enhance pedestrian connectivity between the seafront and town centre, creating more opportunities to increase town centre footfall and economic activity.
- To enhance pedestrian and cycle environment and promote sustainable travel.

- The Lord Derby pub is a poor-quality building at a key junction.

- To create more opportunities for generating economic activity and footfall.

- The Town Hall fails to animate this key gateway and sits within a space dominated by car parking.

- To improve the look and feel of St Anne's.
- To create an enhanced visitor experience.

4.2.4 Intervention Area: The Pier

Proposed Projects

Project 4.1 Pier Approach

Creation of a new public space in front of the pier.



Project 4.2 St Anne's Pier

Renovation of the pier.



Figure 4.4:

Key Issues

- The dominance of cars over people in a landmark destination.
- Poor setting for a key listed heritage asset

Project Aims

- To enhance the setting and appearance of a key listed building.
- To create a high-quality space for events.
- To improve the look and feel of St Anne's.
- To enhance the pedestrian environment and improve connectivity between seafront and town centre.

- The limited experience provided by the pier in its current configuration.
- Modern unsightly additions to the pier structure.

- To create an enhanced visitor experience.

4.2.5 Intervention Area: South Promenade

Proposed Projects

Project 5.1 Promenade Gardens

Improvement of the Promenade and Promenade Gardens.



Project 5.2 South Promenade Gateway

Creation of a new southern anchor to the Promenade Gardens and enhanced gateway from the South Promenade Car Park.

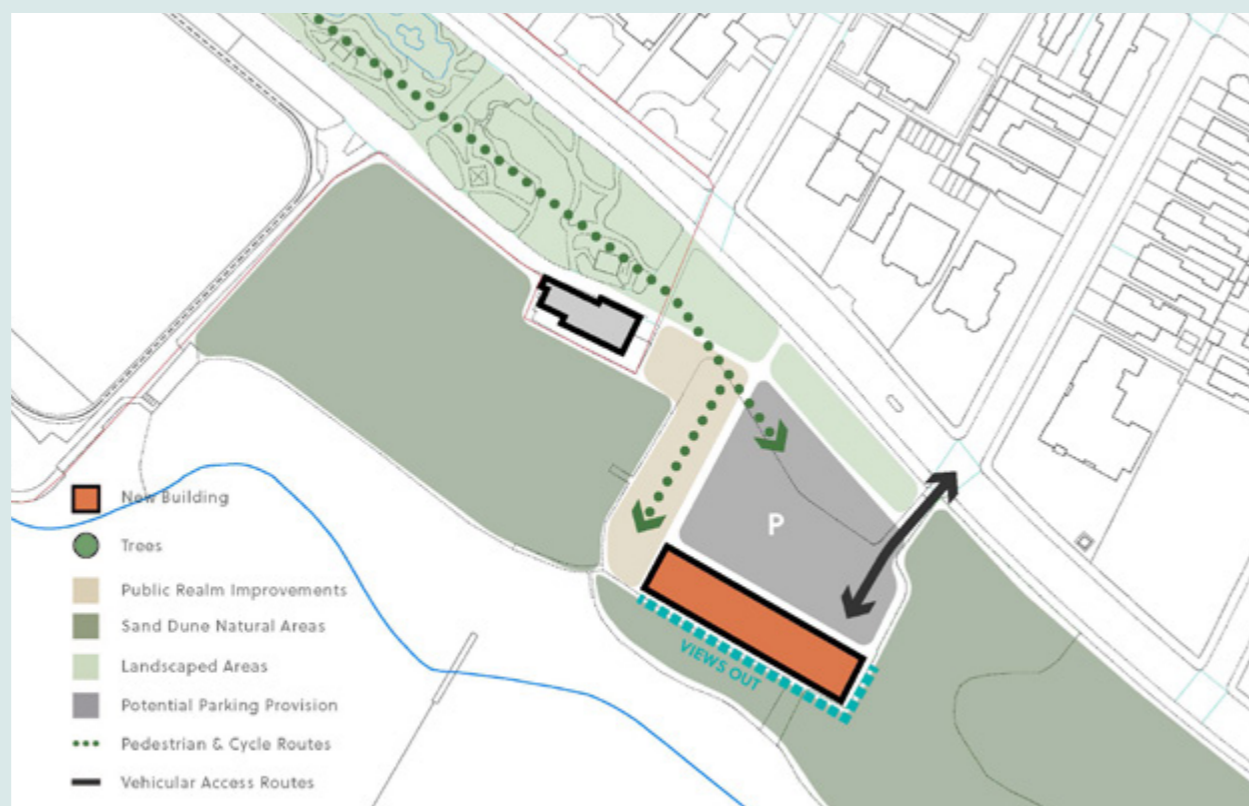


Figure 4.5:

Key Issues

- Degraded pathways and infrastructure.
- Poor visual and physical connections between the promenade and the gardens that undermine its potential as a well-used route.
- Unsightly modern structures e.g., toilets.
- A lack of provision for cyclists.
- The upgrade of the sea wall and how it interfaces with the promenade.

Project Aims

- To improve the look and feel of St Anne's and the character of the listed gardens.
 - To enhance pedestrian connectivity between the seafront and the town centre.
 - To enhance pedestrian and cycle environment and promote sustainable travel.
 - To create an enhanced visitor experience.
-
- A lack of a destination to anchor the southern end of the gardens.
 - To improve the arrival experience from a key gateway to St Anne's
 - To provide an anchor destination at the end of the Promenade Gardens

4.2.6 Intervention Area 6: The Island

Proposed Projects

Option 1:

Retain but enhance the existing buildings with a covered arcade between the Swimming Pool and Pleasure Island buildings and public realm improvements.



Figure 4.6:

Option 2:

Redevelop the existing Swimming Pool and Pleasure Island buildings into a water park with lane swimming and small outdoor pool and new leisure, entertainment and restaurant complex.

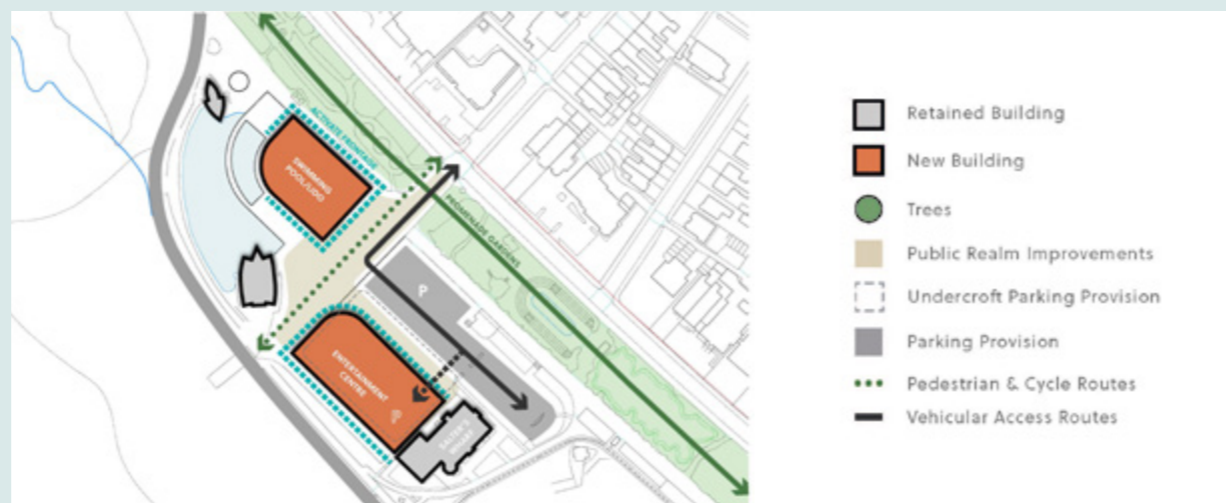


Figure 4.7:

Option 3:

A more comprehensive scheme, redeveloping the existing Swimming Pool, Pleasure Island and Salter's Wharf Pub into a larger attraction, including water park with lane swimming, small outdoor pool, and new leisure, entertainment and restaurant complex and other visitor attractions.

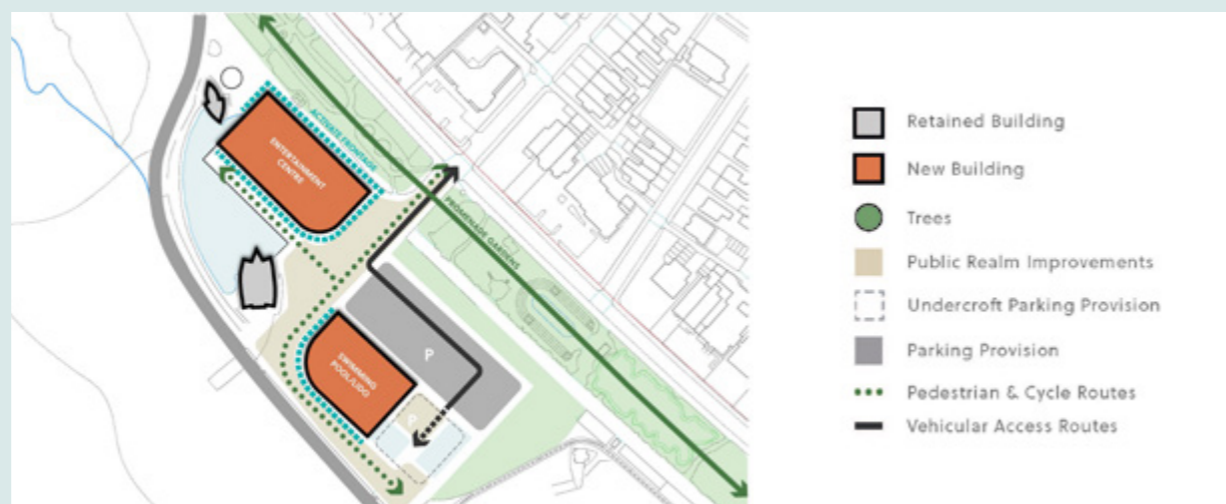


Figure 4.8:

Key Issues

- The development of the new sea wall, which will alter the character of the area and its relationship to the sea.
- The inward nature of buildings such as the indoor pool and Pleasure Island, which offer poor animation at street level and fail to optimise sea and lake views.
- Outdoor spaces around the buildings dominated by car parking.
- The dated appearance of buildings.

Project Aims

- To improve the look and feel of St Anne's.
- To enhance the pedestrian environment and improve connectivity between seafront and town centre.
- To create an enhanced visitor experience.
- To create more opportunities for generating economic activity and footfall.

4.3. Further development of proposals

This section has summarised the initial masterplan proposals that were produced following the baseline research and continued engagement with key stakeholders. The next step was to put these ideas to a public consultation. The following section outlines the consultation feedback.





5 REPORT ON PUBLIC CONSULTATION



5 REPORT ON PUBLIC CONSULTATION

5.1 Introduction

Public consultation on the initial masterplan options (as summarised in Section 4 above) took place from 14th March to 1st April 2022. The consultation panels and questionnaire are appended to this report.

The purpose of the consultation was to seek feedback on the proposals, identify the preferred approach and to build support for the programme of investment and development in the town. This section of the report summarises the results of the public consultation and demonstrates how the feedback has influenced the development of the preferred masterplan.

5.2 Summary of responses

A total of 761 completed questionnaires were received. Most of the respondents (84%) were local residents to St Anne's, aged between 35 and 74. Nearly half of the respondents reported that they visited the town centre more than once a week whilst a third of respondents visited the seafront a few times a week. The most common reasons for not visiting both the town centre and the seafront more often were that it does not have the shops (town centre) or attractions (seafront) that people want to visit, that there is a lack of things to do in the evening, a lack of information about special events, and a lack of protection from the weather.



5.3 Feedback on the specific masterplan proposals

5.3.1 Station Gateway

The first intervention area that respondents were asked about was Station Gateway. The response was positive with all the proposals voted mostly as 'beneficial' or 'very beneficial'. The most popular proposal was improvements to the station itself with better facilities for rail passengers. Respondents were asked if there were any other improvements not listed that they would like to see for Station Gateway and the comments included: a more frequent train service, better signage to the station and parking, and a coffee stall or visitor information kiosk.

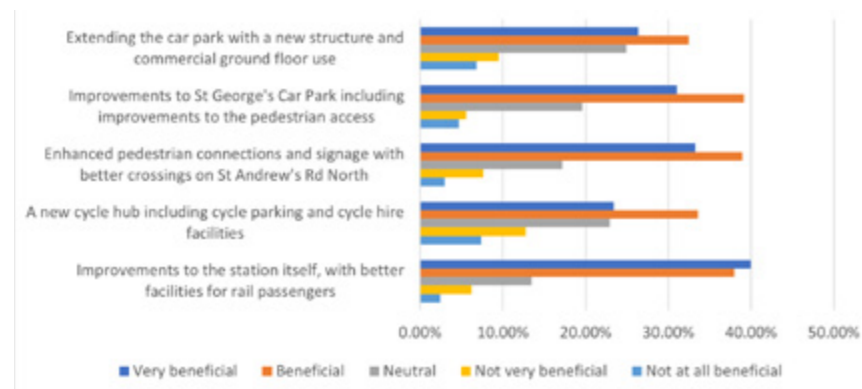
5.3.2 The Square

The main priorities for the Square were seen as the restoration of the historic buildings, providing spaces for outdoor seating, encouraging the use of vacant upper floor space and upgrading Back St Anne's Road West. Mixed views were received on the increase of car parking. Additional comments included suggestions to remove some of the street furniture and planting to open the square more, improvements to the crossings which can be dangerous and increased signage and information across the town centre. Several comments called for greater pedestrianisation of the square.

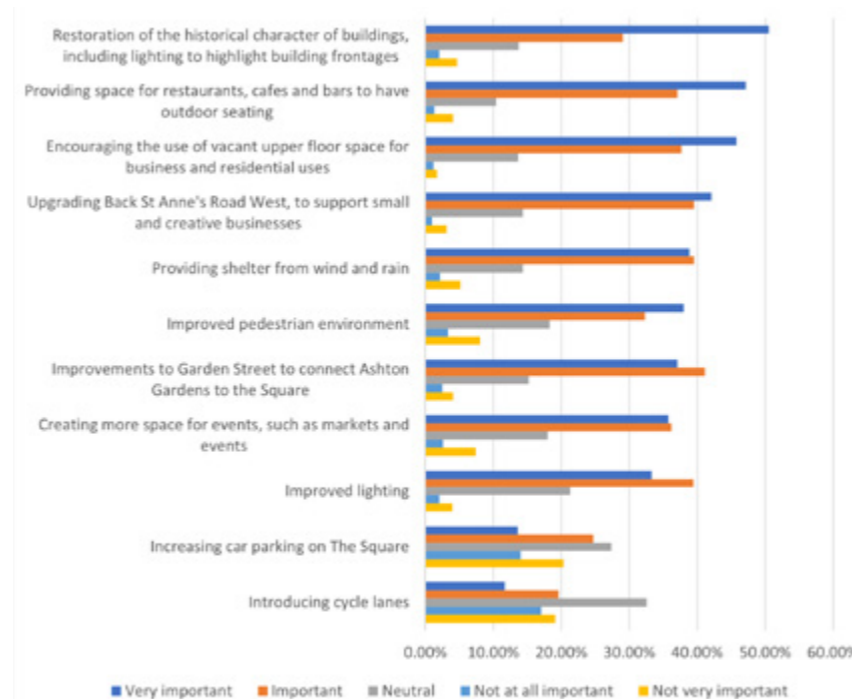
5.3.3 Pier Link

The proposals to improve the pedestrian environment at Pier Link and to redevelop the Lord Derby were both voted to be 'very beneficial' to the regeneration of St Anne's by the majority of respondents. Additional comments included suggestions for alternative uses in the town hall, including an art gallery, a market, or a community centre.

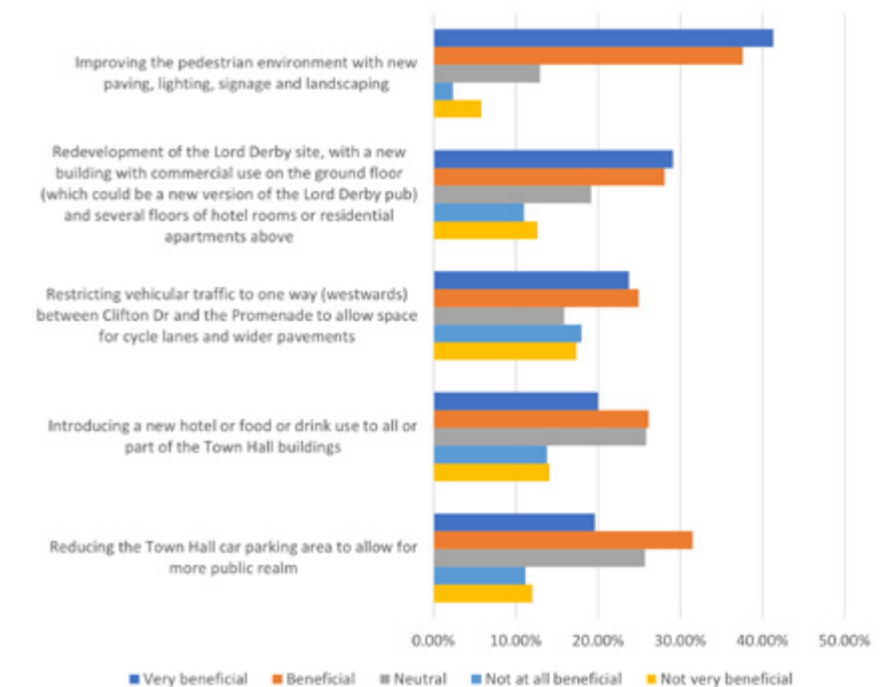
Considering the proposals for Station Gateway, to what extent do you think the ideas may be beneficial to St Anne's?



What do you see as the main priorities to improve The Square?



To what extent do you think the proposals for Pier Link may be beneficial to St Anne's?



5.3.4 The Pier

Most respondents voted that the pier proposals would be 'very beneficial' to St Anne's. The idea of investing in the pier to attract new and enhanced attractions was most popular, with 91% of respondents voting that it would be 'very beneficial' or 'beneficial' to the regeneration of St Anne's. Over 85% voted that altering the pier to provide free access and allowing space for 'pop-up' events would be 'very beneficial' or 'beneficial' to the regeneration of St Anne's. Over 70% voted that the relocation of car parking from the front of the pier and the introduction of kiosks or cafés in this space would be 'very beneficial' or 'beneficial' to the regeneration of St Anne's. Additional comments called for access to the pier without having to go via the covered arcade, extending and widening the Pier, diversifying the current offer of attractions, and ensuring the retention of the Victorian character. Several comments suggested introducing a restaurant or bar to the Pier to encourage the evening economy. Suggestions also included more quality 'pop-up' stalls and kiosks.

