

Plan for Fylde - Plan for the Future

# Fylde Council **Regeneration Framework**

2016 - 2032









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# Part I

## The Case for a Regeneration Framework

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1. Introduction
2. The Vision for the Framework
3. Planning Policy
4. The Value and Importance of Urban Design and the Public Realm
5. Funding Regeneration Schemes - The Community Infrastructure Levy

# 1. Introduction

The Borough of Fylde is located in the County of Lancashire in the North West of England. To the north is the Borough of Wyre and to the north-west is the resort town of Blackpool with Preston to the east.

One of the key attractions of the Borough is the high quality physical environment. There are attractive towns and rural settlements within a large rural landscape and the Ribble Estuary which enhances the quality of life of residents, as a setting for business and its contribution to the visitor economy. However, there are parts of the Borough that have been identified as suitable for physical improvement or where there are other opportunities to further enhance the attractiveness of the Borough through the process that might broadly be termed 'regeneration'.

By far the major source of investment in the physical realm of the Borough is delivered by the private sector, guided through the planning system. In addition, to which regeneration projects have been undertaken by the local authority as a means of attracting private sector development into particular locations. Thereby, having considerable social and economic benefits for residents and local business as well as supporting the important visitor economy.

Over the last ten years or so the Council has been engaged in elements of regeneration and economic development. This regeneration activity has ranged from large scale public realm improvements in St Anne's to small environmental enhancement schemes in Lytham, Ansdell and town centre public realm improvements in Kirkham.

The Regeneration Framework builds upon the two former documents. The Regeneration Framework, dated September 2014 and Lytham St Anne's 2020 Vision. Many projects from both of these documents have been updated and integrated into this document.



## 2. The Vision for the Framework

### 2.1 Overview and Vision

The Council's Regeneration Framework is an ambitious attempt to realise the potential economic and social benefits of development over time. At its heart is an ambition to deliver long term prosperity for all the communities of the Borough of Fylde.

This is a visionary document looking ahead towards 2032 showing the end date which aligns with the emerging Fylde local plan. The overall vision for the Regeneration Framework is;

*"To create sustainable communities and to provide attractive, safe environment for residents and visitors to live, work and play."*

### 2.2 The Purpose of this Regeneration Framework

The purpose of the Regeneration Framework is to develop a comprehensive seventeen year vision for the development and coordination of the various regeneration projects and proposals known at this time in line with the Council's current strategies and policy objectives. Over time the Regeneration Framework will be supplemented by new projects and initiatives, in collaboration with community groups, stakeholders or town and parish councils who may propose new schemes for consideration.

The Regeneration Framework identifies and develops high-level key actions to address public realm improvements across the Borough of Fylde; including both the towns and rural settlements. To achieve this the Regeneration Framework shall seek:

- i. To develop a comprehensive series of plans and proposals for the future development, of the public realm.
- ii. To recognise the involvement of all relevant stakeholders. Ensure the stakeholders contribute towards the overall vision for the coast.
- iii. To coordinate and draw together existing and proposed strategies and policies for the Borough and bring them together in an overall Regeneration Framework.
- iv. To consider other strategic planning issues that outline the economic and resort significance of the Borough within the sub-regional context of the Fylde Coast.
- v. To develop alternative centres that will encourage residents of new nearby development to include sustainability of local and village centres.
- vi. To establish an overarching forum to develop and deliver initiatives set out in the Regeneration Framework.



- vii. To be a means of attracting funding to towns and rural settlements which may be the subject of development ensuring that all relevant schemes are identified in design statements, conservation areas, appraisals, management plans or village plans.
- viii. To continue work for the enhancement of the public realm which includes proposals for the main town centre areas, neighbourhoods and Fylde villages and major routes across the Borough.

## 2.3 Why Have a Regeneration Framework for Fylde?

The Framework sets out a series of regeneration projects and initiatives throughout the Borough, including the completion of St Anne's town centre improvements, the regeneration of Kirkham town centre and rural settlements which are changing over time due to associated development. The Regeneration Framework is:

- i. A document approved by the council which sets out the aspirations of the Fylde's communities in terms of public realm improvements, open space improvements, the Green Infrastructure network, including parks, play facilities and other community infrastructure.
- ii. A means of identifying the likely community infrastructure which could be addressed through the implementation of the Community Infrastructure Levy (CIL), within its Charging Schedule, which is likely to be introduced once the Council's Local Plan is adopted. In the absence of this the council intends to make full use of Section 106 Agreements and in doing so this Framework will provide clarity to developers and communities on most matters for the delivery of the community infrastructure.

## 2.4 Structure of the Regeneration Framework

The Regeneration Framework is split into two parts:

Part I : **The Case for Regeneration** – Sets out the context relating to the broader spatial planning issues, including the visitor economy, as well as the development of the concept of the Classic Resort. This gives a baseline assessment of Fylde as it is today and sets out the background and planning policy context the aspirations of the local community.

Part II : **Delivering the Regeneration Framework** – is the action plan and identifies a series of projects, which the Council aspires to deliver over the next 17 years.

## 2.5 Project Jurisdiction

The project area covers 62 square miles (160 square kilometres) of the Borough of Fylde, which is predominantly rural. The coastline is a dominant part of the Borough, and comprises broad open beaches, the largest area of Lancashire's remnant sand dune system, and extensive salt marshes on northern bank of the mouth of the Ribble Estuary which is a designated RAMSAR site which also includes SSSI's and BHS in close proximity. It stretches from Starr Gate to the north and Savick Brook to the east.