5.3.5 South Promenade

Proposals for South Promenade were positively received with most respondents voting that they would be 'very beneficial' or 'beneficial', particularly a lighting scheme and improving Promenade Gardens. Additional comments included suggestions for a new attraction by South Promenade Car Park such as an exhibition space, art gallery or museum. Many comments welcomed additional lighting and the benefits it would bring including the feeling of safety and ability to use the gardens in the evening. Some comments called for improvements to the setting of the Lifeboat monument, which currently stands nearby the toilets in Promenade Gardens. Improved services such as toilets and more seating were suggested, along with ideas for improving the gardens such as creating a sensory garden and some covered walkway gardens. There was an emphasis on retaining the Victorian character of the gardens.

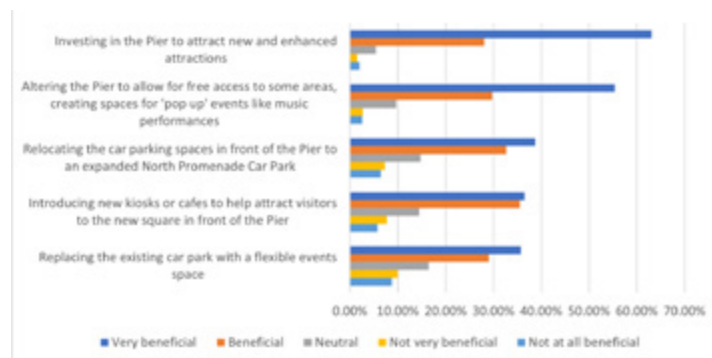
5.3.6 The Island Site

The consultation presented three levels of intervention for a redevelopment of the Island. The most popular amongst respondents, with 49% of votes, was the comprehensive approach which proposed the redevelopment of the swimming pool, Pleasure Island, and Salter's Wharf pub to create a completely new and larger attraction.

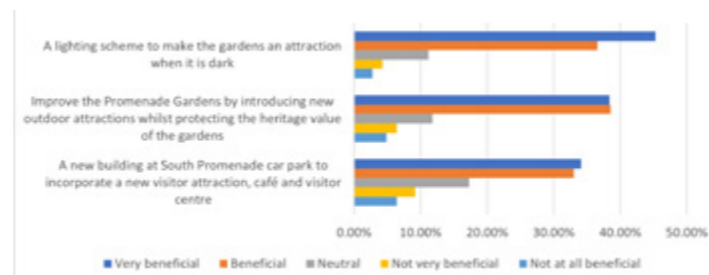
Respondents identified the main priorities for the Island Site as: keeping an indoor swimming facility, improving the quality of the buildings, making more of the sea views with more places to eat and drink with sea views, and entertainment facilities i.e, more indoor leisure such as bowling in addition to the existing cinema. Additional comments were that the current facilities (including the cinema, pool, and restaurant) are well-used, but that the visual appearance of the area is unattractive and outdated. Several comments emphasised the importance of retaining the St Anne's character and not introducing 'Blackpool-style' attractions. Responses regarding the suggestion of an

outdoor swimming facility were mixed – some were very positive about the idea and others were concerned it would not work with the local climate.

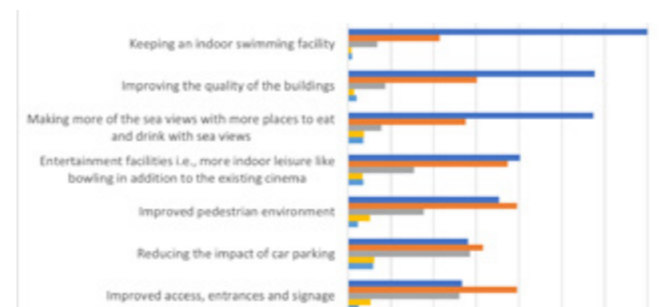
To what extent do you think the proposals for the Pier may be beneficial to St Anne's?



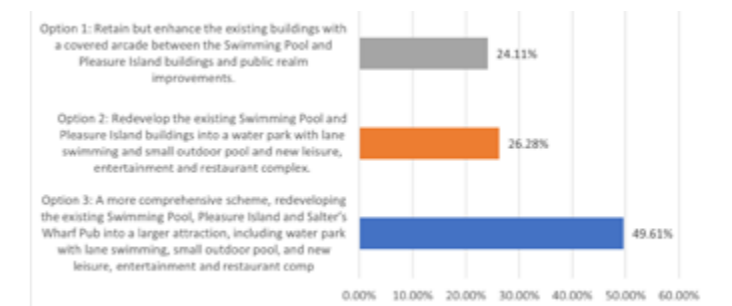
To what extent do you think the proposals for South Promenade may be beneficial to St Anne's?



What do you consider to be the main priorities for the Island Site?



Which options would you prefer to see for the Island Site?



5.4 Overall priorities

5.4.1 Key themes arising from the consultation feedback

A set of common themes arose from the questionnaire responses.

- There is demand for diversification of attractions across the town centre and the Seafront
- There is interest in making better use of the Square, particularly in terms of its layout, street furniture and planting
- There is a demand for things to do in the evening across the town centre and Seafront
- The Victorian heritage and the 'garden by the sea' character of the town remains hugely important to people
- There is strong demand for investment to the Pier, particularly with the outcome of allowing access through this without going through the arcade
- Lighting schemes, particularly for the town centre heritage buildings and for the Promenade Gardens, are desired with the benefits of improving the night time economy and improving safety
- Respondents prefer a more comprehensive redevelopment of the Island Site
- The current uses of the Island Site including the swimming pool and cinema and popular, but the buildings they sit within are not
- The Square and the Island site are viewed as having the most potential to have the greatest impact on the regeneration of St Anne's

Overall, it is clear that the local residents of St Anne's positively welcome ideas of regeneration and improvement. Most of the proposals suggested were well-received with respondents voting those ideas would be 'very beneficial' or 'beneficial' to the improvement of St Anne's.

5.4.2 Key priorities

According to the consultation feedback, the intervention area that has the potential to have the greatest impact on the regeneration of St Anne's is the Square (41%) followed by the Island Site (27%). It should be noted however that the great majority of respondents to the consultation exercise were local residents, with a minority being visitors to the town. Accordingly the emphasis on the town centre and the Square specifically may well reflect the priorities of local residents rather than a balanced view of residents and visitors. Indeed the visitor economy baseline study (see separate report) which included evidence drawn from an extensive visitor survey, emphasised the seafront as the key defining feature of St-Anne's-on-the-Sea from the point of view of visitors. Whilst past and potential visitors to St-Anne's-on-the-Sea were not consulted on the specific proposals for the town that have emerged following the baseline visitor economy analysis, the emerging Destination Management Plan (see separate report) does nevertheless place great emphasis on the need for a range of high quality family-friendly attractions on the seafront in order to secure continuing and growing patronage of the resort. In this respect, given other constraints on development along the seafront, the island site is a key opportunity.

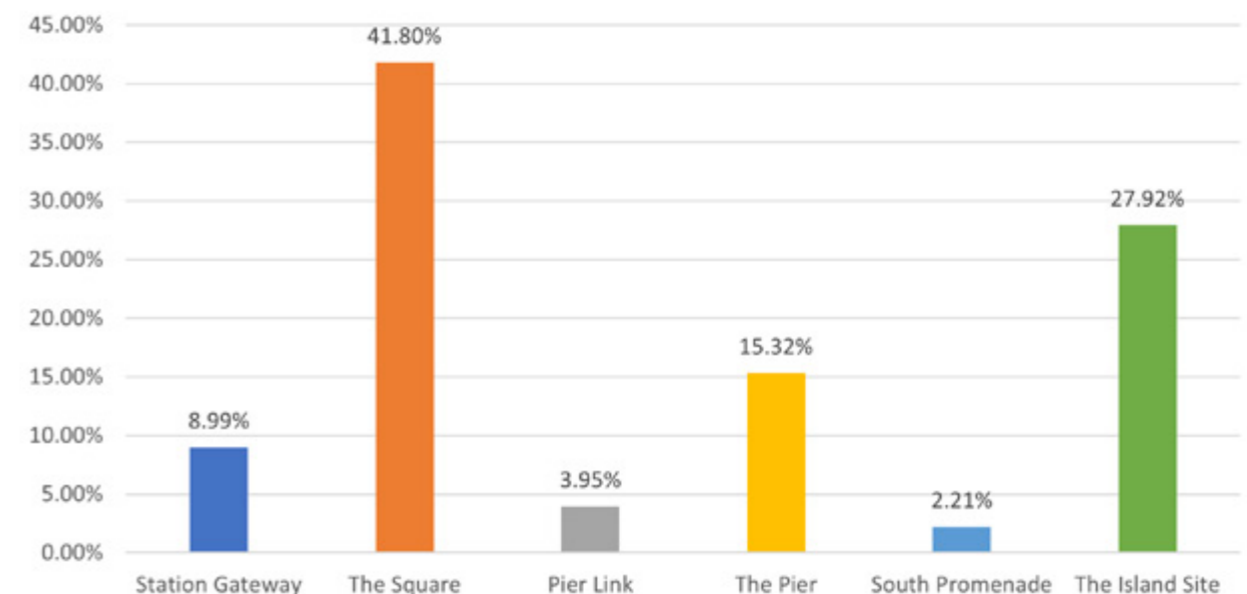
In conclusion, drawing on the results of both the public consultation on the masterplan options and the earlier visitor survey work, the key priorities are the Square, including connections to the station, pier, Ashton Gardens and Wood Street, and the Island Site.

5.5. Impact on revised masterplan options

The next section of the Masterplan Report sets out the preferred masterplan which reflects the feedback reported above. The main influences are:

- A more ambitious project at the station to reflect the strong desire to improve facilities and the arrival experience;
- Reinforcing the connection of the station, through the Square to the seafront, so that the transformation of the Square has the widest possible impact;
- Development of a more flexible public realm for the Square to suit multiple uses e.g. shopping, market, events etc.) reflecting the range of suggestions from respondents.
- Progression of a phased but comprehensive approach to Island Site whilst keeping and improving the indoor swimming facility and removing the idea of an outdoor swimming facility which attracted mixed views.

Out of all the intervention areas, which do you think has the potential to have the greatest impact on the regeneration of St Anne's?





6 REVISED MASTERPLAN OPTIONS



6 REVISED MASTERPLAN OPTIONS

6.1 Introduction

The public consultation demonstrated considerable support for the idea of a comprehensive masterplan to integrate the town centre and the seafront, including several key interventions to refresh and regenerate the attractions of St-Anne's-on-the-Sea for residents and visitors.

This section of the report further develops the proposals for the key sites, to reflect the input from the public consultation and to provide illustrative concepts that can be used to communicate the proposals, gain further stakeholder support and to accompany funding bids e.g. Levelling Up and Shared Prosperity Funds.

6.2 Overall Masterplan Strategy

The study brief identified two discrete masterplan requirements for St Anne's; the first a focus on the town centre and the second, on the 'island site'. The preferred masterplan for St-Anne's-on-the-Sea combines these into a single masterplan framework for the town, linking the town centre with the seafront as a single vision, which will meet the needs of residents and visitors and grow the town centre and the visitor economies. This combined approach was endorsed through the public and stakeholder engagement and can be graphically represented as a continuous journey, from the station gateway to the south car park, represented as Figure 6.1 below.

The masterplan strategy has been developed into indicative conceptual proposals for key intervention sites, reflecting feedback from stakeholder and community consultation and also building on the evidence base of need and opportunity compiled through the baseline studies. These proposals are indicative and serve to illustrate the masterplan intent and objectives. Further work will need to be carried out to develop these schemes in partnership with stakeholders, landowners and development interests and the detailed solutions will emerge through this process. Nevertheless the masterplan sets out the strong aspirations held by Fylde Council for the town.

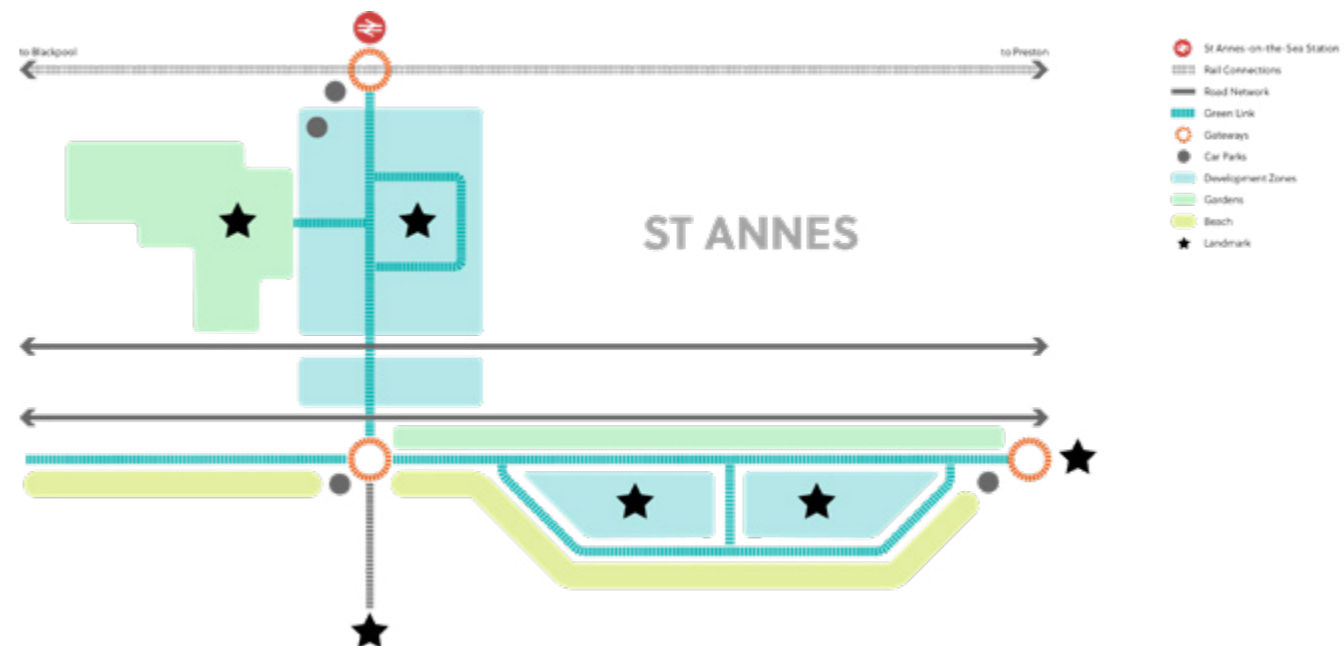


Figure 6.1: Masterplan Strategy



The overall masterplan illustrates a comprehensive vision for the seafront and town centre. The 'Square' (St Anne's Road West) and the Island Site (specifically the Boating Lake, YMCA swimming pool and the Pleasure Island development) are seen as the key transformational developments but it is important to maintain the wider vision of a

better connected town centre and seafront and the idea of a continuous and high quality experience for resident and visitor alike, from the station gateway to the south car park via the Square, Pier Link and Promenade. Indeed the vision is of a seamless promenade, extended from the seafront and through the town centre.

Figure 6.2: The Masterplan for St-Anne's-on-the-Sea

6.3 The seven key projects

There are seven major project proposals comprising the masterplan for St-Anne's-on-the-Sea. These are identified on *Figure 6.3* adjacent.

The following pages set out the 7 key projects as a series of project proformas, including the rationale for the intervention, a description of the proposals, the expected outcomes and the expected outcomes and benefits. Each is illustrated with plans, visualisations and exemplar images.

A separate Delivery Strategy has been developed which sets out the proposed routes to delivery for each project.

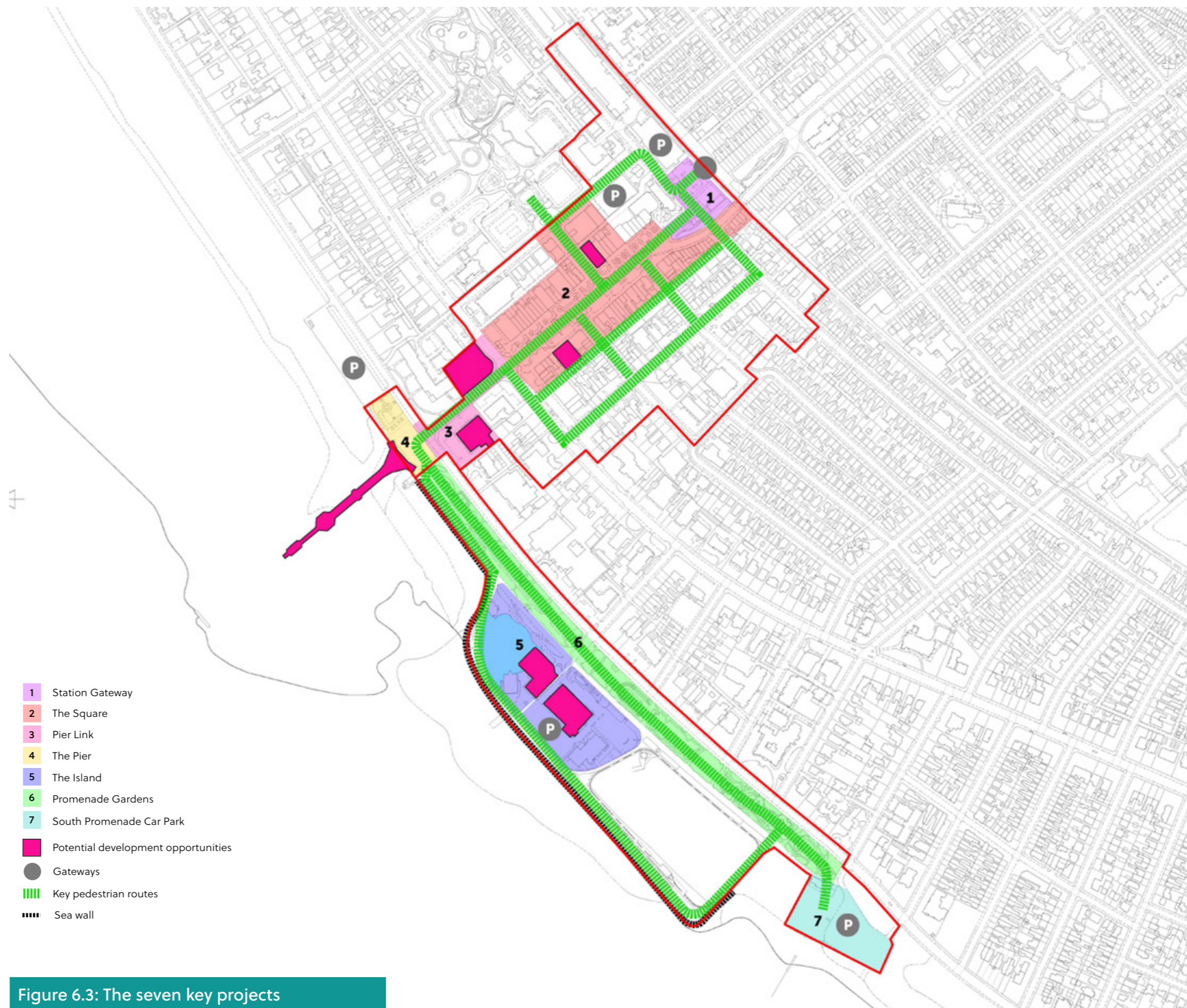


Figure 6.3: The seven key projects



6.3.1 Project 1: Station Gateway

Summary

St-Anne's-on-the-Sea station is currently a poor arrival point to the town. There is an infrequent rail service (once an hour each way to Blackpool South and Preston for onward national connections) and the station facilities are limited to a small ticket office and rail user car parking.