## Regional Context



Figure 1 Regional Context

## Local Context

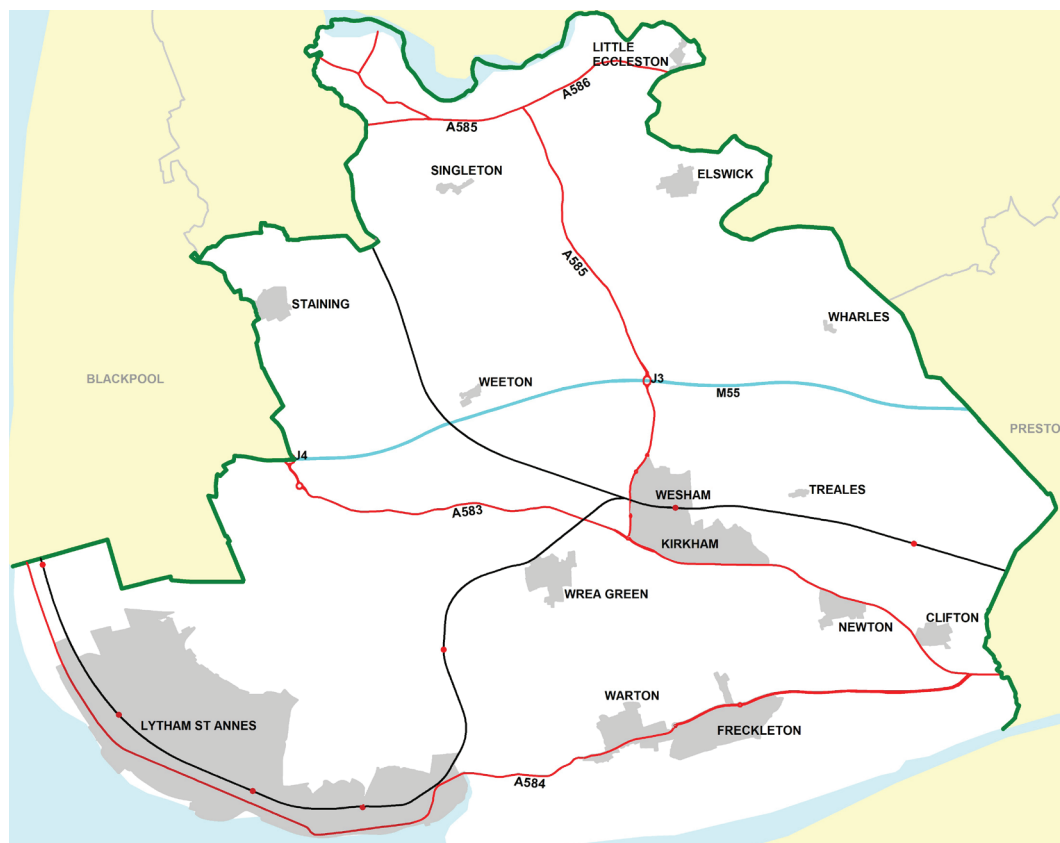


Figure 2 Local Context



## 3. Planning Policy

The Regeneration Framework builds on other planning documents in a continued effort to shape the future development of Fylde Borough. Central to the positive planning of Fylde is the Local Plan, which sets the Vision for the Borough to the year 2032.

The Regeneration Framework develops specific strategies and projects using existing Plans, policies, and strategies. The Framework exists as one amongst a number of policy and strategy documents relating to Fylde. As a means of comparison these policy and strategy documents are presented and considered in three categories: national, sub-regional and local. Each of these categories contains a number of documents each of which will have implications for this strategy; indeed this strategy will seek to deliver or support many of these documents. It is also important that the objectives of this strategy are in broad conformity with the most relevant national and sub-regional policies, see Appendix 5 for the list of these Policies.

### 3.1 National Policy

#### National Planning Policy Framework (NPPF)

The National Planning Policy Framework (NPPF), adopted in March 2012, seeks to foster an environment within which councils will actively encourage sustainable development and growth through supporting the delivery of new homes, business and infrastructure and creating and maintaining thriving local places.

The NPPF seeks to encourage the creation of thriving local places partially through high quality design in locations which are, or can be made, sustainable.

Requiring good design:

- i. Good design is highlighted as a key aspect of sustainable development and the role it can play in making places better for people is widely emphasised within the NPPF.
- ii. Although aesthetics are important, the NPPF goes beyond individual building design and advocates planning policies which address 'the connections between people and places and the integration of new development into the natural, built and historic environment' (paragraph 61).
- iii. The guidance states that applicants will be expected to work directly with those affected by their schemes in order to help evolve their design proposals (paragraph 66). The NPPF sets forth the Government's objectives for the Planning system.
- iv. The Regeneration Framework emphasises sustainability, however, particular regard is given to sustainability in paragraphs 7, 8 and 14. These paragraphs stress the presumption in favour of sustainable development, and the need to consider holistically the three dimensions of sustainable development; economic, social and environmental.



### 3.2 Local Policy

The Council is preparing a Local Plan which will guide development in the borough to 2032. It will ensure new homes, jobs and services are developed in the most sustainable locations, along with the necessary infrastructure and facilities. The Fylde Local Plan to 2032 includes strategic and non-strategic for homes and employment land, leisure, retail, tourism and community use, or a mixture of such uses. The Local Plan also comprises of development management policies, which will inform decisions on planning applications; together with policies to define areas of open space and town centre boundaries and to protect the natural and built environment and heritage assets.

In light of new housing growth to be anticipated over the forthcoming years it will be appropriate to seek the enhancement of town and village centres to support sustainable development and direct as much of the consumer spending as possible to town centres. To achieve this, a physically attractive centre with a good range of retail and other consumer outlets with good accessibility and car parking will be essential.

#### Fylde Local Plan

The Local Plan strategy seeks to:

- i. To maintain and improve the quality of the environment throughout the Borough having primary regard to sustainability objectives;
- ii. To maintain and improve opportunities for employment and to maintain improve and diversify the economic base for the Borough;
- iii. To meet the requirement for housing in a way that will best serve all sections of the community;
- iv. To maintain and improve opportunities for shopping and related services throughout the Borough, and;
- v. To facilitate the development of social and community facilities.

Five strategic objectives have been devised, in order to deliver the Vision for Fylde:

- i. To create sustainable communities
- ii. To Improve and enhance the environment
- iii. To make services accessible
- iv. To diversify and grow the local economy
- v. To develop socially cohesive, safe, diverse and healthy communities

The Local Plan sets out detailed cross cutting themes, which continues through the document and comprises of:

- Promoting health and well being
- Equality
- Viability
- Good design
- Sustainability



The Regeneration Framework will seek to link each of the projects with the respective cross cutting theme. The Chapters are as follows;

CHAPTERS		POLICY
6	The Development Strategy	-
7	Strategic Locations for Development	-
8	General Development Policies	Policy FD6 - Achieving Good Design in Development Policy GD7 - Highway Safety and Accessibility
9	The Fylde Economy	Policy GC5 - Vibrant Town, District and Local Centres EC6 Leisure, Culture and Tourism Development
10	Provision of Homes in Fylde	-
11	Health and Well-being	-
12	Infrastructure, Service Provision and Transport	Policy INF 2 - Developer Contributions
13	Water Resource Management, Flood Risk and addressing Climate Change	-
14	Conserving and Enhancing the Natural, Historic and Built Environment	Policy ENV1 - Landscape Policy ENV2 - Biodiversity Policy ENV3 - Development in the Nature Improvement Area Policy ENV4 - Protecting Existing Open Space and the Green Infrastructure network Policy ENV5 - Provision of new Open Space and Green Infrastructure Policy ENV6 - Historic Environment



## 4. The Value and Importance of the Urban Design and the Public Realm

The National Planning Policy Framework sets out in Section 3.1 what good design should aim to achieve. This is further reinforced by complementary planning documents including 'The Economic Value of Good Design' which assesses the impact of high quality urban design in the context of a depressed economic climate. The report concludes that the recession has placed pressure on reducing costs, but good design is beneficial, enhancing competitiveness and value, including occupancy rates.

Design can be seen as more important in a difficult climate due to increasingly selective investment decisions. Analysis shows that good design can still add value and help schemes to 'weather' economic challenges.

The term urban design has been described as "the art of making places for people". Design theory and research has concluded that there are a number of key elements that are essential in considering how places work, with a view to how they may be improved, or how they might be created. The constituent elements of urban design are wide ranging and often detailed, but include;

- i. Understanding the character and uniqueness of a place
- ii. Continuity and Enclosure; the structure and form of the urban environment
- iii. Quality of public spaces
- iv. The ease of movement around a place
- v. Legibility, the image and ease of navigating around a place
- vi. Adaptability, a place that can accommodate change over time
- vii. Diversity, a rich mix of uses

The council strongly supports the principles of good urban design and architecture and has included its own design principles within the approved Lytham St. Anne's 2020 document. It also endorses the principles established by the Design Council/CABE and supporting publications including 'By Design', the 'Urban Design Compendium' and 'Designing in Context' prepared by Historic Environment Local Management, part of Historic England.

### 4.1 Previous Public Realm Initiatives

The council has a proven track record in developing an approach to the regeneration of the town centres, parks and open spaces. That has taken place for many years and has been carried out often with the support of local groups, town and parish councils and private enterprise. The following are the examples of Public Realm schemes which have been carried out.

## St Anne's Town Centre

St Anne's is the major resort of the Borough and has a reputation as a quality destination. The regeneration programme aims to support the sustainability of the town centre to meet the needs of the local population and any new population growth. A vibrant town centre will help support the growing visitor economy, whilst supporting the 'Classic Resort' concept.

The Classic Resort accreditation concept was introduced by the North West Development Agency in their publication; 'A New Vision for Northwest Coastal Resorts', in 2003. In a review of the resorts within the Northwest region, St. Anne's and Lytham were considered to be potential 'regional gems' that could, with some investment, be a strong component of the regional tourism offer. Thus, the Classic Resort concept is one which underpins past and future regeneration projects within St Anne's.

The approach of Fylde Council and its partners is that high quality urban design can have significant social, environmental and economic benefits. This principle was embodied in the development of the master plan for the regeneration of St. Anne's town centre. This was based on the award winning 'Urban Design Guide'.

The key design principles promoted in the Guide, included;

- The visual character
- Enclosure
- Design quality
- The Public Realm
- Legibility and distinctiveness
- Connectivity and accessibility
- Mixed uses

The public realm enhancements have resulted in a high quality setting for retail, entertainment and culture, which has assisted in increasing rental values, urban design quality, increasing tourism and enhancing the heritage value of the town. In addition to enhanced connectivity and legibility throughout the town centre.

The 'regeneration' of St. Anne's town centre has been on-going since 2000. The town centre had experienced significant economic and environmental deterioration. Consequently, a report was commissioned from the National Civic Trust Regeneration Unit, funded by the council and the Lytham St. Anne's Civic Society. This report identified a series of small scale improvements and interventions pending a more comprehensive series of proposals.

The first phase initiated, an intense level of activity resulted in the engagement of English Heritage, now known as, Historic England, The Lancashire Tourism Partnership, Lancashire County Council, and Fylde Council. In 2002, the North West Regional Development Agency became



a strategic partner. Since that time the regeneration programme has included the refurbishment of over fifty buildings to a conservation standard, public realm improvements to the Square, Orchard Road, Garden Street, and Wood Street, improvements around the train station and the Pier and the refurbishment of Ashton Gardens.

The level of financial support including grants, other external contributions and developer contributions is £5.38m. In addition to, a Building Refurbishment grant aid, supplied by the Council which matched contributions from Historic England, and Lancashire County Council. It is estimated that private sector investment has been approximately £25m over the last 10 years.

The Council is committed to completing the master plan for the town centre. Areas of the town centre remain unimproved, in contrast with the areas which have been subjected to improvements. These areas include Park Road, part of Wood Street, The Crescent, part of St Andrews Road North, St Andrews Road South, St Georges Road, parts of Clifton Drive and the remaining section of St Anne's Road West between the Square and the Pier.

## Lytham Town Centre

Lytham is an attractive coastal town, the general approach to the planning of Lytham is the conservation of its character and enhancing its role as a key service centre. The aspiration of the Regeneration Framework is to enhance the historic quality and public spaces in Lytham, including public realm enhancements in key locations whenever possible.

Lytham was the first of the major town centres to benefit from a regeneration initiative in the form of the pedestrianisation of Clifton Square with new paving, lighting, tree planting and the reinstatement of some of the original verandas. As part of the preparations for the hosting of The Open Golf Championship in 2012, enhancements to the open space alongside the Market Place was undertaken costing around £30,000, and to Sparrow Park and the station approach.

Subsequent projects include Station Road which aimed to integrate and link the new Booth's store with Clifton Street. This involved new street lighting, paving and street furniture. This 'upgrade' has had a significantly beneficial effect on this part of the town centre.

With regards to the public sector, the proposed projects shall focus primarily on the town centre so that it can fulfil its role as a specialist retail and commercial centre, maximising the assets of Lytham Hall and Lytham Green, in the light of competition from larger retail centres. Much of this 'development' will be one of creating a specialist niche for Lytham, building on its unique character, such that it will occupy a role as an attractive coastal destination for the north west and as a place for investment and business growth.