The masterplan proposal is for the transformation of the site to create a major gateway development to the town, to help anchor the eastern end of the Square and town centre and to welcome visitors to the town.

Description

The station gateway site is currently dominated by surface car parking for rail users and Whiteside taxis. There are a number of small scale properties around the space, one occupied by the station ticket office which includes a small indoor waiting area and the others occupied by the taxi operator. The site fronts St Andrew's Road North where it turns through 90 degrees to join St Anne's Road West and the hairpin turn back east to join the Crescent. The station provides some facilities for rail users but there are no visitor facilities or strong visual links to the town centre and the seafront beyond.

Some investment in the rail service is proposed, with a doubling of service frequency to be facilitated by the installation of a passing loop on the Blackpool South branch.

The masterplan proposal is for the development of the station gateway site to provide a much higher quality arrival experience for visitors to St Anne's and to attract a mixed use development

comprising a ground floor of station ticket office, visitor information, bike hub, café and retail kiosk, with either a branded family hotel or offices above. The redevelopment will provide a greatly improved station concourse, with arrivals enjoying a stronger visual link through to the Square and the Pier and seafront beyond. The improved concourse will still allow for rail user pick and drop off and taxi rank. The area of St Andrews Road North in front of the station will be remodelled to provide for an improved pedestrian crossing experience and some space will be given over to short stay car parking.

Station Gateway Options

- **Do Nothing** – for Business Case comparator purposes only.
- **Do Minimum** – Upgrade of public realm in station forecourt area to alter the station egress to align with St Anne's Road West to provide a direct view through the Square to the pier and to create a strong sense of arrival and a welcoming experience for rail users.
- **Do Medium** – A more ambitious approach proposes new development on the station forecourt area. At the ground floor this could provide a station ticket office, café, cycle-hub, toilets, convenience retail and a visitor kiosk whilst a branded family hotel would occupy the upper floors. The public realm would be upgraded for the remainder of the site, incorporating rail user car and taxi drop off and pick up spaces.
- **Do Maximum 1** – As Do Medium above but upper floors of the development utilised for private sector office suites, each floor notionally divisible into 4 suites.
- **Do Maximum 2** – As above but with a single corporate occupier.

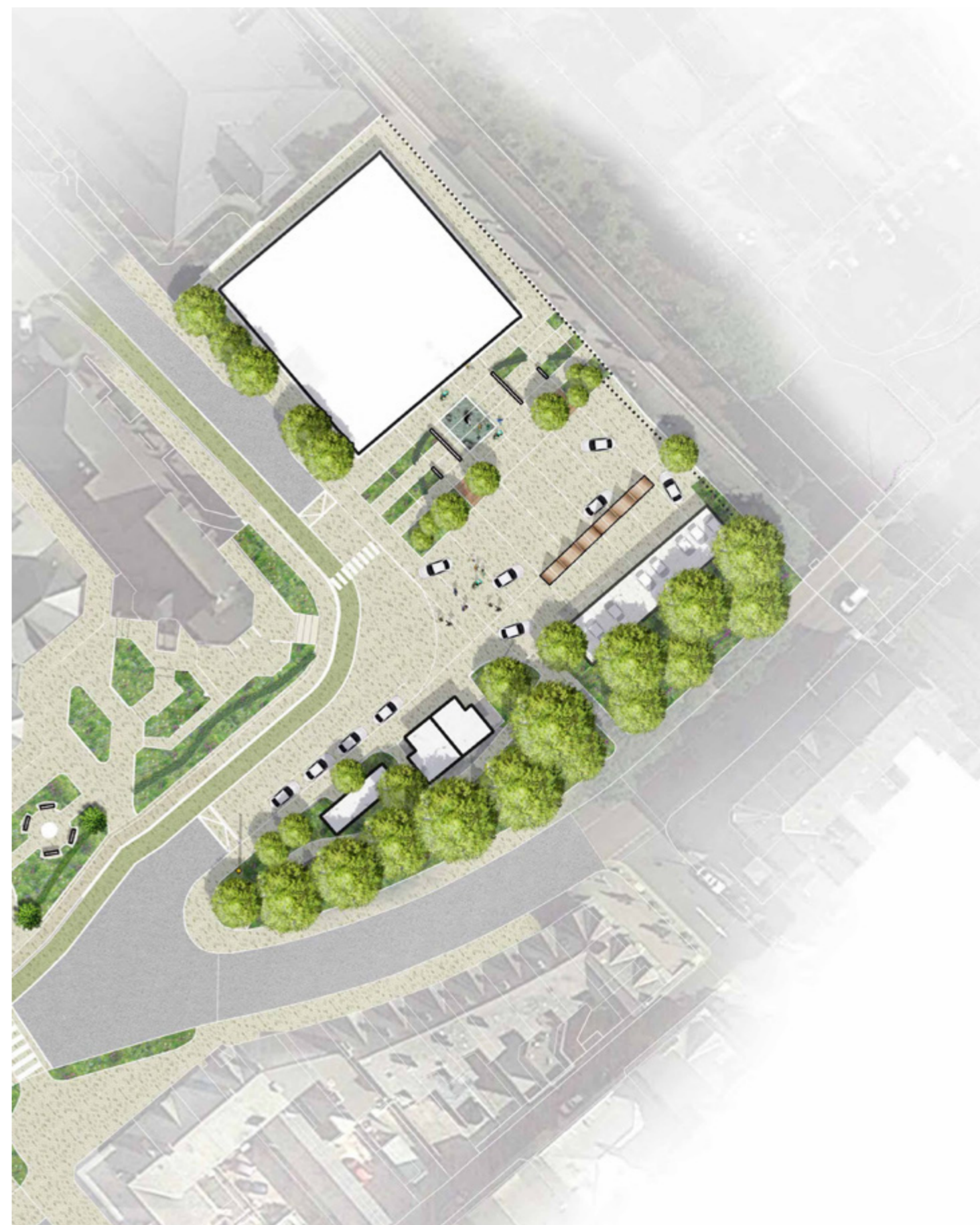


Figure 6.4: Station Gateway – proposed

Outputs

The station gateway masterplan options would produce the following outputs:

Station Gateway	Enhanced public realm	New ticket office and visitor facilities	Hotel	Offices
Do Nothing	No	No	n/a	n/a
Do Minimum	Yes – 2,817 sqm	Yes - 706 sqm	n/a	n/a
Do Medium	Yes – 3,291 sqm	Yes - 706 sqm	Yes – 2,857 sqm	n/a
Do Maximum 1	Yes – 3,291 sqm	Yes - 706 sqm	n/a	Yes – 2,857 sqm
Do Maximum 2	Yes – 3,291 sqm	Yes - 706 sqm	n/a	Yes – 2,857 sqm

Table 6.1

Preferred Options

The hotel and mixed use office development options (3,4,5) would both transform the station gateway and deliver significant economic benefits to the town, either addressing an identified need for branded family hotels or creating the opportunity for new, relocated or expanded businesses. As there are a number of potential sites for hotel development in St Anne’s (the other sites being the Island site and, if the landowner promotes the site, the Lord Derby) then the preferred option for the station gateway would be for the provision of workspace at upper levels of the new building. In both cases the site offers good connectivity including by public transport, limited on-site parking but good car parking capacity available nearby (at the St George’s Road MSCP).

Meeting the Masterplan Objectives

Masterplan Objective	Yes/No	Station Gateway
Revitalise the town centre by encouraging a more diverse mix of uses and repurposing underused space	Yes	The existing station gateway site is underutilised. The proposals will bring new uses to the site (hotel or employment) and help to diversify the town centre.
Regeneration of the Island site to fulfil its potential as an attractive, year-round leisure destination following improvements to coastal defences and associated public spaces	No	The Station Gateway development won’t directly lead to the regeneration of the island site though it will support the growth of St Anne’s as a visitor destination overall.
Enhance the town centre and seafront arrival experience (or ‘gateways’) from key transport linkages including rail and road which are seeing improvements in the coming years	Yes	The existing station is a poor arrival experience and this proposal will transform the station gateway and build on the planned investment in improved rail services
Create a strong connection between the town centre and Promenade (‘The Pier Link’) to maximise the economic potential across the resort as a whole	Yes	The station gateway will anchor the proposed extended promenade and active travel connections (walking and cycling) to link the seafront with the town centre
Deliver high-quality and complementary pedestrian, cyclist and road environments with wayfinding and a clear design layout to promote connectivity and a sense of place	Yes	The proposal includes a bike hub and the public realm scheme will include active travel linkages through to the town centre and the seafront. The masterplan will also more clearly orientate the visitor with the town centre and so create a more legible public realm and stronger sense of place

Table 6.2

Implementation

This development would most likely be private sector led, working with potential occupiers and landowners to bring forward a comprehensive development of the site. FC would work with the team to ensure the design proposals meet the masterplan aspirations and to support the infrastructure and public realm costs if possible through funding from Levelling Up, Shared Prosperity or similar programmes.

If an office / collaborative workspace option was to be pursued, then an operator would need to be identified or LCC might get involved to support the provision of workspace. Either FC or LCC might have a role in underpinning the lease of the workspace, to provide a covenant that would allow a speculative development to proceed.

Key stakeholders

- Northern Trains
- Whiteside Taxis
- Fylde Council
- Lancashire County Council (highways/ regional rail)



Figure 6.5: Station Gateway – view from station platform



Figure 6.6: Station Gateway – view from St Andrew's Road North



6.3.2 Project 2: The Square

Summary

The square is the main focal point of the town centre; therefore, the character of this area is paramount to the overall experience of the town. At present, the highway is a dominant feature across the Square and the two sides of the street lack connectivity.

The masterplan proposal is for the transformation of the Square to provide an active travel link and a flexible events space in the centre of the town, to encourage activity and promote connectivity across this key site.

Description

The Square is the primary high street in St Anne's with many major retailers along with independent shops and cafés. In the early 19th century, the Square was more open, with the wide pavements on either side of the street creating the feeling of a cohesive space. However, over time the Square has become dominated by the engineered highway, and the two sides of the street feel quite separate. Parking, mature and overgrown planting and street furniture have all contributed to a cluttered street scene. Furthermore, the crossing

points on St Anne's Road West are limited and lack visibility, further disrupting connectivity across the Square.

A central ambition of FC has been to provide an events space in St Anne's town centre to accommodate any markets or activities which bring in footfall and activity into the space. Currently there is no provision for this, so events usually take place in either Ashton Gardens or at the Seafront which draws people away from the town centre. Provision of a flexible events space

would allow the current limited programme of town centre events to be greatly expanded and to include major events requiring exclusion of traffic from the Square. This will be beneficial to business on the Square, and the neighbouring streets including Wood Street, which is St Anne's well established restaurant quarter.

The public realm treatment will be extended to Garden Street and to Park Street and Orchard Street to encourage linkages to Ashton Gardens and Wood Street respectively.



Figure 6.7: The Square. Shopping Mode – Road open



Figure 6.8: The Square. Market Mode – Road Open

Finally, a 'hidden gem' in the town is Back St Anne's Road West which includes an art trail and is home to several independent businesses. There is an opportunity to improve the public realm on the street to further encourage commercial activity and provide the right conditions for independent businesses to thrive.

The masterplan proposal is for the remodelling of the public realm, a lighting scheme for the building frontages and equipping the space with power and utilities to provide a revitalised

and more connected town centre, with a flexible events space, active travel link and enhanced public realm across the Square and Back St Anne's Road West. The active travel link will provide a clear pedestrian and cycle route on the north side of the Square, strengthening the connection between the Station and the Promenade. The events space at the western end of the Square will be flexible, retaining the highway access for most of the year but enabling the closure of this section of road when larger events are taking place.



Figure 6.9: The Square. Full Market Mode – Road Closed



Figure 6.10: The Square. Festival Mode – Road Closed

The Square Options

- **Do Nothing** – for Business Case comparator purposes only.
- **Do Minimum Phase 2a** – Active Travel Link on the North side of the Square, providing a clear and legible route through the town centre. The bus stops would be relocated eastwards towards the station.
- **Do Medium Phase 2b** – Flexible events space on the west of the Square, with the St Anne's Road West highway retained, albeit the character of the space shall be changed to reflect a more connected space with paving and the location of seating and planting. A new shelter to the west of this space would help to delineate the space and provide weather protection.
- **Do Medium Phase 2c** – A further phase would include the refresh of the east of the Square, including the upgrade of existing street furniture, scaling back the planting, replacing the pedestrian road crossings with raised table super crossings, and enhanced link to Ashton Gardens (Garden Street). There is the potential to upgrade the hard paving and the streetscape to further strengthen the principle of the extended promenade, including landscaped planting, rockery edges and water features, if funding becomes available.
- **Do Maximum 2d** – A final stage in the proposals would be the upgrade of Back St Anne's Road West to maximise the potential of this street with some positive planning to encourage street-facing commercial activity and build upon the existing activities.

Outputs

Preferred Options

The Do Maximum option has the greatest capacity for transformational revitalisation of the town centre, turning the cluttered high street into a cohesive space with the provision to hold events. This would fulfil the needs of repurposing underused space, which in this case is the public realm and wide pavements. The enhancement of Back St Anne's Road West would maximise the potential of this street, encouraging a more diverse mix of uses and creating an 'arts and crafts quarter'. The neighbouring streets, including Wood Street, would benefit from these proposals which will encourage connectivity and pedestrian movement across the town centre and drive footfall.

The Square Public Realm proposals	Active travel link	Square West - Flexible events space	Square East - Enhanced streetscape and upgraded crossings	Upgraded Back St Anne's Road West
Do nothing	No	No	No	No
Do Minimum Phase 2a	Yes – 1,761 sqm	No	No	No
Do Medium Phase 2b	Yes – 1,761 sqm	Yes – 4,700 sqm	No	No
Do Medium Phase 2c	Yes – 1,761 sqm	Yes – 4,700 sqm	Yes – 5,035 sqm	No
Do Maximum Phase 2d	Yes – 1,761 sqm	Yes – 4,700 sqm	Yes – 5,035 sqm	Yes – 1,121 sqm

Table 6.3

Meeting the Masterplan Objectives

Masterplan Objective	Yes/No	The Square
Revitalise the town centre by encouraging a more diverse mix of uses and repurposing underused space.	Yes	The proposals will revitalise the town centre by reconfiguring underused public realm space into a flexible events space which can accommodate activities and markets, promoting footfall and supporting a more diverse range of town centre businesses. The upgraded streetscape including new shelters, planting and lighting will enhance the character of the Square, returning it to a single cohesive space as first planned.
Regeneration of the Island site to fulfil its potential as an attractive, year-round leisure destination following improvements to coastal defences and associated public spaces.	No	The Square development won't directly lead to the regeneration of the island site though it will support the growth of St Anne's as a visitor destination overall by encouraging footfall from the town centre to the seafront.
Enhance the town centre and seafront arrival experience (or 'gateways') from key transport linkages including rail and road which are seeing improvements in the coming years.	Yes	The town centre is part of many visitors' arrival experiences, particularly for those arriving by car via the Crescent and St Anne's Rd West, and for those arriving by rail as the station is adjacent to the town centre. The proposals shall seek to encourage arriving visitors to visit the town centre as well as the seafront.
Create a strong connection between the Town centre and Promenade ('The Pier Link') to maximise the economic potential across the resort as a whole.	Yes	The proposals include an active travel link, providing a clearer route through the town centre towards the Pier.
Deliver high-quality and complementary pedestrian, cyclist and road environments with wayfinding and a clear design layout to promote connectivity and a sense of place.	Yes	The creation of a pedestrian walkway and cycle route (active travel link) will provide legibility and visual cohesiveness to the town, enabling clearer route and a stronger sense of place.

Table 6.4

Implementation

This project would require public sector funding, as the ownership lies with FC. There is a possibility to support the costs through funding from Levelling Up, Shared Prosperity or similar funding programmes.

Key Stakeholders

- FC
- Town centre businesses and representative organisations e.g. STAIR
- Landowners / developers with ownership of properties on the Square
- LCC Highways
- Bus and taxi operators





6.3.3 Project 3: Pier Link

Summary

The 'Pier Link' refers to St Anne's Road West between North / South Promenade and Clifton Drive North / South, and is the major highway and pedestrian connection between the Promenade and the town centre. The major road crossings and the lack of attractions, apart from the Lord Derby PH, makes this an unattractive route for pedestrians, discouraging linked visits to the town centre and seafront attractions. The masterplan proposal is to transform this corridor, to create an interesting and active Pier Link to encourage linked visits and maximise the economic potential across St Anne's as a whole.

Description

Despite being geographically close, the town centre and the seafront feel disconnected and do not encourage linked visits. The route consists of residential apartment blocks, the Town Hall, and the Lord Derby pub, all of which provide little activity and engagement with the street. The Town Hall is a grand heritage building providing a cornerstone for this route from the Pier, however its setting is constrained by extensive car parking on both fronts which separates the building from the street scene. The Lord Derby Pub provides another cornerstone site on the opposite side towards the Square – although this building is not reflective of the character of the area nor does it make the most of its position. The route is currently dominated by vehicular access and further disconnected by major crossing points, particularly on Clifton Drive, providing little encouragement for pedestrians and cyclists to take the short journey. This undermines the potential to increase footfall and associated visitor spend in the town centre, particularly in the summer season where the seafront is at high capacity.

The masterplan proposal for this site is to provide a much more attractive and accessible link between the town centre and seafront and to attract a commercial development at a key junction which could be a branded family hotel, comprising of a ground floor bar and restaurant with outdoor seating. The active travel link from the station and through the Square would be continued across this site improving connectivity across St Anne's, whilst public realm enhancements including planting, lighting, seating, and meandering walkways would introduce interest to this key corridor and support St Anne's role as a peaceful and calm 'retreat'.

Pier Link Options

- **Do Nothing** – for Business Case comparator purposes only.
- **Do Minimum** – Creation of an active travel link (dedicated pedestrian and cycle route) and a remodelling of the highway and crossings with raised speed tables to provide greater connectivity across this site, improving the active journey between the Promenade and the town centre.
- **Do Medium** – A more ambitious scheme proposes the redevelopment of the Lord Derby site as a branded family hotel with a ground floor foyer, bar and restaurant with external seating and public realm improvements. This development would provide greater animation and activity at this key junction and increase the stock of visitor accommodation in the town centre.
- **Do Maximum 1** – As Do Medium above but with apartments at upper floors.
- **Do Maximum 2** – As above but with the addition of public realm enhancements to the curtilage of the Town Hall.