## Ansdell Centre

Much of the environmental improvements in Ansdell have occurred on Woodlands Road and the train station. Woodland Road is partly located in Fairhaven but for the most part in Ansdell, and functions as an important district centre containing a variety of retail units, community facilities such as the Institute, and places of worship. Ansdell has a distinctive character with attractive late Victorian and Edwardian terraces containing commercial uses at ground floor fronting Woodlands Road and garden frontage residential properties in adjoining streets. The 2010 version of the Regeneration Framework included a project which was centred on Ansdell and Fairhaven train station and included the link to Fairhaven Lake up to Clifton Drive South and to Rossall Road to the north. The objective at the time was to upgrade the area around the station as the location was anticipated as having the role of a major arrival point for the Open Golf Championship, which was subsequently held in July 2012. Some environmental works were undertaken around the Station, including improvements to the platform.

Since 2010 the strategy for the regeneration of Woodlands Road has intensified and has resulted in improvements to Ansdell centre along Woodlands Road. The funding provided by the Council, in addition to other contributions, including Lancashire County Council, has resulted in a comprehensive scheme incorporating new paving, planting, street furniture and traffic management measures, which helped maintain the presence of Ansdell within the retail centre hierarchy.

## Kirkham Town Centre

Kirkham, has also experienced a series of town centre enhancement projects over the last three years. This has included decorative street lighting, improvements to the Market Square and Town End. A 'Market Town Health check' has been carried out, this related to the whole of the town and was aimed at identifying issues of concern or, for that matter potential. The public was canvassed for its views. In order to address the issues identified potential projects of which 18 related to the town centre.



The Safeway scheme (now Morrison's) of the mid 1990's introduced a 'magnet store', public car park and new community centre that sought to increase footfall into the main commercial area by way of pedestrian links to Poulton Street. Partly as a result of the Market Town Initiative, the Fylde Council and Lancashire County Council entered into a partnership (known as the Business Enterprise Premises Improvement Scheme) providing funding in the form of grant aid to property owners to improve shop fronts. Eleven premises benefited from the scheme. This successful 'pilot project' initiative extended to the establishment of the 'Kirkham Renaissance', a similar scheme aimed at premise improvements. This was a partnership with Lancashire County Council, the Fylde Council and the private sector.



## 4.2 Development Management

The council, in undertaking its role as local planning authority, plays a major role in the, conservation, enforcement and the day to day management of the historic environment. It is through the planning process (Development Management) that much of the public engagement takes place and decisions made by, or on behalf of the Development Management Committee of the council, take account of public opinion, heritage bodies and amenity organisations. These decisions also take significant account of local planning policies and supplementary planning guidance.

The council appreciates that developers have, a major impact on the present and future landscape of the Borough and that they take financially difficult decisions and associated risk. Where the principle of development is appropriate, the council, through the development management process, will seek to work in a collaborative way with prospective developers. This is on the basis that development is acceptable in principle and that the agreed objective is a collaborative approach to development that responds positively to the historic setting and context of the site.

## 4.3 Local Groups and Organisations

There are a range of amenity societies that are present within the locality who have an active interest in the preservation and enhancement of the built heritage of the Borough. In the research phase of the preparation of the Heritage Strategy, some of these were invited for discussion and given the opportunity to explain their particular interests. These include;

- i. Heritage Trust for the North West
- ii. Lancashire Gardens Trust
- iii. Lytham Heritage Group
- iv. Lytham St. Anne's Civic Society
- v. Lytham Town Trust
- vi. St Anne's on Sea Development Partnership (STEP)

## 5 Funding Regeneration Schemes - The Community Infrastructure Levy

The Community Infrastructure Levy (CIL) is a new charge on some forms of built development; it allows the Charging Authority (i.e. Fylde Council) to levy a charge on owners or developers carrying out built development so that they contribute to the costs of providing the infrastructure needed to support development of the area. It will fund infrastructure projects including the public realm works. At the meeting on 30 March 2015, the Full Council agreed to develop a CIL. Consultants have been commissioned to prepare a preliminary draft charging schedule, which will be subject to consultation and to an examination, similar to a public inquiry, prior to its adoption by the council as the charging schedule.

### Section 106 Planning Obligations alongside a CIL regime

From April 2015, Regulation 123 of the Community Infrastructure Levy Regulations imposed substantial restrictions on a local planning authority's ability to secure developer contributions for mitigating infrastructure impacts through planning obligations. It is only possible for a maximum of five planning obligations to be pooled to contribute to any one infrastructure item or infrastructure type.

Revenue from CIL is intended to provide infrastructure to support the development of an area, rather than making individual planning applications acceptable in planning terms. CIL revenue can be spent by the council to support any community infrastructure to promote growth, it is not tied to a particular project.

Some developments will be liable to both pay CIL and enter into S106 agreement. The CIL payment and S106 obligations, will cover different things, and development will not be charged for the same items of infrastructure through obligations and levy. In order to clarify what types of infrastructure will in future no longer fall under S106, a list under Regulation 123 of the CIL Regulations will need to be compiled by Fylde Council. This is a list of infrastructure types and projects that it is intended will be, or may be wholly or partly funded by CIL and will cover non site specific infrastructure, including transport / highway schemes; cycle schemes; green infrastructure; and public realm. These infrastructure projects can therefore not be funded through S106 Planning Obligations. It will be kept up-to-date and take into account any changes in circumstances and/or infrastructure need identified in the future.

### Infrastructure Delivery Plan

A draft Infrastructure Delivery Plan for Fylde (IDP), incorporating an Infrastructure Delivery Schedule (IDS), has been prepared to accompany the Local Plan. The Plan and the IDP will

run to 31 March 2032, to ensure a 15 year plan from the anticipated date of adoption in 2017. The IDP identifies infrastructure projects which will assist in overcoming existing shortfalls and accommodate all of the development (housing, employment and mixed use development) proposed in the Local Plan. The draft IDP is at the beginning of a process to integrate the capital investment programmes of various services, partner organisations and infrastructure and service providers with planning for new development. The baseline position within the IDP will allow Fylde Council to continue to prioritise spending and address funding gaps. The IDP has been produced as a working document which can be updated through active monitoring to inform service and spatial planning decisions. Progress on the delivery of infrastructure, to serve the planned levels of development in the Local Plan, will be reviewed as part of ongoing monitoring and reporting mechanisms.







## Part II

### Delivering the Regeneration Framework

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- 6 Introduction
- 7 The Projects

## 6 Introduction

One of the key elements of this document is the setting the key projects that are likely to come forward over the next two decades. The vast majority of these will be driven by the private sector.

The following projects are a continuation of the first phase of the implementation of the longer term 2020 Vision. The list of projects have been further extended to consider the Borough as a whole and embrace many of the projects which have been set out in other Strategies and Policies.