Figure 6.11: Pier Link Masterplan

Outputs

Pier Link	Enhanced public realm	Bar / restaurant	Hotel	Apartments
Do Nothing	No	As existing	No	No
Do Minimum	Yes – 775 sqm	As existing	No	No
Do Medium	Yes – 775 sqm	Yes - 586 sqm	Yes – 122 rooms / 3,243 sqm	No
Do Maximum 1	Yes – 775 sqm	Yes - 586 sqm	No	Yes – 54 apartments / 3,243 sqm
Do Maximum 2	Yes – 1,701 sqm	Yes - 586 sqm	No/	Yes – 54 apartments / 3,243 sqm

Table 6.5

Meeting the Masterplan Objectives

Masterplan Objective	Yes/No	Pier Link
Revitalise the town centre by encouraging a more diverse mix of uses and repurposing underused space	Yes	The existing site of the Lord Derby is underutilised. The proposals will intensify the use of the site (with a hotel or apartments), help to diversify the town centre and attract more visitors.
Regeneration of the Island site to fulfil its potential as an attractive, year-round leisure destination following improvements to coastal defences and associated public spaces	Yes	The proposals will attract more linked visits and attract more visitors or residents to St Anne's, in a location very close to the Island site.
Enhance the town centre and seafront arrival experience (or 'gateways') from key transport linkages including rail and road which are seeing improvements in the coming years	Yes	The Pier Link is a gateway to St Anne's town centre from the seafront – a journey that many visitors choose not to take currently. The proposals will create a more attractive and accessible corridor, encouraging linked visits.
Create a strong connection between the town centre and Promenade ('The Pier Link') to maximise the economic potential across the resort as a whole through the public realm, highway and active travel linkage works. The redevelopment of the Lord Derby site will bring greater footfall and a commercial opportunity to maximise economic potential.	Yes	The existing site provides a poor connection between the town centre and the promenade. This proposal shall transform the Pier Link, encouraging linked visits
Deliver high-quality and complementary pedestrian, cyclist and road environments with wayfinding and a clear design layout to promote connectivity and a sense of place	Yes	The proposal includes an active travel link and the remodelling of the highway and pedestrian crossings, to improve the pedestrian environment and safety. A clearer and more legible route across this key corridor will strengthen the sense of place and promote cohesiveness across the resort.

Table 6.6

Preferred Options

The redevelopment of the Lord Derby site into a hotel or residential apartments, along with the active travel link and public realm enhancements to the curtilage of the town hall (options 3, 4, and 5) would provide the most significant improvements to this poor site, maximising the economic potential across the resort as a whole. The provision of a family branded hotel would widen the market visibility of the resort, bringing in new visitors at a more central location which would encourage visits to the town centre as well as to the seafront and increase the footfall across the Pier Link. Alternatively, a residential scheme would be also provide value at this key site, and could provide short-stay apartments which may be more appropriate in the current market.

Implementation

This development would be private sector led and is in the control of the current landowners (Greene King). Fylde Council would need to work with the potential occupiers and landowners to bring forward a redevelopment of the site. FC would work with the team to ensure the design proposals meet the masterplan aspirations, to include integration of the outdoor dining areas into the wider public realm scheme for the Pier Link.

Key Stakeholders

- Greene King (land owners and operators of the Lord Derby)
- Fylde Council
- LCC (Highways)
- Bus operators



Figure 6.12: Lord Derby Option 1



6.3.4 Project 4: Pier

Summary

The pier is an iconic seaside structure, of historical and communal significance to St Anne's. However it could offer a much better experience than it does today and there is a risk of mounting maintenance liabilities.

The masterplan proposals include a redevelopment of the existing pier car park into a public realm space and the redevelopment of the existing shelter building facing the Peace Gardens to the north to create a larger visitor-focused facility facing the new pier square.

Description

The space in front of the pier is dominated by car parking, providing an underwhelming setting to the important asset and visitor destination. This creates a poor visual arrival point to the pier, which can be seen from the town centre. The pier itself is diminished from its former glory with elements of the seaward pier including the Moorish Pavilion, and the Floral Hall all being lost over the years. Today, the pier experience consists of an indoor arcade with a lack of views and access to outside space for the general public.

The masterplan proposal is to transform the car park which sits in front of the pier into a pedestrian dominated Pier Square, providing a more appropriate setting for the Grade II listed Pier buildings and the surrounding Promenade Gardens, and a more attractive setting for visitors arriving at this key family attraction. There is a commercial opportunity at the site of the current shelter which could offer food and beverage provision with outdoor seating, facing the Pier Square. There is potential for the pier itself to be acquired and renovated to provide a more open and accessible Pier with an updated commercial offer and family attractions.

The Pier Options

- **Do Nothing** – for Business Case comparator purposes only.
- **Do Minimum** – Public realm scheme on the site of existing car park.
- **Do Medium** – As Do Minimum plus redevelopment of the shelter building on the south side of the Peace and Happiness Gardens to face the new Pier public realm with commercial F&B units and a route through.
- **Do Maximum** – As Do Medium above plus renovation of the Pier to remove later enclosure and extend to a new pavilion.



Figure 6.13: Pier Masterplan

Outputs

The Pier	Public realm scheme	Commercial building	Renovation of Pier
Do Nothing	No	No	n/a
Do Minimum	Yes – 3,316 sqm	Yes – 184 sqm	n/a
Do Medium	Yes – 3,316 sqm	Yes – 184 sqm	n/a
Do Maximum	Yes – 3,316 sqm	Yes – 184 sqm	Yes – 2,925 sqm

Table 6.7

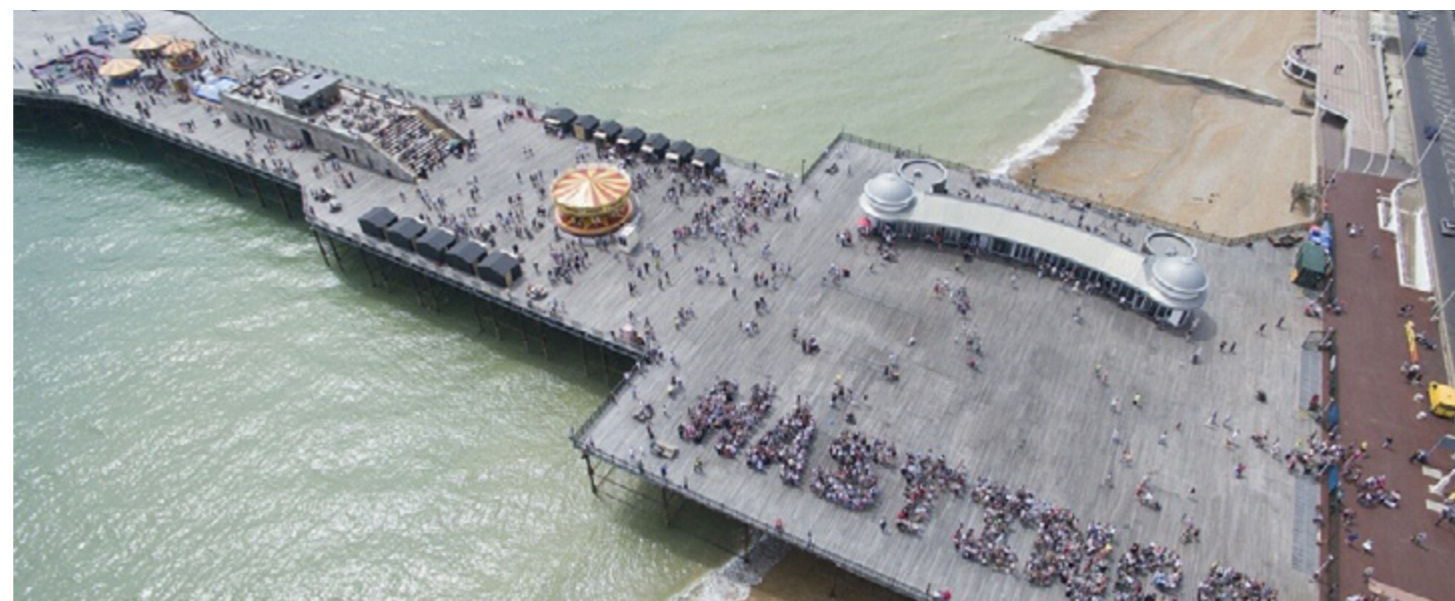
Preferred Options

The Do Medium option would significantly improve this visitor destination, whilst providing the right conditions to make the Do Maximum option (renovation of the Pier itself) more viable if funding was available.

Meeting the Masterplan Objectives

Masterplan Objective	Yes/No	The Pier
Revitalise the town centre by encouraging a more diverse mix of uses and repurposing underused space	No	The Pier proposals won't directly lead to the revitalisation of the town centre, but it will contribute to this by improving the wider setting. The view from the Square to the seafront would no longer be of a sea of cars – instead, it would be a view of an interesting and activity filled public space.
Regeneration of the Island site to fulfil its potential as an attractive, year-round leisure destination following improvements to coastal defences and associated public spaces	Yes	The Pier is a key anchor on the Island site and the improvement of the pier as a visitor attraction will bring more visitors to the Island site.
Enhance the town centre and seafront arrival experience (or 'gateways') from key transport linkages including rail and road which are seeing improvements in the coming years	Yes	The proposals will improve the sense of arrival for those arriving at the seafront and particularly those parking at North Promenade car park – providing a clear and attractive destination.
Create a strong connection between the town centre and Promenade ('The Pier Link') to maximise the economic potential across the resort as a whole	Yes	The public realm scheme shall provide an anchor to the Pier Link, replacing the car park with an attractive, pedestrian focussed space which enhances the setting of the Pier.
Deliver high-quality and complementary pedestrian, cyclist and road environments with wayfinding and a clear design layout to promote connectivity and a sense of place	Yes	The replacement of the car park by a pedestrian dominated space in a key location will provide a stronger sense of place for visitors, creating a more legible public realm which can be orientated more clearly.

Table 6.8



Implementation

The pier is currently in private ownership. FC would need to work with the current owners to secure the relocation of the car parking and the business opportunity represented by the redevelopment of the FC-owned shelter building to the north of the new Pier Square. There may be potential support for the proposals through funding from Levelling Up, Shared Prosperity or similar programmes.

Key Stakeholders

- Owners of the pier and pier car park
- Fylde Council (owners of Peace Gardens and shelter)
- Historic England



6.3.5 Project 5: Island site

Summary

The Island is the primary site for family-fun leisure attractions across St Anne's seafront. There are successful and popular cinema and restaurant attractions, however the site does not currently reach its full potential. Issues include dated buildings, poor access, a lack of exploitation of the position which could afford excellent views back to the town and out to sea, and the impact of car parking. The new sea wall developments create an opportunity to update and refresh this key visitor destination.

The masterplan proposals create one coherent destination, redeveloping and expanding the leisure attractions (incorporating existing uses) and taking advantage of the location on the sea front with consideration of the new sea wall plans.

Description

The Island site is an important visitor destination, hosting several important attractions including an indoor swimming pool, cinema, a restaurant, and a pub. The overall quality of this destination is undermined, however, by poor building design and spaces organised around car parking rather than public realm. The buildings lack active frontages and any relationship with their seafront location such as provision of sea views, creating a poor sense of place – particularly for a visitor leisure destination. Overall, the developments on the island site lack cohesion, animation, and attractiveness. The impending sea wall development has created the opportunity for the regeneration of the Island Site.

The masterplan proposals for the Island are for a phased, comprehensive redevelopment of the site to bring it together into one coherent destination. The Pleasure Island Building would be redeveloped into a larger, multiuse leisure facility with indoor leisure, family restaurants and hotel rooms, positioned to take advantage of the sea views above the new sea wall. Beneath there shall be 'black box' leisure facilities such as a cinema and bowling. The surrounding public realm would be enhanced to provide greater pedestrian connectivity and to incorporate existing and new outdoor activities, whilst the car park would be redeveloped into a dune gardens style car park to reduce the visual dominance of cars. The swimming pool would be extended to provide a first-floor health and wellness suite. In the longer term there is potential to bring the redevelopment of the Salter's Wharf Pub into the scheme.



Figure 6.14: Island Site Masterplan

Island Site Options

- **Do Nothing** – for Business Case Comparator purposes only.
- **Do Minimum** – Enhancement of public realm to provide a clear link to the beach and to the car park area between the Promenade (the road) and the Pleasure Island block. This does not include the boating lake or the main car park on the sea facing side of the Pleasure Island block.
- **Do Medium** – Extension to the swimming pool to provide a new first floor health and wellness suite along with the development of a new leisure box with restaurants on the upper floor to take advantage of sea views. This development would take place on the car park in front of the Pleasure Island closest to the sea, so this facility can remain operational whilst the development takes place. Public realm enhancements would be extended to the areas surrounding the boating lake and swimming pool. The Salters Wharf Pub would remain.
- **Do Maximum** – As Do Medium above but a larger redevelopment of Pleasure Island into a leisure box with restaurants and hotel suites at the upper floors, taking advantage of sea views, providing family-fun activities including; The main Pleasure Island Car Park (on the site of the old Pleasure Island building and the current car park in between Pleasure Island and the Promenade) would be redeveloped into a dune gardens style car park. The surrounding public realm would be redeveloped to provide family-fun activities including Sand Volleyball and a Multi-Use-Games-Area.

Further long-term development may include the Salters Wharf Pub site which could be redeveloped into landscaped steps leading over the sea wall onto the beach.



Figure 6.15: Island Site Options



Figure 6.16: Preferred Option – Do Maximum (Note: Salter's Wharf could be retained to the right of the proposed hotel block)

Outputs

Island Site	Enhanced public realm	Extended swimming pool	Indoor leisure box	Promenade level restaurants and bars	Hotel
Do Nothing	No	No	No		No
Do Minimum	Yes – 2,232 sqm	No	No		No
Do Medium	Yes – 4,042 sqm	Yes – 983 sqm	Yes – 1,848sqm	Yes – 950 sqm	No
Do Maximum	Yes – 18,887 sqm	Yes - 983 sqm	Yes – 1,848sqm	Yes – 950 sqm	Yes – 3,234 sqm / 108 beds

Table 6.9

Preferred Option

The Do Maximum option would transform the Island Site and meet the identified need to attract a quality branded hotel to St Anne's. The proposals could incorporate key existing uses (such as cinema) whilst greatly expanding the range of indoor and outdoor facilities for visitors and ensuring the seafront is an active space in the evenings as well as the day, and in all types of weather. The Do Maximum option would provide the critical mass of development that may be needed to 'unlock' the opportunity and attract investment, given the complex land ownership and lease interests and the large number of existing business stakeholders than need to be drawn into the proposals. The Do Medium Option would not provide the same critical mass and incentive to redevelop.

The project can be phased to allow for business continuity and so that not all land ownership interests need to be aligned at the start, although there will of course be some disruption, as will be experienced with the sea defence works. However the potential benefit of the project to the town and visitor economy could be considerable.

Meeting the Masterplan Objectives

Masterplan Objective	Yes/No	Island Site
Revitalise the town centre by encouraging a more diverse mix of uses and repurposing underused space	No	The Island Site proposals won't directly affect the town centre, but they will contribute to the wider revitalisation of St Anne's.
Regeneration of the Island site to fulfil its potential as an attractive, year-round leisure destination following improvements to coastal defences and associated public spaces	Yes	The proposals directly address this objective by redeveloping the poorly designed buildings into a comprehensive scheme which is better integrated into the new sea wall and consists of family fun leisure activities, restaurants, and a hotel. The public spaces will be enhanced, and the swimming pool extended and upgraded to maximise its potential.
Enhance the town centre and seafront arrival experience (or 'gateways') from key transport linkages including rail and road which are seeing improvements in the coming years	Yes	The seafront is a prominent arrival location for many visitors to St Anne's and the Island Site currently provides an unattractive experience. The proposals will provide a more welcoming and attractive arrival experience.
Create a strong connection between the town centre and Promenade ('The Pier Link') to maximise the economic potential across the resort as a whole	No	The Island development will not directly improve the connection between the town centre and the Promenade, but it will encourage those from the town centre to use the route and will benefit from an enhanced link.
Deliver high-quality and complementary pedestrian, cyclist and road environments with wayfinding and a clear design layout to promote connectivity and a sense of place	Yes	Public realm enhancements and the redevelopment of the existing car park into dunescape parking will reduce the dominance of cars across a key family leisure destination and provide a clearer, more legible pedestrian environment with links straight onto the beach and towards the Promenade.

Table 6.10

Implementation

This development would most likely be private sector led, working with the potential occupiers and landowners to bring forward a comprehensive redevelopment of the site. FC would work with the team to ensure the design proposals meet the masterplan aspirations and to support the infrastructure and public realm costs if possible through funding from Levelling Up, Shared Prosperity or similar programmes.

Key Stakeholders

- Fylde Council / YMCA (freeholder and operator of the swimming pool respectively)
- Cinema operator
- Local businesses and representative organisations e.g. STEP
- Mitchell & Butlers (Salter's Wharf)
- RNLI

6.3.6 Project 6: Promenade Gardens

Summary

The Promenade Gardens are a significant heritage asset and piece of structural green infrastructure. The gardens provide seafront shelters, ornamental features, water fountains and display bedding. However, some aspects of the gardens are looking tired and need investment.

The masterplan proposals provide a sympathetic upgrade to incorporate more family-fun activities. The objective will be to encourage more footfall and increased visitor numbers and spending in the local economy, extending the seafront offer into the evening and year round.

Description

The Promenade Gardens cover a vast stretch of St Anne's seafront area and are hugely important to the town's character, particularly the long-term identity as a 'garden town by the sea'. However, despite the intrinsic heritage value of the gardens, the use and enjoyment of the gardens by visitors is patchy; whilst some areas of the gardens are well-loved and should be maintained, such as the grotto, stepping-stones and paddling pool, other sections of the gardens would benefit from improvement.

The masterplan proposals seek to sensitively refresh the Promenade Gardens, particularly in the areas which lack interest, through the introduction of new activities and lighting. Any scheme for the Promenade Gardens would have to be sensitive to its Grade II Listing.

Promenade Gardens Options

- **Do Nothing** – for Business Case Comparator purposes only.
- **Do Minimum** – A sympathetic upgrade to parts of the Promenade Gardens which are most 'in need', particularly at the North opposite the Island Site, providing new family activities such as sports and play with associated public realm enhancements. The key elements would include amphitheatre style seating set into existing steps with lawns and limestone rockery gardens, grass mounds with integrated natural play elements such as boulders, water and sand interaction, low level climbing walls / frame and outdoor exercise bars.
- **Do Medium** – A further phase would include the above and incorporate the area of the gardens that borders the Miniature Golf to provide a flexible use edge including outdoor fitness spaces, pop-up cafes, food vendors and associated seating and canopy structures.
- **Do Maximum** – Potential longer-term upgrades to the Promenade Gardens could include upgrades to the hard paving and planting enhancements with coastal appropriate planting.



Figure 6.17: Promenade Gardens Masterplan



Figure 6.18: Promenade Gardens Strategy

Outputs

Promenade Gardens	North Promenade Gardens upgrade	Promenade Gardens flexible use edge	Upgrades to hard paving and planting enhancements
Option 1	No	No	No
Option 2	Yes – 6,379 sqm	No	No
Option 3	Yes – 6,379 sqm	Yes – 3,480 sqm	No
Option 4	Yes – 6,379 sqm	Yes – 3,480 sqm	Yes – 17,274 sqm

Table 6.11

Preferred Options

This project would be well suited to phasing, particularly to suit the construction work of the wider masterplan projects which may require access through some of the Promenade Gardens (notably the Island development). Therefore, the Do Minimum, Do Medium and Do Maximum options can be viewed as phases which can come forward as appropriate and when funding is available. The Do Maximum scheme remains the overall ambition for the gardens and would provide the restoration and upgrade that is necessary to secure the long-term future use of this key asset.

Meeting the Masterplan Objectives

Masterplan Objective	Yes/No	Promenade Gardens
Revitalise the town centre by encouraging a more diverse mix of uses and repurposing underused space	No	The Promenade Gardens proposal won't directly revitalise the town centre, although it will contribute to the wider revitalisation of St Anne's and sensitively improve the underutilised spaces across this key asset.
Regeneration of the Island site to fulfil its potential as an attractive, year-round leisure destination following improvements to coastal defences and associated public spaces	No	The Promenade Gardens development won't directly lead to the regeneration of the island site though it will support the growth of St Anne's as a visitor destination overall.
Enhance the town centre and seafront arrival experience (or 'gateways') from key transport linkages including rail and road which are seeing improvements in the coming years	Yes	Many visitors arrive at St Anne's along the seafront, on South Promenade, from which the Promenade Gardens are directly visible. A sensitive upgrade to the more tired areas of the gardens would provide a more appealing arrival point to St Anne's.
Create a strong connection between the town centre and Promenade ('The Pier Link') to maximise the economic potential across the resort as a whole	Yes	The masterplan proposals will create a stronger link by effectively extending the Promenade up St Anne's Road West to integrate
Deliver high-quality and complementary pedestrian, cyclist and road environments with wayfinding and a clear design layout to promote connectivity and a sense of place	Yes	The Gardens are already a key asset for pedestrian movement across the seafront in St Anne's, however they suffer from underutilisation, whilst other routes (e.g., the Promenade pavement and the paved route closest to the beach) are busy and well-used. The proposals shall improve the attractiveness and usability of the Promenade Gardens to improve their future utilisation and provide alternative 'slow-space' options for pedestrians wandering along the seafront.

Table 6.12

Implementation

This project will require public funding, as the ownership lies with FC. There may be potential support through funding from Levelling Up, Shared Prosperity or similar programmes.

Key Stakeholders

- Fylde Council
- Historic England





6.3.7 Project 7: South Promenade car park

Summary

The current car park and popular café mark the southern gateway to St Anne's. However there is an opportunity to significantly enhance this site, to encourage year round use of the seafront and to encourage more visitors to either park here and to walk or cycle to the Island site and town centre and indeed, to draw visitors south from the town centre along the full length of the St Anne's seafront. A new seafront visitor centre with interpretation of the natural assets of the bay and the estuary will combine with a bike hub and toilet/changing facilities and a café restaurant with panoramic views out to sea, accommodated in a sustainable and sympathetic building.

Description

South Promenade Car Park holds a significant proportion of parking spaces, thus provides a major gateway to St Anne's. It also forms the first arrival experience for those arriving along the Promenade from Fairhaven or Lytham. This site sits just behind natural sand dunes and a view straight on to the beach providing an impressive lookout. However, aside from a large car park there is currently only a small but successful and popular beach café at this site. There is an opportunity to create more value at this key site, taking advantage of its prime position and providing a welcome arrival point for visitors and a destination at the end of the Promenade Gardens.

The masterplan proposals for this site aim to maximise the potential of this gateway and provide a statement of arrival with a high-quality visitor centre with a café / restaurant, toilet facilities, and a cycle hub. The building would be designed in a nature-sensitive style, raised on stilts for protection against flooding, and positioned to take advantage of the impressive views across the beach and sand dunes. There would be a focus on appreciating nature and the seaside experience, with potential for educational displays about the dune environments and associated wildlife which is a lesser-known and underpromoted asset at St Anne's. This would also provide an opportunity to capture people into active travel with the potential for bicycle facilities which would link effectively to the current work to provide cycle lanes across South Promenade and the proposals in the wider masterplan for an active travel link through St Anne's town centre. Alternatively, cyclists may go the other way and enjoy onwards travel to Fairhaven and Lytham. A high-quality gateway at this location in St Anne's would represent a catalyst development which contributes to creating the right conditions for further regeneration for example, at the Island Site or Promenade Gardens.

Promenade South Car Park Options

- **Do Nothing** – for Business Case Comparator purposes only.
- **Do Medium** – Extension of the car / coach park to provide an extra 46 spaces.
- **Do Maximum** – Development of a new visitor centre in front of the car park towards the sea front, maximising sea views in a sensitive dune style building raised on stilts with flood defences, potentially consisting of a café/ restaurant, toilets, and a cycle hub.



Figure 6.19: South Promenade Car Park Proposal

Outputs

Promenade South Car Park	Extended car park	Visitor centre, bike hub and café/restaurant
Option 1	No – 136 spaces	No
Option 2	Yes – 182 spaces	No
Option 3	Yes – 182 spaces	Yes – 1,159 sqm

Table 6.13

Preferred Option

The extension of the car park and creation of a new visitor centre with a café/restaurant element would maximise the economic potential and the site, provide a welcoming arrival experience for visitors, and deliver a strong anchor attraction at the far south of the Promenade Gardens, encouraging visits year-round and encouraging appreciation of the natural assets of the Fylde Coast.

Meeting the Masterplan Objectives

Masterplan Objective	Yes/No	Promenade South Car Park
Revitalise the town centre by encouraging a more diverse mix of uses and repurposing underused space	No	The Promenade South Car Park will not directly affect the town centre, although it will contribute to the wider revitalisation of St Anne's.
Regeneration of the Island site to fulfil its potential as an attractive, year-round leisure destination following improvements to coastal defences and associated public spaces	No	The Promenade South Car Park development won't directly lead to the regeneration of the island site though it will support the growth of St Anne's as a visitor destination overall and will encourage the conditions of regeneration.
Enhance the town centre and seafront arrival experience (or 'gateways') from key transport linkages including rail and road which are seeing improvements in the coming years	Yes	Promenade South Car Park is the arrival point for many visitors to St Anne's, although the experience does not fulfil its potential as a key gateway. The proposals will provide a visitor facility with a food and drink offer to provide a welcoming arrival and maximise the economic potential of this site.
Create a strong connection between the town centre and Promenade ('The Pier Link') to maximise the economic potential across the resort as a whole	Yes	The proposals for a new visitor centre will provide an anchor at the far end of the Promenade Gardens to draw people towards, encouraging movement and promoting greater connectivity.
Deliver high-quality and complementary pedestrian, cyclist and road environments with wayfinding and a clear design layout to promote connectivity and a sense of place	Yes	The proposals will provide greater car parking capacity at an appropriate location whilst the visitor facility will provide a stronger sense of place at this arrival gateway. Cycle facilities will capture people into active travel and link effectively to the wider active travel links in the masterplan.

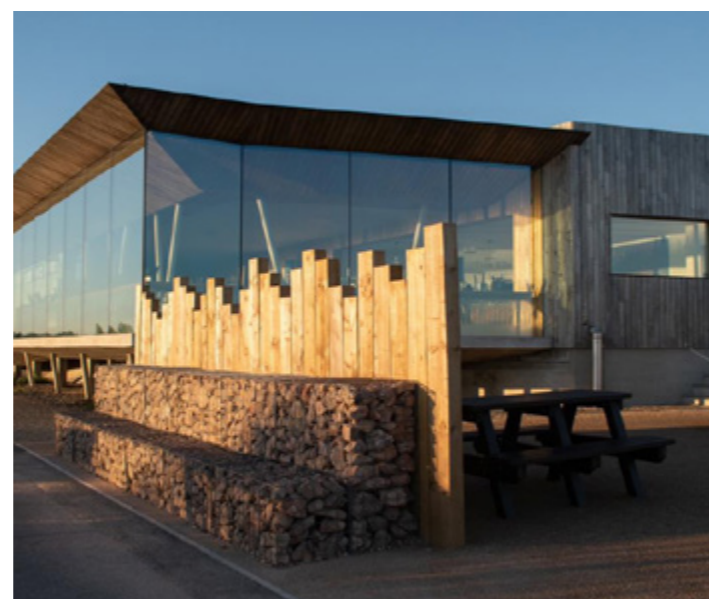
Table 6.14

Implementation

This development opportunity would need to be promoted by Fylde Council, with support from LCC. An operator would need to be identified for the café restaurant. Whilst the car park and café-restaurant franchise would provide an element of revenue funding, the project would require upfront public sector funding. Support could come from Levelling Up, Shared Prosperity or similar funding programmes.

Key Stakeholders

- Fylde Council
- Lancashire County Council
- Environment Agency





7 TRANSPORT AND MOVEMENT STRATEGY



7 TRANSPORT AND MOVEMENT STRATEGY

7.1 Overview

St. Anne's is a community that suits active travel. It is compact and has a flat topography, making it feasible and attractive for pedestrians and cyclists to make local trips without needing to use a car. It is also well provided by public transport services, with regular buses running along the coast to key destinations including Blackpool, Lytham and Preston. The train service, which currently operates every hour between Preston and Blackpool South, has a funding bid to increase the frequency of service to every 30 minutes, making it more attractive to residents and visitors.

Long stay car parking is in demand during the holiday season, with pressure being placed on parking along the seafront and drivers having to search out available spaces. Short stay parking, particularly along St. Anne's Road West, is in demand all year round.

The Heyhouses Link Road, currently under construction and providing a new route between St. Anne's and the M55, could influence how people drive around St. Anne's and where they want to park. There may be an opportunity to influence this if it brings added benefits to the town centre and visitors experience.

The existing transport options available along with issues and opportunities are outlined in this Section of the Masterplan Report.



7.2 Existing Baseline Conditions

7.2.1 Walking

There are two key pedestrian routes within St Anne's. These routes consist of St Anne's Road West which provides connections from the station via the town centre to the Promenade and along the Promenade itself which provides connections to the sea front, the Island site and serves a strong tourism and leisure function.

While pedestrian infrastructure is provided, the dominance of vehicular traffic and the quality of the pedestrian environment including along the Promenade can make walking an unattractive option. A summary of the pedestrian connections in St Anne's is provided below;

- Along the western side of St Anne's Road West between the Square and Clifton Road North a wide pedestrian path with landscaping and seating is provided. Footway connections are provided between the station and the Square and between Clifton Road North and the Promenade. However the path narrows between Clifton Road and the Promenade to support vehicular movements in these locations.
- St Anne's Square Car Park is located along the eastern side of St Anne's Road West between Park Road and Clifton Road North with the pedestrian path narrower in this location to accommodate this parking.

- Currently there are three zebra crossing facilities provided on St Anne's Road West; one near the Square and Park Road and two located near the junction of St Anne's Road West and Orchard Road. Signalised crossing facilities are provided at the St Anne's Road West/Clifton Road North junction. Despite these facilities, St Anne's Road West and Clifton Road North act as barriers to pedestrian and cycle movements.
- There are footway connections including pedestrianised routes and garden walks along North Promenade and South Promenade providing connections to the Pier, North Promenade Car Park, St Anne's Swimming Pool and Fairhaven Road Car Park.
- Currently there is only one zebra crossing facility provided at the junction of St Anne's Road West and the Promenade on South Promenade with a pedestrian guard rail provided around the corner to direct pedestrians to this crossing facility.
- Garden Street provides an important link between St. Anne's Road West and St George's Road, forming a route between the town centre and Ashton Gardens. Whilst this route is one-way for vehicular traffic, the pedestrian environment could be improved.
- The path along the Promenade to the south is a shared path for both cyclists and pedestrians and caters well for both users.

7.2.2 Cycling

St. Anne's should be a haven for cyclists, being compact, with a flat topography and some car free routes particularly along the coast. The Local Cycle Network includes a traffic-free route along the Promenade and a collection of quieter residential roads where cyclists share the road with other road users. There are a number of leisure cycle routes within St Anne's including;

- St Anne's Loop which is a nine and a half mile route which explores Lytham, St Anne's and Blackpool Promenade. This route uses the traffic-free promenade and suburban roads; and,
- Blackpool to Lytham Loop which is a 20 mile route which starts and finishes at the Solaris Centre on Blackpool's South Shore. This route continues south along the Promenade passing Lytham St Anne's and follows the path of the Ribble estuary.

Currently there is a lack of cycle infrastructure within the town centre with no cycle route provided along St Anne's Road West which would connect the Promenade with St Anne's station. There are limited cycle parking facilities provided within the town centre (as outlined below), and nowhere to hire a bicycle and cycling equipment.

Cycle parking is provided in various locations within St Anne's as follows;

- Railway Station – 7 Sheffield Stands;
- Sainsbury's Car Park – 4 Sheffield Stands;
- Eastern section of St Anne's Road West – 5 Sheffield Stands;
- Town Hall Car Park – 3 Sheffield Stands;
- St Anne's Swimming Pool – 6 Sheffield Stands; and,
- Fairhaven Road Car Park - 2 Sheffield Stands.

7.2.3 Public Transport

There are ten bus stops within the town centre with the majority of these bus stops clustered around the St Anne's Road West/Clifton Drive intersection (referred to as The Square). A summary of the bus routes and frequencies is provided in **Table 6.1**.

Table 7.1: Summary of Bus Frequencies

Route	Route	Average Frequency per Hour			
		Daytime	Evening	Sat.	Sun
7	Cleveleys – Blackpool – St Anne's	2	1	2	2
11	Lytham – St Anne's – Blackpool town centre	3	2	2	2
17	Blackpool town centre – Lytham (Saltcotes Road)	2	1	1	1
21*	St Anne's – Cleveleys via Clifton Drive, Promenade	2	0	2	0
68	Preston – Blackpool	3	1	3	2
76	St Anne's – Blackpool via Warton, Wrea Green, Weeton, Singleton, Victoria Hospital	1	1	1	0
78	St Anne's – Great Eccleston via Warton, Freckleton, Wesham, Elswick	1	1	1	0

* Only operates on Wednesdays, Thursdays and Saturdays

Table 7.1 confirms that St. Anne's has excellent bus provision including frequent services through the town centre to a variety of locations including Lytham, Blackpool, Cleveleys, and Preston.

St Anne's-on-the-Sea Railway Station is located on the northern side of St Anne's town centre. Currently the station feels disconnected from the rest of the town centre with no active frontage to the street and limited way finding provided for passengers.

The station is operated by Northern Trains and currently offers an hourly service between Preston and Blackpool South. St Anne's is a one platform station with services arriving and departing from the same platform. Connections can be made at Kirkham and Wesham Station to Blackpool North, Poulton-le-Fylde and Leyton Stations.

Preston serves a major interchange for services on the West Coast Mainline with regional connections provided to a wide variety of destinations including Manchester and Liverpool.



7.3 Car Parking

There are several long-stay and short-stay car parks located within St Anne’s, with a number being operated by Fylde Council. The majority of the long-stay car parks are located along the Promenade near the seafront with the short-stay car parks located around the town centre. These car parks include;

- **Fairhaven Road** – Long-stay, operated by Fylde Council, with 97 spaces.
- **North Promenade** – Long-stay, operated by Fylde Council, with 186 spaces.
- **St Anne’s Swimming Pool** – Long-stay, operated by Fylde Council, with 81 spaces.
- **Town Hall Car Park** – Long-stay, operated by Fylde Council, with 36 spaces. Only available to the public on Weekends and Bank Holidays.
- **St Anne’s Square Car Park** – Long-stay, operated by Fylde Council, with 29 spaces.
- **Wood Street Car Park** – Long-stay, operated by Fylde Council, with 14 spaces.

The Council car parks operate a charged ticketed system between the hours of 09:00 – 18:00. The short stay car parks allow parking up to 3 hours.

Ticket information for the Council operated car parks has been provided by Fylde Council officers. This data indicates that during the peak summer months the car parks along the Promenade are well utilised by visitors to St Anne’s. **Table 7.2** below provides a summary of the ticket sales information for the busiest day of the year.

Table 7.2: Summary of Number of Tickets Sold on Busiest Day

Car Park	Number of Spaces	Number of Tickets Sold	Length of Stay
Fairhaven Road	97	275	53% of tickets sold were over 3 hours
North Promenade	186	418	63% of tickets sold were over 3 hours
St Anne’s Swimming Pool	81	221	37% of tickets sold were over 3 hours
Town Hall	35	93	59% of tickets sold were over 3 hours
St Anne’s Square	29	182	73% of tickets sold up to 1 hour
Wood Street	13	67	61% of tickets sold up to 1 hour

Table 7.2 indicates that the car parks operated by the Council have a high turnover of spaces on the busiest day of the year. **Table 7.3** provides an average parking accumulation for all weekends during the busiest month of year (August) for the long stay car parks with **Table 7.4** providing a summary of the parking accumulation of the long stay car parks during the August Bank Holiday weekend.

It should be noted that a car park could be considered full at about 85% occupancy, when drivers find it difficult to find a suitable space.

Table 7.3: Parking Accumulation Average Weekend during August (Long Stay Car Parks)

	Total Accumulation	Number of Spaces	Capacity
Prior to 09:00	9	400	2%
09:00	38	400	10%
10:00	112	400	28%
11:00	215	400	54%
12:00	300	400	75%
13:00	347	400	87%
14:00	334	400	83%
15:00	254	400	63%
16:00	157	400	39%
17:00	83	400	21%
18:00	27	400	7%
After 18:00	9	400	2%

Table 7.4: Parking Accumulation August Bank Holiday Weekend (Long Stay Car Parks)

	Total Accumulation	Number of Spaces	Capacity
Prior to 09:00	9	400	2%
09:00	50	400	12%
10:00	170	400	42%
11:00	343	400	86%
12:00	481	400	120%
13:00	559	400	140%
14:00	549	400	137%
15:00	415	400	104%
16:00	248	400	62%
17:00	125	400	31%
18:00	42	400	10%
After 18:00	15	400	4%

The above tables highlight that the long stay car parks operated by the Council along the seafront reach capacity during the summer months.

Table 7.5 provides an average parking accumulation for all weekends during the busiest month of the year (August) for the short stay car parks with **Table 7.6** providing a summary of the parking accumulation of the short stay car parks during the August Bank Holiday weekend.

Table 7.5: Parking Accumulation Average Weekend during August (Short Stay Car Parks)

	Total Accumulation	Number of Spaces	Capacity
Prior to 09:00	1	43	3%
09:00	16	43	38%
10:00	25	43	59%
11:00	35	43	82%
12:00	37	43	87%
13:00	36	43	84%
14:00	33	43	78%
15:00	26	43	60%
16:00	15	43	35%
17:00	6	43	14%
18:00	1	43	2%
After 18:00	0	43	1%

Table 7.6: Parking Accumulation August Bank Holiday Weekend (Short Stay Car Parks)

	Total Accumulation	Number of Spaces	Capacity
Prior to 09:00	2	43	4%
09:00	22	43	51%
10:00	33	43	76%
11:00	44	43	103%
12:00	46	43	107%
13:00	45	43	104%
14:00	42	43	97%
15:00	33	43	77%
16:00	20	43	47%
17:00	8	43	19%
18:00	1	43	3%
After 18:00	0	43	1%

Table 7.5 highlights that on average the short stay car parks operated by the Council within the town centre experience a maximum parking accumulation of 87% between 12:00 and 13:00 during the busiest month of the year. **Table 7.6** highlights that during the August Bank Holiday weekend, which is the busiest weekend of the year, the maximum parking accumulation is 107%, exceeding the number of spaces in the car parks within the town centre.