The development of the 'Classic Resort accreditation system' for St Anne's, based on the recommendations of the Coastal Resort's Strategy, forms an integral part of the 2020 Vision and the Regeneration Framework.

### 6.1 Regeneration Schemes

The Regeneration Framework has outlined that over the last decade or so, the Council and its partners, both in the public and private sector, have delivered a number of key regeneration schemes aimed at revitalising the town centres of the Borough. A number of enhancement schemes have also been undertaken in some of the smaller settlements.

Town centres, also contain designated Conservation Areas and so, implicitly, the improvements undertaken have assisted in the objective of 'preservation and enhancement'. There has been an element of appraisal and management in the design and implementation of regeneration schemes. In the case of regeneration schemes within designated conservation areas, the appraisals and management plans should include specific proposals for enhancing the economics of the town centre including the enhancement of the public realm.

Potential sources for the funding of public realm schemes – including Section 106 contributions or through the provisions of the Community Infrastructure Levy (CIL) - will be identified in the Local Plan or in the consideration of specific, relevant planning applications.

#### Key actions

- i. Town Centre Management Plans shall specifically include proposals aimed at enhancing the economy, vibrancy and vitality of the centre and include proposals for upgrading and managing the public realm.
- ii. The potential for the funding of public realm improvements in town centre Conservation Areas should be contained within the Local Plan and it's accompanying Infrastructure Delivery Plan. Consideration also needs to be given to potential funding from relevant development proposals through CIL and from Section 106 contributions.
- iii. Supporting the rural settlements in preparing Neighbourhood Development Plans.
- iv. In Conservation Areas the funding for improvements and enhancement should be considered when framing management proposals, assessing the scope for attracting funding from the public and private sector, including relevant developments.

The attraction of 'external' funding has been based around creating comprehensive strategies for regeneration, which formed the basis for making bids to a number of agencies over the last fifteen years. More recently, the councils 'Regeneration Framework', which supported the 'Interim Housing Policy', has been used, where appropriate, to attract developer contributions to enhance the environment of various town centre and rural locations. The Lytham St Anne's 2020 Vision, produced in 2010 was aimed, in part, at attracting funding for environmental improvements to support the hosting of the Open Golf Championship in 2012. Many of the implemented schemes have been retained and carried through to this document.



## 6.2 Criteria for the Projects

The qualifying factors for selected projects are as follows;

- i. The project is within Town Centres, and rural settlements, neighbourhood centres and main corridors into these Centres
- ii. Is of high public significance
- iii. The project forms part of the councils' Corporate Objectives delivered
- iv. The project relates to any objectives of other organisations
- v. The project relates to relevant Development Plan policies

## 6.3 List of Projects

The following compendium of projects is a list of declared regeneration and/or public realm enhancement schemes across the Borough. These are at various stages of development and will be formalised and detailed in due course. The order of presentation does not indicate any form of prioritisation. This will depend on many factors including the availability of specific funding, deliverability of the concept, availability of the site or land and feasibility of the scheme. The Council will, resources permitting, work with various interested groups and the community in general to develop these schemes according to the deliverability of each project.

In considering the local areas, the council recognises five broad areas, each containing individual distinctive settlements, as previously stated, these are:

- Lytham
- St Anne's
- Kirkham and Wesham
- Freckleton and Warton
- the Rural Areas
- and Fylde Periphery

The details for each Project will be outlined following these main headings; context, project, aims and objectives, supporting documents, delivery and procurement, and cost estimate.

REF	PROJECT	VALUE	PRIORITY
7.1 Design Corridors and Nodal Points			
7.1.1	A584 Starr Gate to St Anne's	£3,750	Low
7.1.2	St Anne's to Lytham Boulevard	£8,750	Medium
7.1.3	Lytham to Warton to Freckleton Boulevard	£9,500	Medium
7.1.4	A585 to M55 to Blackpool Road Roundabout	£3,750	Low
7.1.5	M55 to Windy Harbour Junction	£3,950	Low
7.2 St Anne's - Town Centre and Coastal Environmental Enhancements			
St Anne's Town Centre and Coastal Environmental Enhancements			
7.2.1	St Andrew's Road North	1000,000	Low
7.2.2	St Georges Road	£135,000	High
7.2.3	The Crescent	£185,000	High
7.2.4	St Andrew's Road South	£160,000	High
7.2.5	Wood Street North	£175,000	Medium
7.2.6	Wood Street South	£175,000	Medium
7.2.7	Park Road	£80,000	High
7.2.8	St Anne's Pier Connection	£75,000	Medium
7.2.9	St Anne's Pier Feasibility Study	£95,000	Medium
7.2.10	St Anne's Paddling Pools	£450,000	High
7.2.11	Promenade Garden	£3.75m	Medium
7.2.12	St Anne's 'The Island' Seafront Feasibility Study	£75,000	Medium
7.2.13	Fylde Sand Dunes	£500,000	Medium
7.2.14	Developing a 'Classic Resort' Hallmark	£75,000	High
7.2.15	St Anne's Townscape Heritage Initiative	£750,000	High
7.2.16	Management and Maintenance of St Anne's Town Centre Public Realm/Events	£25,000	Medium
7.3 Fairhaven and Ansdell			
7.3.1	Woodlands Road (Fairhaven) Phase Four	£85,000	High
7.3.2	Woodlands Road (Fairhaven) Phase Five	£80,000	Medium
7.3.3	Fairhaven Lake and Gardens Master Plan	£3.75m	Medium
7.3.4	Fairhaven Lake – Japanese Gardens	£395,00	Medium
7.3.5	Fairhaven Sea Defence		High
7.4 Lytham			
7.4.1	Lytham Hall and Lytham Green Connection	£35,000	Medium
7.4.2	Lytham Square and the Market Place	-	Medium
7.4.3	Clifton Street and connections to the Green	-	Medium
7.4.4	Street Lighting to West, Central and East Beach	£200,000	Low
7.4.5	Lowther Gardens	-	Medium
7.4.6	Lytham Promenade Connection	£195,000	High
7.4.7	Lancashire Coastal Way - Lytham to Fairhaven	£750,000	Medium
7.4.8	Lytham Hall	-	High

REF	PROJECT	VALUE	PRIORITY
7.5 Kirkham and Wesham			
7.5.1	Kirkham Town Centre	.	High
7.5.2	Memorial Park	£300,000	Medium
7.5.3	Wesham	-	Medium
7.6 Freckleton and Warton			
7.6.1	Freckleton Neighbourhood Development Plan and the Village Centre	£35,000	High
7.6.2	Warton Village Centre	£325,000	High
7.7 Rural Areas			
7.7.1	Elswick	£175,000	Medium
7.7.2	Newton	£50,000	Medium
7.7.3	Staining		Medium
7.7.4	Wrea Green	£50,000	High
7.7.5	Clifton	£35,000	Medium
7.7.6	Singleton		Medium
7.7.7	Weeton	£25,000	Low
7.7.8	Little Eccleston	£25,000	Low
7.7.9	Treales	£25,000	Low
7.7.10	Wharles	£25,000	Low
7.8 Fylde Periphery			
7.8.1	Whitehills Business Park	£850,000	High



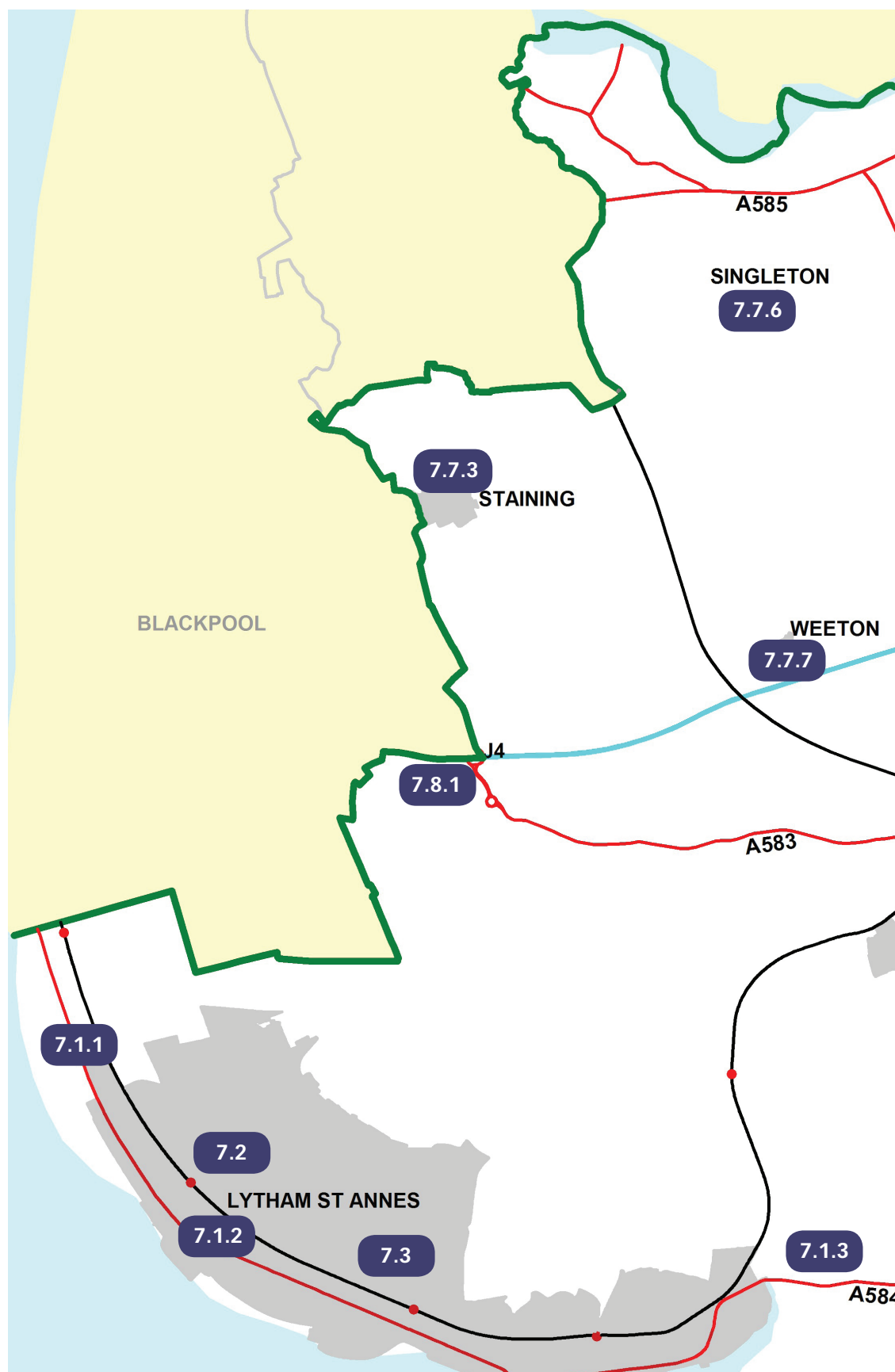
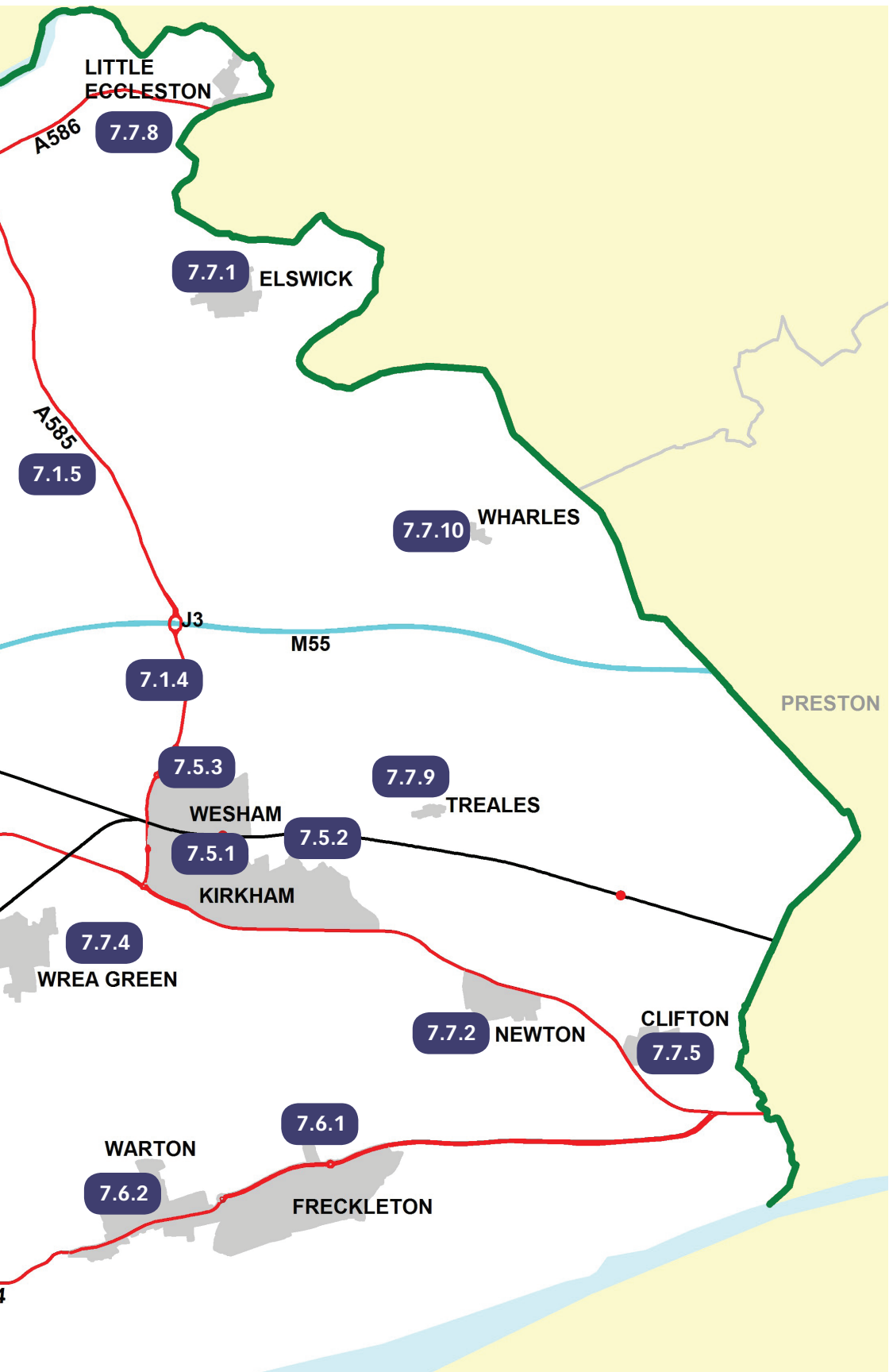