It is clear therefore that short stay car parking in St. Anne's also reaches capacity during busy periods.

In addition to the Council operated car parks there a number of privately operated car parks as follows;

- St Anne's-on-the-Sea station car park is operated by Northern with a total of 19 parking spaces with 3 spaces being used for disabled parking. Parking can be paid through an app or through the ticket machine, where it charges either £1 per hour or £3.50 per day.
- Sainsbury's Car Park – Multistorey car park with a total of 456 spaces on the ground and top floor. There is one working lift and two stairwells located inside of the car park. There is a maximum free stay for customers of two hours and vehicle access is controlled by using ANPR cameras to capture vehicle number plates. Horizon Parking provides a 24-hour access hour service. Hourly parking is as low as £1 and monthly is £30. Users are allowed to enter and exit the car park multiple times throughout their booking. This can be booked through the phone or via online.
- St George's Road – Multistorey car park with approximately 280 spaces, available for 24 hours a day.
- St Anne's Pier Car Park – is a privately owned car park and it charges between 2 hours to all day parking with a total of 67 spaces available.
- Clifton Drive South Car Park – located adjacent to a Travelodge and M&S Simply Food shop. There are 30 spaces available and is a 24-hour car park with 60 minutes free

parking for all. Prices range from £1 for one hour to £2 for two hours. £2 is the price for the night tariff from 5pm to 9am.

- Toby Carvery is located next to St Anne's swimming pool with free car parking for customers, but there is also an option for non-guests to pay.

The information available for the Pier suggests that this car park is well utilised as it occupies a central location of the Promenade and is in front of the Pier. The information available for the St George's Road and Sainsbury's car parks suggests that these car parks are underutilised. This is for a number of reasons as follows:

- They are located away from the Promenade and the main town centre;
- The existing pedestrian routes to these car parks are unattractive; and
- There is no signage provided within the town centre to alert drivers to these alternative parking locations.

Overall, it can be concluded that parking is cheap within both the Council operated and privately operated car parks. The short stay parking within the town centre is busy throughout the year with the long stay parking along the seafront reaching capacity during the holiday season. The Multistorey car parks are relatively under-utilised with spare capacity during both the winter and busy summer months.

There is therefore an opportunity to encourage the use of the privately operated Multistorey car parks by providing signage to guide people towards the Multistorey spaces in summer months when everything else is busy.

7.4 Proposed Infrastructure Improvements

7.4.1 South Fylde Link Railway Line

A business case has been submitted that seeks to increase the frequency of services to provide a train every 30 minutes.

Phase 1 of the proposals involves;

- Short-term measures to improve reliability and punctuality, including changing calls at Moss Side station to request stops and upgrading the level crossings in the Moss Side area.
- Constructing a passing loop on the South Fylde Line to facilitate a regular and reliable half-hourly service.
- Supporting Blackpool Council's BSIP submission, and in particular the provision of a bus lane on the Promenade, which would support the main Fylde bus services.
- Phase 2 of the proposals involves;
- In the event that the Phase 1 measures address the operational problems on the South Fylde Line, the second phase would involve connecting the line to the Blackpool Tramway.
- This connection could either be at Blackpool Pleasure Beach / Burlington Road West (the most likely option) or through extending the current South Fylde Line towards central Blackpool (there are various options in this respect). An interim stage may be to extend the tramway to one or both of these stations.
- A future light rail connection could either take the form of extending the Blackpool Tramway to Lytham and running it alongside a half-hourly Northern Trains service or operating a TramTrain to Lytham in addition to the Northern Trains service, or completely

supplanting the Northern Trains service with a longer-distance TramTrain service to Preston. This will in part depend on the Fleetwood solution.

The proposed infrastructure improvements, if realised would help to make rail more attractive when compared to car travel.

7.4.2 Heyhouses Link Road

The Heyhouses Link Road, which is currently under construction, will provide a more convenient link between Junction 4 of the M55 and Heyhouses Lane. In addition, it will allow development to come forward to the north east of the town. It is expected to complete in early 2024.

There are currently a number of vehicular routes that can be taken to reach St. Anne's, via the Promenade, Clifton Drive or via the B5261 and St. Anne's Road East. The creation of the Heyhouses Link Road provides an opportunity to reroute traffic through St. Anne's and to provide a signage strategy that meets the Council's objectives for the town. This signage strategy could divide traffic between those wishing to access the town centre, seafront, long or short stay car parking. It would also seem to be a good opportunity to consider variable message signage to assist with the demand for car parking at peak periods.

7.5 Meeting the Masterplan Objectives

When considering the development of a Transport and Movement Strategy it is essential that consideration is given to meeting outlined objectives. In this instance, it is also important to note the drivers for change that are outlined in the Draft Destination Management Plan. These are:

- A refreshed town centre
- An extended family offer
- The Fylde Coast Retreat

In relation to a refreshed town centre, the focus of the Transport and Movement Strategy should be to ensure that residents and visitors can access the town centre by a variety of modes of travel, that it is safe and that there are no barriers to movement. Wayfinding is key for visitor destinations, and this should be enhanced through a detailed signage strategy that links together the key streets and attractions, including the station, Ashton Gardens, Wood Street, The Square and towards the promenade.

Car parking is also important for the town centre, and consideration should be given to signing the town centre separately from the promenade and seaside attractions from the Heyhouses Link Road when complete. This will help to reduce the volume of traffic passing along St Anne's Road West, improving the environment and safety of visitors.

In relation to extending the family offer, it is important to ensure that the visitor economy is supported by its transport infrastructure. Public transport must be available for those that can't or don't want to drive. Active travel options should be safe and direct and suitable for a range of users including children. Street lighting needs to be well designed and public transport needs to operate throughout the day and into the evening in order to cater adequately for the night time economy.

Placing St. Anne's as a key destination within the Fylde Coast means that linkages with the other resorts must be exemplary in order that visitors to the region are attracted to what it has to offer.

The masterplan objectives are outlined in Section 2 of this document. Of these, three have particular relevance to transport and movement. They are:

Enhance the town centre and seafront arrival experience (or 'gateways') from key transport linkages including rail and road which are seeing improvements in the coming years;

- Create a strong connection between the town centre and Promenade ('The Pier Link') to maximise the economic potential across the resort as a whole; and
- Deliver high-quality and complementary pedestrian, cyclist and road environments with wayfinding and a clear design layout to promote connectivity and a sense of place.

7.6 Transport and Movement Strategy

Having regard to the drivers for change and the masterplan objectives, the following items will form integral parts of the Transport and Movement Strategy:

- Improvements to the railway station and forecourt to support the proposed train service improvements and linkages to Preston, Blackpool and other destinations including along the Fylde Coast;
- The provision of a direct and safe pedestrian and cycle route from the station to the pier in order to improve access within the town centre and to create a strong connection between the town centre and Promenade;
- Enhanced lighting and crossing facilities in The Square, including across side-arms and St. Anne's Road West in order to link the town centre together, to provide a better environment and safer routes for visitors and residents;
- Provide highway infrastructure that slows traffic and promotes active travel;
- Maintain short stay parking within the town centre and promote alternative long stay car parking around the station through signage;
- Provide cycle hire, additional cycle parking and infrastructure at key gateways including the station and promenade car parks. Enhance signage for cycle routes to key local and strategic destinations including along the coast;

- Prioritise pedestrians and cyclists on the Pier Link to the detriment of vehicular traffic;
- Ensure that active travel routes are available along the coast including to Lytham and Blackpool;
- Market bus services to create a regular, safe and exemplary route that serves the Fylde Coast, linking together key destinations throughout the day and night;
- Relocate bus stops on St. Anne's Road West and provide temporary diversions for traffic to allow the part closure of St. Anne's Road West for events;
- Create a signage strategy on existing routes and the Heyhouses Link Road to differentiate between town centre and Promenade traffic, reducing through traffic on St. Anne's Road West;
- Maintain specialist parking facilities for motorhomes and coaches; and
- Ensure a balanced approach to visitor parking along The Promenade and provide signage to alternative car parks for busy days.

The key principles of the Transport and Movement Strategy have been integrated into the masterplan and each of the projects as outlined below.

7.7 Integration with the Masterplan

7.7.1 Project 1: Station Gateway

The focus of the Station Gateway is the creation of a space that provides a range of facilities for regular and infrequent rail travellers arriving and departing from St. Anne's. Relocating the station forecourt to the east provides a direct view along St. Anne's Road West towards the Promenade, creating a clear and direct route for pedestrians and cyclists.

The current proposal to double the frequency of trains at St. Anne's is of course positive, and should be supported by providing infrastructure at the station including tourist information, cycle hire and parking, car parking facilities and taxi rank. Car parking for the proposed commercial building could be provided in one of the adjacent Multistorey car parks.

It is proposed that the section of St. Andrew's Road North in proximity to the station be raised to form a level surface with the station forecourt, providing level access from the station towards The Square and beyond to the Promenade. This will provide the northern end of a direct pedestrian and cycle route to the pier, with clear signage and priority being given along the route. This will not only benefit rail travellers, but also visitors arriving by car and parking in the adjacent Multistorey car parks.

7.7.2 Project 2: The Square

The Square currently provides a number of different transport functions. Firstly, it acts as a major vehicular route to the Promenade, with St. Anne's Road West bringing vehicular traffic from the M55. Secondly, it forms the high street, with wide public spaces serving a variety of retail and leisure destinations. Short stay car parking is also provided along its eastern boundary. Thirdly, it is the major bus hub in St. Anne's, with numerous bus services passing through it and accessing Blackpool, Lytham, Preston and other key destinations in Fylde.

The masterplan seeks to reduce the impact of vehicles upon The Square, by raising the carriageway to provide level access where appropriate, creating additional crossing facilities across St. Anne's Road West and by providing a direct pedestrian and cycle route along the northern side of the carriageway, through enhanced public realm between St. Andrew's Road North and Clifton Drive. This will have priority over traffic entering Garden Street.

Short stay car parking will remain as existing, with the town centre being signed from the Heyhouses Link Road and from Clarendon Road.

Wayfinding signage will be enhanced to encourage visitors to explore the surrounding streets, including Wood Street, Back St. Anne's Road West and Garden Street towards Ashton Gardens.

Bus stops will be relocated to the east towards St. Andrew's Road West, with laybys remaining to cater for buses laying over. Relocating the bus stops will improve connectivity between bus and rail services whilst also allowing for the diversion of services were the southwestern section of St. Anne's Road West between Clifton Drive and Orchard Road temporarily closed for events.

The following Plan shows this closure and highlights how vehicles including buses would divert along Wood Street, Orchard Street and Park Road. A temporary bus stop would be required on Park Road to replace the existing southbound bus stop that exists and would be inaccessible.

A wider plan showing the existing bus routes through St. Anne's and the diversion of routes on event days when part of The Square is closed to traffic is provided below.

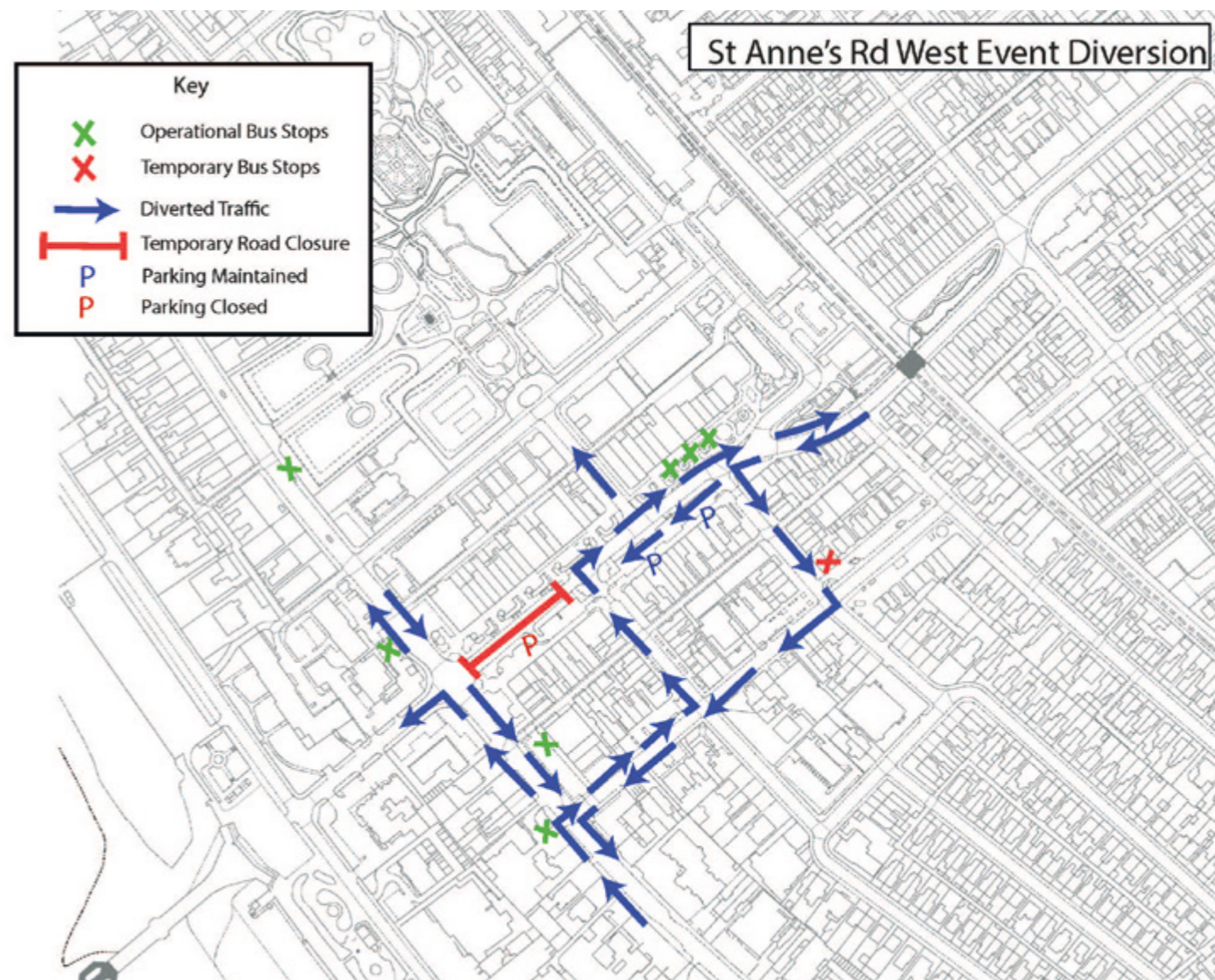


Figure 7.1: Diversionary Routes when Square closed for events

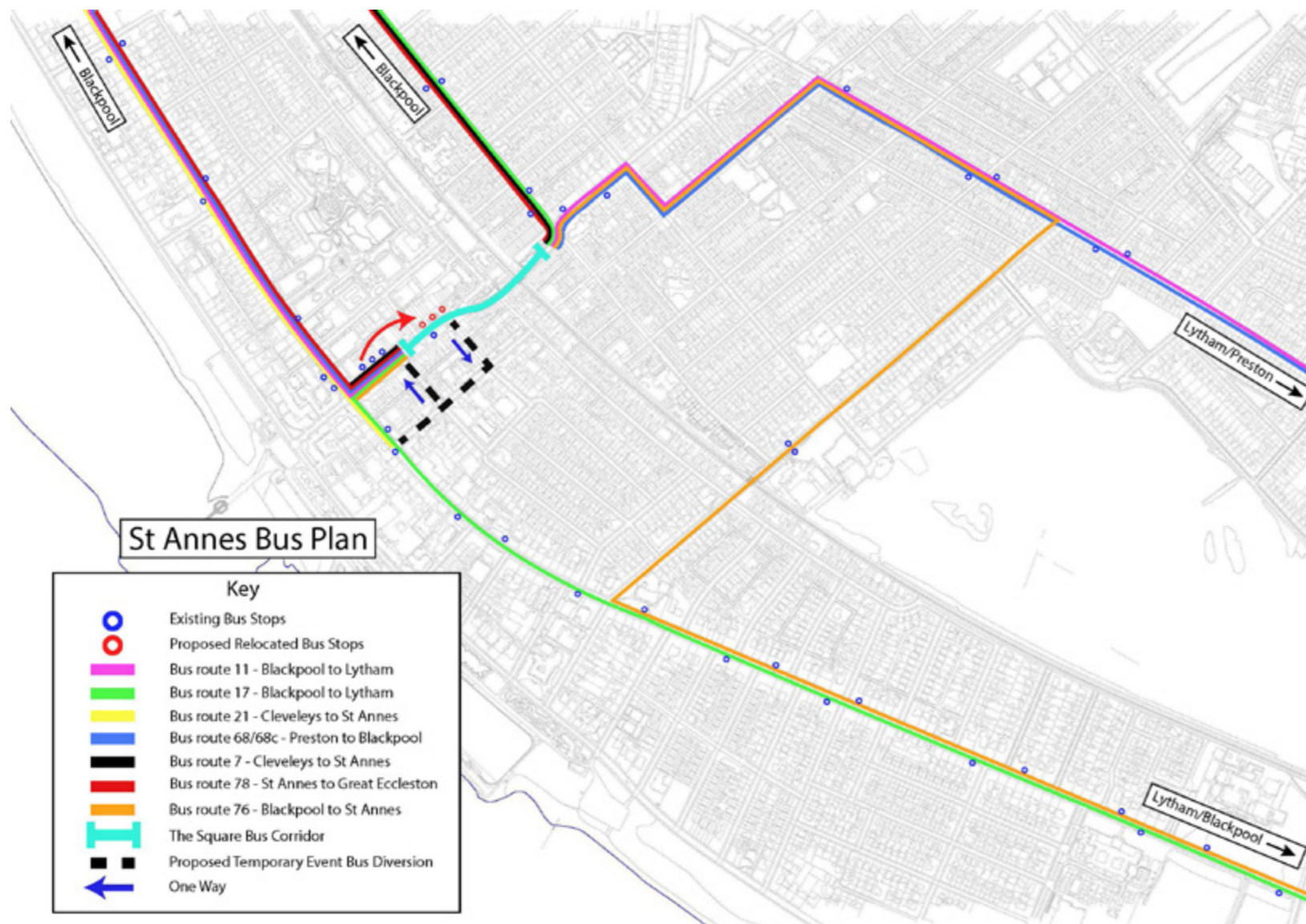


Figure 7.2: Bus Routes including temporary diversion for events

7.7.3 Project 3: Pier Link

The Pier Link, formed by the section of St. Anne's Road West between Clifton Drive and The Promenade, is a key pinch point that is dominated by the signalised junction with Clifton Drive and narrow footpaths towards the seafront.