Figure 3 Plan showing geographical location of the Projects



## 7 The Projects

### 7.1 Design Corridors and Nodal Points

#### Context

Ever since the publication in 1898 of Ebenezer Howard's book 'Garden Cities of Tomorrow', the notion of trees and vegetation as vital amenities in the urban environment, has been expounded by utopian thinkers and urban planners alike. There is now little debate over the value of trees to the town and the city in improving the urban landscape, providing the aesthetic qualities required in softening the hard edges of the built environment and assisting in limiting or buffering harmful emissions of air and noise pollution.

Street trees have an innumerable number of benefits. The environmental quality of the Fylde Coast to the visitor will be tempered by the experience presented by key arrival points, gateways and through travel corridors linking the periphery of the area with key destinations. The enhancement of 'design corridors' is a long established means of improving perception and image of particular places. There is potential to enhance and create key corridors and significant views into the urban areas of the Fylde Coast.

#### Projects

- 7.1.1 Starr Gate to St Anne's
- 7.1.2 St Anne's to Lytham Boulevard
- 7.1.3 Lytham - Warton - Freckleton Boulevard
- 7.1.4 A585 - M55 to Blackpool Road Roundabout
- 7.1.5 M55 to Windy Harbour Junction

#### Aims and Objectives

The emphasis will be on key corridors and arrival points. Enhancements shall include:

- i. Improved landscape maintenance.
- ii. Introducing features (including banner displays and temporary artworks) on key nodal points - including roundabouts and junctions.
- iii. Proposed Tree Planting / landscaping.
- iv. Enhancements to street furniture, including painting schemes, hanging baskets and suitable hoardings to screen unsightly features.

Improvements of the principal road corridors into the urban areas will enhance and assist in creating a positive impression for visitors at the point of arrival and within key locations. An analysis and study of these corridors will identify the priority locations and opportunities to enhance the overall environmental quality.

## Design Philosophy

- Street trees to reinforce the public realm and to create a cohesive environment
- Provide consistency and visual uniformity for each street
- Enhance the local character of distinct street
- Reinforce and celebrate the gateways and key nodal intersections
- Reinforce and enhance boulevards and avenues

The location and type of new trees on highways are determined by the following factors:

- Presence of underground services
- Size of the street
- Views of individual residents
- Local character of the area
- Availability of certain species
- Avoidance of potential problems in the future such as pedestrian access etc.

Appendices 6, identifies potential tree planting design strategies.

## Supporting Documents

- Fylde Green Infrastructure Strategy (GI) (June 2011)
- St Anne's on Sea Neighbourhood Plan (2015)
- St Anne's Resort Action Plan (2001)
- Lytham St Anne's 2020 Vision (Draft) (2010)
- Bryning with Warton Neighbourhood Plan (2015)
- St Anne's on Sea Development Plan

## Delivery and Procurement

It is envisaged that these projects will be determined and delivered through cross border working between Fylde and Blackpool Councils, Lancashire County Council, Re-Blackpool and its possible successor.

## Cost Estimate

- 7.1.1 Starr Gate to St Anne's - £3,750
- 7.1.2 St Anne's to Lytham Boulevard - £8,750
- 7.1.3 Lytham - Warton - Freckleton Boulevard - £9,500
- 7.1.4 A585 - M55 to Blackpool Road Roundabout - £3,750
- 7.1.5 M55 to Windy Harbour Junction - £3,950

## 7.1.1 Starr Gate to St Anne's

### Context

Clifton Drive North is the main thoroughfare from Blackpool to St. Anne's. It also forms a key link and gateway into Lytham St Anne's. As such, the environmental quality is particularly important. It is also significant in the context of the St Anne's town centre.

Along Clifton Drive North there is very limited existing tree planting, this is caused by the, challenging environment, due to the sand dune, winds and sea spray. In addition to the arrangement and density of its urban form, the reduction and removal of trees over time, utilities and services within the grass verges, with resulting narrow width of pavement and the absence of park.

### Project

The aspiration is to create a tree-lined boulevard, which reinforces the historic character and greatly improve the overall street scene and the public realm. There is an opportunity to provide colourful displays to the approach to St Anne's town centre, in particular a striking gateway feature would greatly enhance the visitor experience. Further enhancements would include, selective paving improvements, signage and working with property owners on building and forecourt enhancements.