The masterplan includes the creation of a one-way vehicular link from Clifton Drive towards the pier. Removing two-way vehicle movements along this section of St. Anne's Road West provides sufficient room to extend the pedestrian and cycle route from the station to extend to the seafront. Further public realm enhancements to the current site of the Lord Derby public house and the Town Hall, will also provide an alternative, attractive meandering route for pedestrians.

Enhanced crossing facilities will also be provided at the junctions with Clifton Drive and The Promenade, prioritising pedestrians and cyclists whilst providing a safe environment for residents and visitors.

A drawing showing the general arrangement of this layout, particularly at the junction with Clifton Drive, can be seen below.

Making this section of St. Anne's Road West one-way allows the carriageway to be narrowed, reduces the flow of traffic along this link and tightens the kerb radii at the Clifton Drive junction. This has the additional benefits of reducing the distance that pedestrians need to cross St. Anne's Road West and increasing the capacity of the junction.

Whilst traffic would no longer be able to directly access St. Anne's Road West from the Promenade, it is proposed that Clifton Drive be signed via Beach Road on North Promenade and via Link Road on South Promenade in order that direct routes be provided with minimal impacts to residents living on the surrounding streets. A plan showing the proposed hierarchy of vehicular routes can be seen on the plan below.



Figure 7.3: Pier Link junction improvements



Figure 7.4: Town centre road hierarchy

7.7.4 Project 4: Pier

It is proposed that the development of the pier incorporates the removal of the private car park situated adjacent to the pier entrance and accessed from the Promenade. This is privately owned and would result in the loss of 67 long stay car parking spaces, some of which will be replaced in the Southern Promenade Car Park.

This will allow the creation of a new public space, creating a pleasant environment for pedestrians and cyclists. This is a key location for active travel, being the meeting point for those travelling to and from the station through the town centre and for those walking or cycling along the coast.

Careful consideration should therefore be given to active travel facilities in this location including

cycle parking, waymarking and off-carriageway cycle routes towards Blackpool and Lytham.

7.7.5 Project 5: Island Site

The redevelopment of the Island Site sees significant alterations to the layout of the site including the creation of additional commercial and leisure floorspace and the construction of a new car parking area.

It is essential that access and car parking is maintained during the phased redevelopment of the site, which incorporates and ties into the planned sea defences. The existing vehicular access from the Promenade would be retained, although the parking areas would be amalgamated into a single parking area that would be hidden by landscaping in the form of dunes.

The level of car parking is expected to reduce, from the current provision of 193 parking spaces to 81 car parking spaces. A plan showing the reallocation of parking spaces across the town including the Promenade is provided below.

Some of these spaces will be relocated into the South Promenade car park. However, some visitors will need to be signed towards other long stay car parks during busy periods, including the Multistorey car parks located close to the station which are currently under-utilised. Consideration needs to be given to how signage can direct drivers to available parking spaces as they approach St. Anne's, including from the Heyhouses Link Road.

East/west active travel movements would continue along the coast, through the Promenade Gardens and making use of the sea defences towards the South Promenade car park and beyond to Lytham.

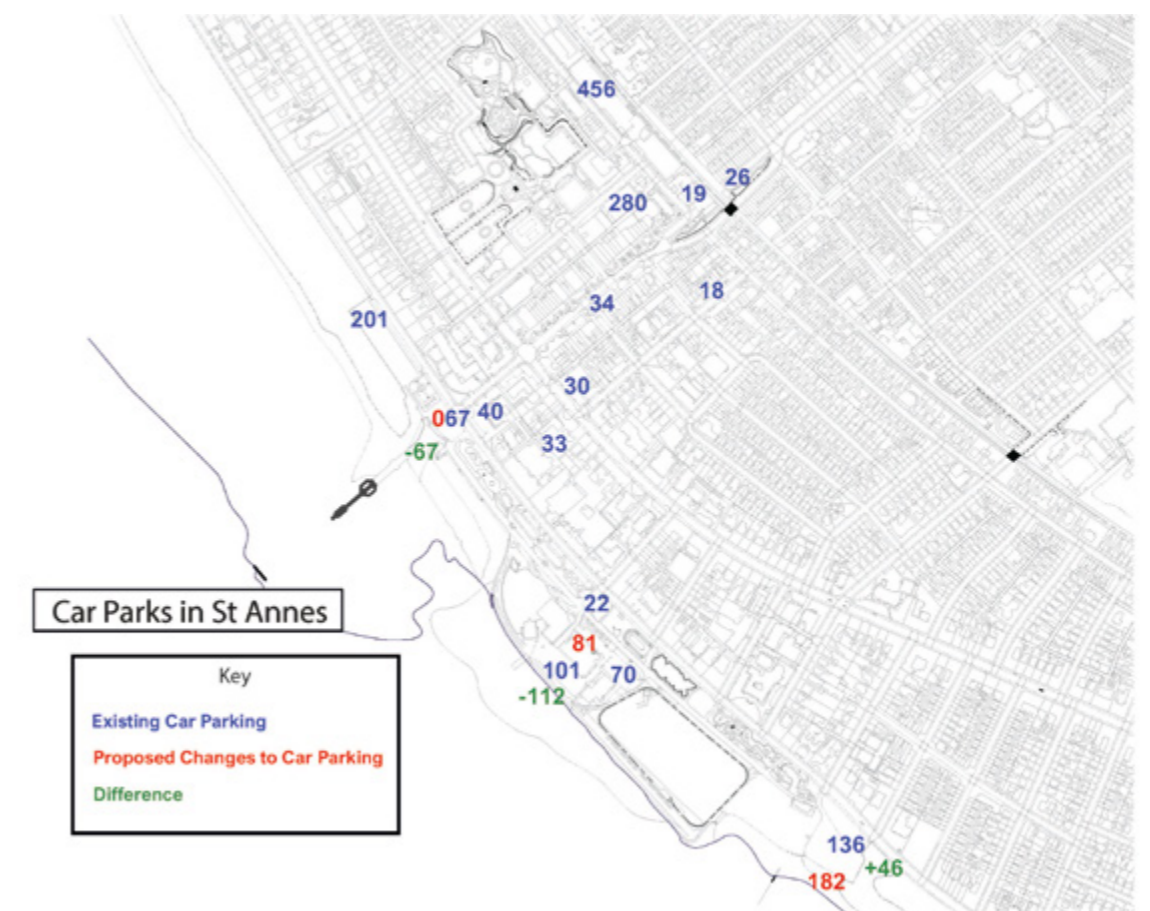


Figure 7.5: Car park locations and capacity

7.7.6 Project 6: Promenade Gardens

The Promenade Gardens will be improved to provide a better visitor experience and to cater for any visitor attractions that are displaced from the Island Site. They will continue to provide an important pedestrian route along the coast, particularly linking the South Promenade car park with the pier and beyond. There is also an opportunity to create an off-carriageway cycle route to the Southern Promenade car park and beyond towards Lytham, with additional cycle parking being provided.

7.7.7 Project 7: Promenade South Car Park

The South Promenade Car Park forms an important part of this strategy, being located at the southern point of the study area and creating the opportunity for another gateway feature, focused on the car park and new facilities.

The location of the car park is such that it is a very comfortable walking distance from the visitor attractions along the seafront, the town centre and the station. Therefore, it would be beneficial to create an anchor visitor attraction that would encourage the movement of people between the town centre and along the promenade. It is currently proposed that this be formed by a visitor centre with some leisure/food function.

Furthermore, there is a significant opportunity to create a further active travel hub in this location, tying in with the objective of St. Anne's becoming Fylde's retreat in terms of facilities for health and fitness.

It is also proposed to extend the car park, maintaining parking for coaches whilst increasing car parking to provide another 46 car parking spaces. With reduction elsewhere, the parking stock along the Promenade would reduce overall by about 130 parking spaces. However, this reduction would be supported by wayfinding and vehicular signage, highlighting where additional and available car parking is provided.





8 CONCLUSIONS



8 CONCLUSIONS

8.1 Overview

The St-Anne's-on-the-Sea draft masterplan report has set out the future vision for the town and identified the 'drivers of change' and the project interventions that are expected to create the conditions for the town to thrive and the realisation of the vision.

The masterplan is based on a comprehensive evidence base that has included extensive original research and surveys, to understand current perceptions of the town as a resident and a visitor, but also the future potential of the town in the context of national trends in both the visitor and town centre economies.

The assessment of the town and the opportunities have been further tested through stakeholder and public engagement.

8.2 Masterplan Summary

The masterplan responds to 5 agreed objectives:

- Revitalisation of the town centre;
- Regeneration of the Island site;
- Enhancement of the town centre and seafront arrival experience;
- Creation of a stronger connection between the town centre and the promenade;
- Improved connectivity, particularly for pedestrians and cyclists.

The Vision for St-Anne's-on-the-Sea is a family friendly, beach-focused, living seaside town, recognising that there is a balance between visitors and residents, that St Anne's primary visitor attraction is the seafront and the beach, that the attraction of the town to both groups is the existence of a healthy and vibrant town centre, and that St-Anne's-on-the-Sea is not defined by summer days overrun with visitors, but by a year-round appeal that makes St Anne's a great place to live as well as to visit.

The 'Drivers of Change' are the St Anne's specific interventions that have been identified as the means to realise the vision. These are:

- A refreshed town centre;
- An extended family offer;
- The Fylde Coast Retreat.

Various masterplan options responding to these drivers of change have been produced and evaluated, steered by stakeholders and feedback from public consultation. The Preferred Masterplan identifies seven key project interventions that will together help deliver the vision for St Anne's. These are:

- **The Station Gateway** – transformed arrival experience
- **The Square** – a multipurpose, flexible town centre heart that better accommodates the diversity of use of future town centres
- **The Pier Link** – extending the Square to ensure a strong connection with the seafront
- **The Pier** – rediscovering the value of this key seafront heritage asset
- **The Island Site** – lifting the visitor experience of the seafront to a new level
- **Promenade Gardens** – promoting active linkages and family friendly fun
- **South Gateway** – a new southern gateway to St Anne's, a new seafront destination and an active travel hub.

8.3 Next Steps

The Draft Masterplan Report is part of a suite of reports including multiple baseline studies and a Destination Management Plan that develops a strategy for the future visitor economy of St-Anne's-on-the-Sea. These reports need to be considered together as forming the masterplan and strategy for St Anne's.

8.3.1 Delivery Plan

In addition to the above, the BDP team is also preparing a Delivery Plan which sets out a recommended approach to the implementation of the key proposals that also outlines the key outputs and benefits for each phase of the works. Of course the speed of implementation is a product of several factors, including the capacity of Fylde Council (FC) to manage the programme, the availability of public sector funding to deliver enabling infrastructure and otherwise address viability gaps, the appetite of the private sector and other public sector bodies to progress developments including the availability of development finance, and the market and demand for the additional facilities and services that are proposed.

8.3.2 Levelling Up Fund

The Levelling Up Fund (LUF) is a government programme to address differentials in the economies and opportunities available to people in towns and cities across England. If monies are awarded, these will need to be largely spend by 31 March 2025, so qualifying projects will need be readily implementable.

Fylde Council has been identified as a 'Priority 2' authority for access to the LUF, which means that whilst the need for 'Levelling Up' is acknowledged, there are other places with a greater need. As such FC will have to make a very strong case for LUF. This has been acknowledged by the Council and a bid will be developed that focuses on the public realm and connectivity of the town centre, from the station gateway to the seafront and from Ashton Gardens to Wood Street, as the key intervention that addresses the objectives of the masterplan and creates the conditions for renewed business and economic success to the benefit of residents and visitors.

Regardless of the outcome of the LUF bid, which will not be known until autumn 2022, the Delivery Plan sets out the key projects and routes to delivery as well as the expected outcomes and benefits of each, that will support future bids for funding as well as focusing public and private sector attention on the priorities for the town and the opportunities to support the future aspirations.

8.3.3 Finalisation of Reports

The priority currently is to support the LUF bid. Once this has been submitted the team will finalise the baseline studies, masterplan report, destination management plan and delivery plan. In addition a short Executive Summary 'prospectus' will be produced.



APPENDIX 1

PUBLIC CONSULTATION

BOARDS AND QUESTIONNAIRE



ST ANNE'S-ON-THE-SEA TOWN CENTRE STRATEGY & MASTERPLAN

What is this consultation about?

Fylde Council has appointed a team of consultants to explore the potential regeneration and sustainable development of St Anne's. The town centre strategy and masterplan will be used by the Council as a framework for future investment and interventions in St Anne's Town Centre. BDP are leading the team of consultants which includes planning, transport, retail, property, and visitor economy experts.

Following a primary stage of evidence gathering and consultations with key stakeholders, we have identified some initial ideas that have the potential to provide positive change for the wider community and the economy and tourism sectors.

We need your feedback to ensure that the masterplan reflects the views of those who live, work, and visit the area, and that the proposals are the right ones to enable the long-term prosperity of St Anne's.

We want you to give us your feedback!

You can find information about our initial ideas in this exhibition. Please provide your comments via our online questionnaire by 25 March 2022. Once all the feedback has been considered a final town centre strategy and masterplan will be developed for completion by Summer 2022.

Please scan the QR code or visit us at: <https://new.fylde.gov.uk/stannesregen/> to find out more information and comment via our online questionnaire.

SCAN ME FOR



MORE INFO!

OPPORTUNITY AREAS

- 1. Station Gateway**
Improving the sense of arrival by train and car to this area of the town centre.
- 2. The Square**
Enhancing the main focal point of the town centre.
- 3. Pier Link**
Creating a stronger link between the pier and town centre.
- 4. The Pier**
Improving this key asset and forming a new events space.
- 5. South Promenade**
Enhancing the Promenade Gardens and creating a new anchor to the southern end of the promenade.
- 6. The Island**
Creating an enhanced destination with improved leisure facilities.



STATION GATEWAY INTERVENTION AREA ONE

Introduction

The area around the station, including the St George's car park, is a key gateway to St Anne's. A business case has been submitted that seeks to increase the frequency of rail services, which would help to make rail more attractive when compared to car travel, but the station feels disconnected from the rest of the Town Centre. Two ideas are presented here to enhance the station and the wider connectivity of this area.

Project Aims

- To promote sustainable travel and the use of the station.
- To improve the sense of arrival and feel of St Anne's town centre.
- To enhance the pedestrian environment and community safety.
- To encourage use of the existing multi-storey car park and reduce the pressure to park on local streets.

ST ANNE'S-ON-THE-SEA STATION

This project focuses on enhancing the train station and improving pedestrian and cycling links to the town centre.

Increasing the frequency of train services on the South Fylde line to two trains per hour can be achieved with the construction of a second platform at St Anne's-on-the-Sea station and a passing loop. The station could also benefit from improved facilities such as seating and toilets.

A new cycle hub is proposed that could include secure cycle parking, lockers and cycle hire facilities. It would also connect to the town centre with new cycle routes.

It is also proposed to enhance pedestrian connections and lines of sight to the town centre with wider pedestrian footpaths, new pedestrian crossings and wayfinding signage on St Andrew's Road North and St Anne's Road West.



ST GEORGE'S CAR PARK

OPTION ONE

This project proposes enhancing pedestrian circulation within the car park and create a new pedestrian entrance with improved public realm on St George's Road and St Andrew's Road North.



OPTION TWO

This option involves the extension of the car park with a new structure in place of the existing buildings at 72 St George's Road. This would contain commercial accommodation on the ground floor.



THE SQUARE INTERVENTION AREA TWO

Introduction

The Square is the main focal point of the town centre, so the character of this space is important to the overall impression of St Anne's Town Centre. In recent decades the phased upgrade of the public realm and the renovation of buildings and shop fronts that surround the square has enhanced the attractiveness of this key space but there is scope to redesign elements of the square. Ideas presented here focus on creating more flexible space for events, improved pedestrian links and a dedicated cycle route.

Project Aims

- To enhance pedestrian and cycle environment and promote sustainable travel.
- To create more opportunities for generating economic activity and footfall, including events.
- To improve the look and feel of the town centre.
- To enhance the character of the conservation area.
- To bring empty buildings back into use.

TOWN SQUARE PUBLIC REALM

The two diagrams illustrate some initial ideas for the square. These include:

- Stripping out some of the existing landscaping and features (e.g. amphitheatre) to create flexible events spaces.
- Introducing a 'fast' walking lane on the north side of St Anne's Road West and a segregated two way cycle route from the station to seafront.
- Providing additional pedestrian crossings.
- Relocating the bus stops closer to the station.

In addition to this, other ideas to enhance this part of the town centre include:

- Improving pedestrian signage.
- Providing shelter options such as canopy structures.
- Architectural lighting of building facades.
- Upgrading Back St Anne's Road West.
- Replacing modern shop fronts and refurbishing building frontages to reinstate lost historic architectural character.
- Bringing back empty floorspace (including upper floors) back into use.

Consideration was given to the full pedestrianisation of The Square as a result of the full or partial closure of St. Anne's Road West. This would, however, require the diversion of traffic from a key route through the town centre that provides access to valuable short stay car parking and for buses that link St. Anne's with local areas and beyond. It would also result in additional traffic diverting onto neighbouring streets, with the added need for these streets to be made one-way only in order to cater for the additional traffic.

The same disadvantages would not be so severe were The Square to be closed on a temporary basis for special events, assuming the impacts would be for a short period of time and attract large numbers of visitors to St. Anne's. Careful consideration would still be required to provide sufficient temporary signage and to re-route buses around The Square.



PIER LINK INTERVENTION AREA THREE

Introduction

The beach and associated promenade is a key visitor destination but poor links between the beach and town centre don't encourage opportunities for linked visits. This undermines the potential to increase footfall and associated visitor spend in the town centre. Ideas presented here focus on improving the link between the Promenade and Clifton Drive and two key sites that address that link - the Lord Derby and Town Hall.

Project Aims

- To enhance pedestrian connectivity between the seafront and town centre, creating more opportunities to increase town centre footfall and economic activity.
- To enhance pedestrian and cycle environment and promote sustainable travel.
- To improve the look and feel of St Anne's.
- To create an enhanced visitor experience.

LORD DERBY

The current public house could be replaced with a new building that better reflects the character and scale of the area. A commercial leisure use to the ground floor with active frontages would animate this important corner and spill out into the adjacent public realm whilst the upper floor could be a hotel or residential.

PIER LINK PUBLIC REALM

An extension of the town square public realm improvements between Clifton Drive and the Promenade is proposed. This would include new surfacing, lighting, signage and landscaping. It is proposed to create more space for pedestrians and cyclists by restricting vehicles to one-way (west). Linkages would further be enhanced with new 'super-crossings' on Clifton Drive and the Promenade.



- Retained Building
- Refurbished Building
- New Building
- Trees
- Public Realm Improvements
- Parking Provision
- Landscaped Areas
- Pedestrian & Cycle Routes
- Vehicle Access Routes
- Dedicated Cycle Route

TOWN HALL

OPTION ONE

Car parking could be reduced in this prime spot, allowing room for a new civic space in front of the town hall on St Anne's Road West.

Given changes in working habits there may also be scope to better utilise the Town Hall. If all functions could be relocated into the main building the annexe could be utilised for other uses such as hospitality or commercial offices.

OPTION TWO

As in option 1, should it be possible to vacate the annexe, it could potentially be redeveloped for other activities such as commercial or residential.

THE PIER INTERVENTION AREA FOUR

Introduction

The Pier is of historical and communal significance to St Anne's but it could offer a much better experience than it does today. The Pier itself is diminished from its former glory and the space in front of the pier is dominated by cars rather than being an active pedestrian space. The ideas on this board consider how the pier and the space in front of it could be improved.

Project Aims

- To enhance the setting and appearance of a key listed building.
- To create an enhanced visitor experience.
- To create a high quality space for events.
- To enhance the pedestrian environment and improve connectivity between seafront and town centre.

PIER APPROACH

This project proposes a new events space in front of the pier to replace the existing car park. It could feature hard and soft landscaping, street furniture and lighting and would also need to incorporate the necessary infrastructure to host events (e.g. power, water). A new building on the northern elevation of the square (on the site of the southern wind shelter) is proposed. This would provide an active ground floor use / business opportunity such as a café. There is also scope to consider relocating the Les Dawson statue to the new square and expanding the North Promenade car park on to the current area of the gardens (effectively creating a land swap with the existing pier car park).



Bourne Mouth Pier Approach - an example of how the space in front of St Anne's pier could be re-imagined

THE PIER

Renovations to the pier could include:

- Enhancement of the land side building and signage to improve its architectural appearance.
- Upgrades to the pier structure to ensure its longevity.
- Re-purposing of pier itself to incorporate new and enhanced attractions potentially including opening up the pier, extending the pier or adding new structures to offer new and enhanced indoor and outdoor space for food and drink, events and visitor / leisure attractions.



Salt Cafe Southend Pier - an example of a new addition to the pier



Hastings Pier - an example of how a pier can become a major public space

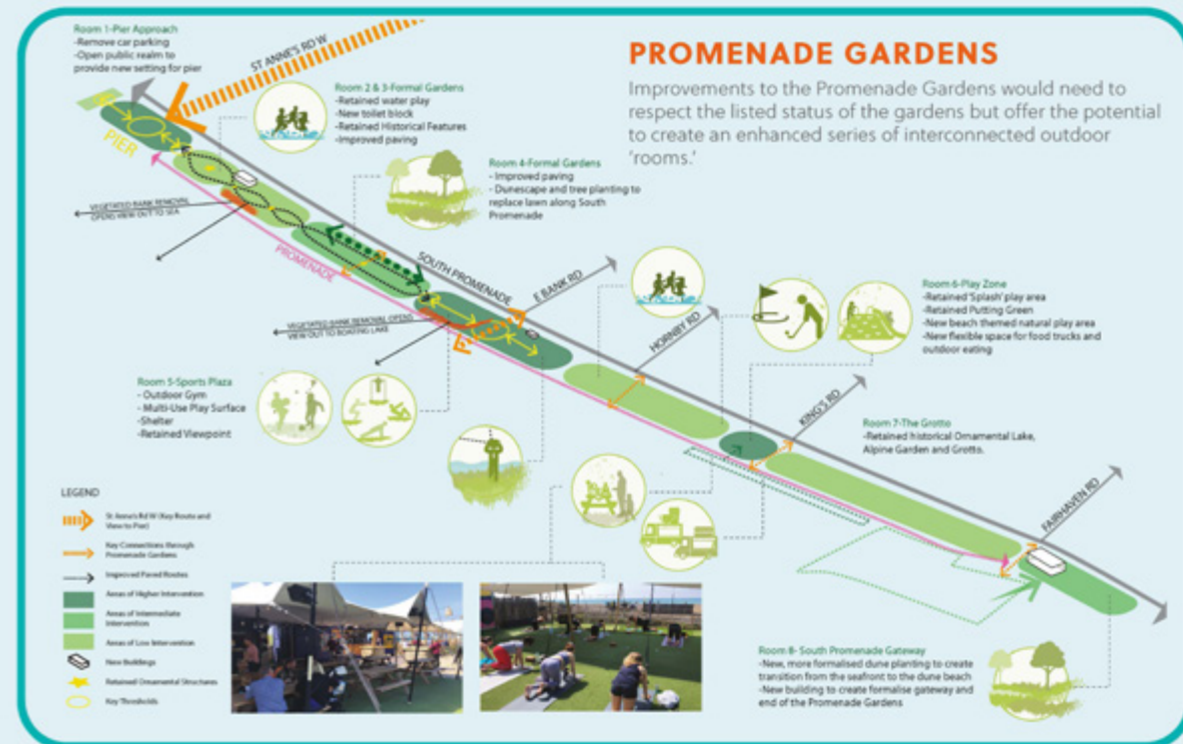
SOUTH PROMENADE INTERVENTION AREA FIVE

Introduction

The Promenade Gardens are a significant heritage and environmental asset. The gardens provide seafront shelters, ornamental features, water fountains and display bedding. Unlike the Green Flag Ashton Gardens, however, some aspects of the gardens are looking tired and in need of investment. The ideas presented on this board consider opportunities to improve the gardens and create a new gateway building at South Promenade car park.

Project Aims

- To enhance pedestrian and cycle connectivity between the Island and Town Centre and promote sustainable travel.
- To improve the look and feel of St Anne's and the character of the listed gardens.
- To improve a key gateway to St Anne's with an enhanced visitor experience.



PROMENADE GARDENS

Improvements to the Promenade Gardens would need to respect the listed status of the gardens but offer the potential to create an enhanced series of interconnected outdoor 'rooms'.

SOUTH PROMENADE GATEWAY

This project comprises the creation of a new anchor attraction for the Promenade Gardens. The proposal could include:

- Development of a new building that could incorporate a visitor attraction, café, toilets etc.
- Setting of the building in natural dunescape planting, extending the Promenade Gardens.
- Relocation of the vehicular access / egress to the car park to the southern access point, freeing up the northern access point to become an enhanced pedestrian entrance.



Rye Visitor Centre - example of the type of building that could be built at the South Promenade car park

Lepe Country Park - example of the type of building that could be built at the South Promenade car park

THE ISLAND INTERVENTION AREA SIX

Introduction

The Island site hosts a number of important attractions but the overall quality of this destination could be much better. Existing buildings are inward looking and fail to optimise sea and lake views, whilst the spaces between buildings are dominated by car parking. The new sea wall will change the character of this area and provides an opportunity to reconsider this area. Three options are presented below.

Project Aims

- To improve the look and feel of St Anne's.
- To create more opportunities for generating economic activity and footfall.
- To create an enhanced visitor experience.

Option 1

- Retain the existing swimming pool and Pleasure Island buildings and enhance their visual appearance.
- The two buildings could be connected via a covered arcade.
- Enhance the spaces around the buildings including a new decked area fronting on to the sea wall with car parking retained below.



South Shields Promenade - example of how the promenade could be enhanced



Boxpark, Croydon - example of how the existing buildings could be enhanced with a new arcade between them

Option 2

- Redevelop the existing swimming pool and Pleasure Island buildings.
- A new water park complex is proposed on the site of the existing pool including a decked area and open air pool (lido) within the boating lake.
- A new entertainment complex that could house a cinema and other leisure attractions replaces Pleasure Island and is positioned alongside the new sea wall.



Euxine Place, Ashford - example of modern cinema and public space



Vestre Fjordspark, Denmark - example of an outdoor pool / lido

Option 3

- Redevelop the existing swimming pool, Pleasure Island and Salter's Wharf pub.
- A new entertainment complex that could house a cinema and other leisure attractions is proposed on the site of the existing pool and includes a waterfront deck.
- A new water park complex including outdoor pools replaces Pleasure Island and is positioned alongside the new sea wall.



Slough Leisure Centre - example of a modern leisure centre



Carolus Thermen, Germany - example of water park and spa complex



Public Consultation Questionnaire

About the project

St Anne's is a great place to live and to visit but there is always room for improvement. Past investments have included major public realm works in The Square and it is expected that work to improve the sea defences around the Island Site will take place in the next 2 years, now that funding has been secured. The purpose of this consultation and questionnaire, is to see if we can identify what further improvements could be made, to ensure that St Anne's continues to meet the needs and aspirations of residents and visitors.

The Town Centre Strategy and Masterplan will be used by the council as a framework to guide future investment and development in St Anne's Town Centre and the Island Site. Much of the investment will be private sector led, through investing in new businesses and developments. However, the Council may also have the chance to bid for additional government money, through schemes such as the Levelling Up Fund, and this Town Centre Strategy and Masterplan will provide important evidence of the vision for St Anne's, the benefits of investment and community and stakeholder support.

It is really important to the Council that any plans are supported by local residents and informed by local knowledge. Therefore, we would be really grateful if you could take your time to complete this questionnaire and provide feedback on the ideas presented in the exhibition. This should only take five minutes of your time.

About you

1. Which of the following best describes your interest in St Anne's?

- Local resident living in St Anne's
- Local employer / business owner
- Local employee
- Visitor to St Anne's, mainly here for shopping
- Visitor to St Anne's, mainly here for leisure
- Other – Please describe using the box below

2. What is your postcode?

3. Which age group are you in?

- Under 18
- 18-25
- 26-34
- 35-44
- 45-54
- 55-64
- 65-74

- 75 and over
- Prefer not to say

The Town Centre

The following questions (4 to 11) relate to St Anne's Town Centre, which is focussed on The Square, but includes surrounding streets like Wood Street and St George's Road. We have identified three particular areas as having the potential for improvement – the Station Gateway, The Square and the 'Pier Link' and have set out some ideas for what changes could be considered.

4. On average how often do you visit St Anne's Town Centre?

- Every day
- More than once a week
- Once a week
- 1-3 times a month
- Less than once per month
- Almost never

5. What stops you from visiting St Anne's Town Centre more often?

(Tick all those that apply)

- Difficult to get to by public transport
- Difficult to park
- Lack of facilities for cyclists
- Doesn't have the shops you want to use
- Doesn't feel safe
- Poor weather
- Prefer to visit or use other towns
- Lack of things to do at night
- Don't know when special events are on (like markets and festivals)
- Other (please use the box below)

Intervention Area 1: Station Gateway

The first intervention area is the area around the railway station, Sainsbury's and St George's Road car park, which we have called the 'Station Gateway'. This is a key gateway for visitors to the town which could be improved with better connections to the town centre.

6. Considering the proposals for Station Gateway, to what extent do you think the ideas may be beneficial to St Anne's?

	Very beneficial	Beneficial	Neutral	Not very beneficial	Not at all beneficial
Improvements to the station itself, with better facilities for					

rail passengers					
A new cycle hub including cycle parking and cycle hire facilities					
Enhanced pedestrian connections and signage with better crossings of St Andrew's Road North for pedestrians					
Improvements to St George's Car Park, including improvements to the pedestrian routes to and from the car park					
Extending the car park with a new structure and commercial ground floor use					

Note: the car park and the adjacent site are in private ownership and there is no suggestion that these sites will be acquired by the Council or that changes would be made without the owners' agreement and involvement.

7. Are there any other improvements not listed that you would like to see at Station Gateway?

Intervention Area 2: The Square

The Square is the main focal point of the town centre so the use and character of this space is very important. The ideas for The Square are aimed at strengthening the town centre, making a place where businesses including shops and restaurants can attract more visitors and be successful, and where local people and visitors can enjoy spending time, appreciating the special character of St Annes, in both the daytime and evening.

8. What do you see as the main priorities to improve The Square?

	Very important	Important	Neutral	Not very important	Not at all important
Improved pedestrian environment					
Creating more space for events, like markets and festivals					
Introducing cycle lanes					
Increasing car parking on The Square					
Providing space for restaurants, cafes and bars to have outdoor seating					
Providing shelter from wind and rain					
Improved lighting					
Restoration of the historical character of buildings, including lighting to highlight building frontages					
Encouraging the usage of vacant upper floor space for business					
Encouraging the usage of vacant upper floor space for residential use					
Upgrading Back St Anne's Rd West, to					

support small and creative businesses					
Improvements to Garden Street to connect Ashton Gardens to The Square					

9. Are there any improvements not suggested above that you would like to see for The Square? Please provide any suggestions or comments on the suggestions below.

Intervention Area 3: Pier Link

The Pier Link refers to the connection between The Square and the seafront. At present the walking route between the Pier and The Square involves crossing two major roads (Clifton Drive and the Promenade) and there is little to attract the visitors to this stretch. By creating a better link for pedestrians, and introducing more visitor friendly uses, it is hoped that more visitors to the seafront will extend their visit to St Anne's by spending time in The Square.

10. To what extent do you think the proposals for the Pier Link may be beneficial to St Anne's?

	Very beneficial	Beneficial	Neutral	Not very beneficial	Not at all beneficial
Improving the pedestrian with new paving, lighting, signage and landscaping					
Restricting vehicular traffic to one-way movement (westwards) between Clifton Drive and the Promenade to allow space for cycle lanes and wider pavements					
Redevelopment of the Lord Derby site, with a new building with commercial use on the ground floor (which could be a new version of the Lord					

Derby pub) and several floors of hotel rooms or residential apartments above					
Reducing the Town Hall Parking area to allow for more public realm					
Introducing a new hotel or food & drink use to all or part of the Town Hall buildings					

11. Are there any improvements not suggested that you would like to see for the Pier Link? Please provide any suggestions or comments on the proposals below.

The Seafront

The following questions (12 to 20) relate to the seafront, specifically proposed intervention areas 4, 5 and 6 at the Pier, South Promenade and the Island site respectively.

12. On average how often do you visit the seafront (the Pier, Island site, and South Promenade)?

- Every day
- More than once a week
- Once a week
- 1-3 times a month
- Less than once per month
- Almost never

13. What stops you from visiting the seafront (the Pier, Island site, and South Promenade) more often? (Tick all those that apply)

- Difficult to get to by public transport
- Difficult to park
- Lack of facilities for cyclists
- Doesn't have the attractions you want to visit
- Doesn't feel safe
- Poor lighting
- Lack of protection from the weather
- Prefer to visit other seaside places
- Lack of things to do at night
- Don't know when special events are on (like markets and festivals)

- Other (please use the box below)

Intervention Area 4: The Pier

The Pier is of great historic and community significance to St Anne's, but it could offer a much better experience than it does today. The aims for these proposals are to enhance the setting and appearance of the Pier, to create an enhanced visitor experience and improve the link to the town centre.

14. To what extent do you think these proposals for the Pier would be beneficial to St Anne's?

	Very beneficial	Beneficial	Neutral	Not very beneficial	Not at all beneficial
Replacing the existing car park with a flexible events space					
Introducing new kiosks or cafes to help attract visitors to the new square in front of the pier					
Relocating the car parking spaces in front of the pier to an expanded North Promenade Car Park.					
Investing in the Pier to attract new and enhanced attractions					
Altering the pier to allow for free access to some areas, creating spaces for 'pop up' events like music performances					

15. Are there any improvements not suggested that you would like to see for the Pier? Please provide any suggestions or comments on the ideas below.

Intervention Area 5: South Promenade

The ideas for South Promenade are to sensitively upgrade the Promenade Gardens and create a new attraction at the South Promenade car park to improve this key gateway area.

16. To what extent do you think the proposals for South Promenade would be beneficial to St Anne's?

	Very beneficial	Beneficial	Neutral	Not very beneficial	Not at all beneficial
Improve the Promenade Gardens by introducing new outdoor attractions whilst protecting the heritage value of the gardens					
A new building at South Promenade car park to incorporate a new visitor attraction, café and visitor centre					
A lighting scheme to make the gardens an attraction when it is dark					

17. Are there any improvements not suggested that you would like to see for the South Promenade? Please provide any suggestions or comments on the ideas below.

Intervention Area 6: The Island site

The Island site is home to many very popular seafront attractions at St Anne's. The Council has already consulted on the plans for the new sea defences and this consultation will not change those proposals, nor are there any plans to move or close the miniature railway or golf course.

The current consultation relates to area occupied by the boating lake, swimming pool, Pleasure Island and Salter's Wharf public house.

Three options have been presented for the Island site, based on different levels of intervention. The aim of these proposals is to increase the attractiveness of the St Anne's seafront to visitors.

18. Which option would you prefer to see for the Island site? (Please tick one)

Option 1: Retain but enhance the existing buildings with a covered arcade between the Swimming Pool and Pleasure Island buildings and public realm improvements.	
Option 2: Redevelop the existing Swimming Pool and Pleasure Island buildings into a water park with lane swimming and small outdoor pool and new leisure, entertainment and restaurant complex.	
Option 3: A more comprehensive scheme, redeveloping the existing Swimming Pool, Pleasure Island and Salter's Wharf Pub into a larger attraction, including water park with lane swimming, small outdoor	

pool, and new leisure, entertainment and restaurant complex and other visitor attractions.

19. What do you consider to be the main priorities for the Island site?

	Very important	Important	Neutral	Not very important	Not at all important
Improved pedestrian environment					
Reducing the impact of car parking					
Making more of the sea views with more places to eat and drink with sea views					
Keeping an indoor swimming facility					
Adding an outdoor swimming facility					
Entertainment facilities i.e., more indoor leisure like bowling in addition to the existing cinema					
Improved access, entrances and signage					
Improving the quality of the buildings					
Increased number of food and drink outlets i.e., restaurants, bars					

Next steps

The ideas presented in this public consultation provide some options for the future regeneration of St Anne's. Your feedback on these proposals is very important to us and will guide the future directions for the Masterplan.

21. Out of all of the Intervention Areas, which do you think has the potential to have the greatest impact on the regeneration of St Anne's? Please rank each Intervention Area from 1 to 6 (1 as most important, 6 as least important).

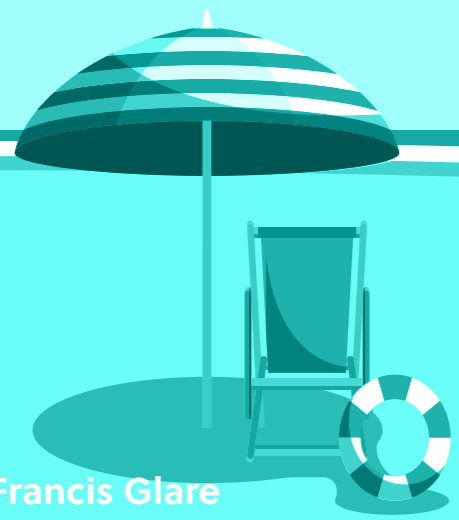
1. Station Gateway	
2. The Square	
3. Pier Link	
4. The Pier	
5. South Promenade	
6. The Island site	

22. Please provide any further comments below:

Thank you for completing the survey.

We will be studying all the responses and then preparing a draft masterplan for St Anne's which we think best reflects everyone's aspirations, concerns and needs. There will be more information about this in the summer.

If you have any questions about this survey or would like to speak to someone about the proposals, please contact Fylde Council at invest@fylde.gov.uk or telephone 01253 658658.



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