### Aims and Objectives

To ensure that the design aspirations are met, it will be necessary to work alongside the private and public sector, to ensure that tree planting opportunities are maximised due to the physical constraints of the site. Therefore:

- i. Tree planting shall be encouraged in front gardens of properties where visible. The plant species will be carefully considered.
- ii. Tree planting shall be used to enhance key approaches to the town centres.
- iii. Tree planting should not be used where it would obscure important features or facades.
- iv. The selection of tree species should be appropriate to the physical environment and localised microclimate.
- v. Environmental enhancements should link into the any enhancements which are carried out to the dunes.

### Delivery and Procurement

Working in collaboration Lancashire County Council. In addition to carrying out a full consultation to all residents along Clifton Drive North.

### Cost Estimate

Starr Gate to St Anne's - £3,750



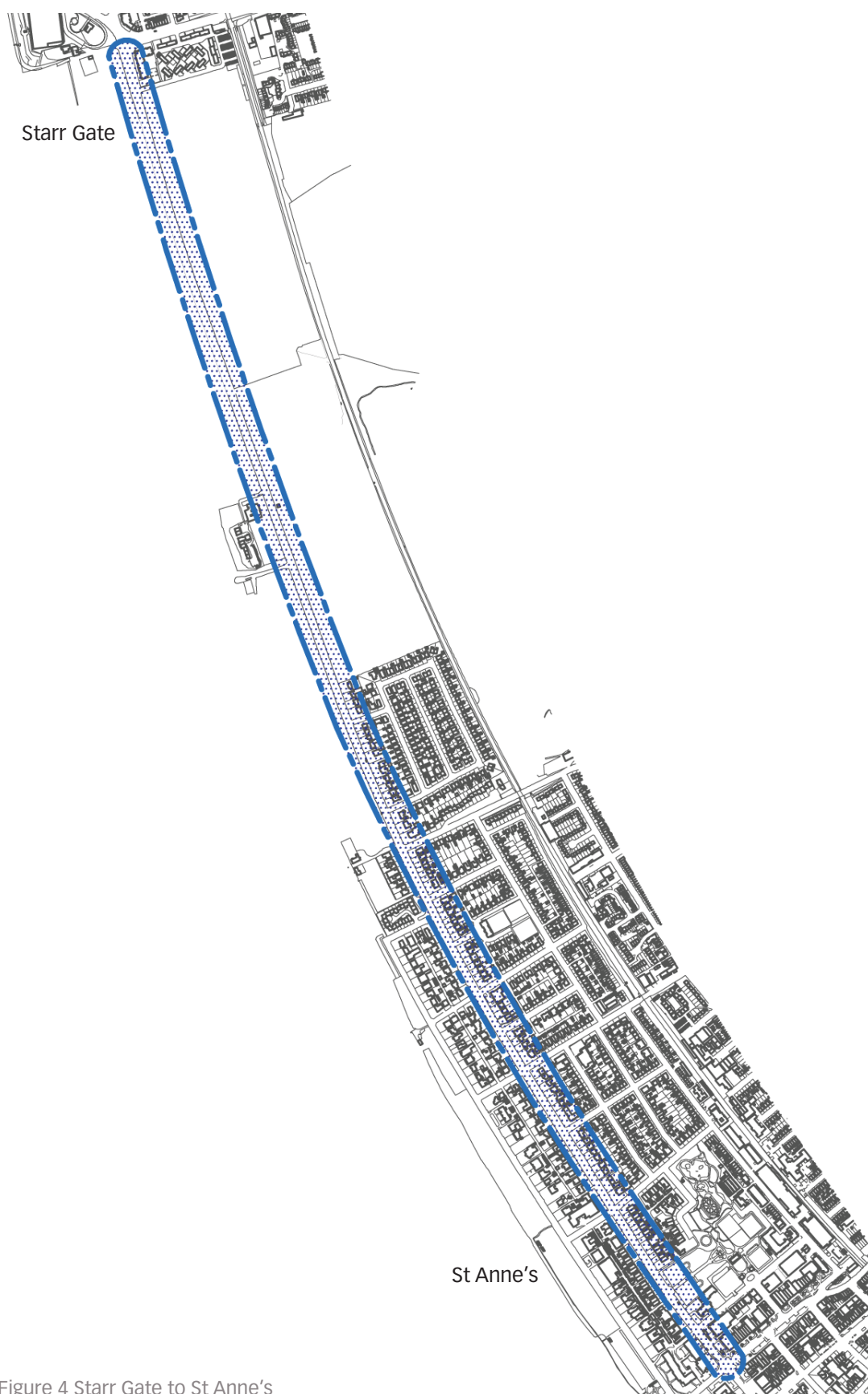


Figure 4 Starr Gate to St Anne's

## 7.1.2 St Anne's to Lytham Boulevard

### Context

Clifton Drive is the main route through Lytham and St. Anne's, linking the two towns. As such a focus, its environmental quality is particularly important. It is also significant in the context of St Anne's town centre, with its links to the golf course, primarily for pedestrians. Clifton Drive contains elements of commercial frontage and residential properties.

Along Clifton Drive there is very limited existing tree planting, this is due to much on the landscape being sand dunes, the density of its urban form, the removal of trees over time, utilities and services within the grass verges, with resulting narrow width of pavement and the absence of park or garden spaces.

### Project

Clifton Drive is an important corridor linking the two towns Lytham and St Anne's. There is scope to create an attractive boulevard, and improving the overall public realm.

The aspiration is to create a tree-lined boulevard, which reinforces the historic character and greatly improve the overall street scene and the public realm. There is an opportunity to provide colourful displays which would be particularly striking and would greatly enhance the visitor experience. Further enhancements would include, selective paving improvements, signage and working with property owners on building and forecourt enhancements.

### Aims and Objectives

To ensure that the design aspirations are met, it will be necessary to work alongside the private and public sector, to ensure that tree planting opportunities are maximised due to the physical constraints. Therefore;

- i. Tree planting shall be encouraged in front gardens of properties where visible. The plant species will be carefully considered.
- ii. Tree planting shall be used to enhance key approaches to the town centres, providing continuity and highlighting key locations, for example, the White Church and St Thomas Church, etc.
- iii. Tree planting should not be used where it would obscure important features/facades.
- iv. The selection of tree species should be appropriate to the physical environment and localised microclimate.

### Delivery and Procurement

Working in collaboration Lancashire County Council. Whilst carrying out a full consultation to all residents along Clifton Drive.

### Cost Estimate

St Anne's to Lytham Boulevard - £8,750.

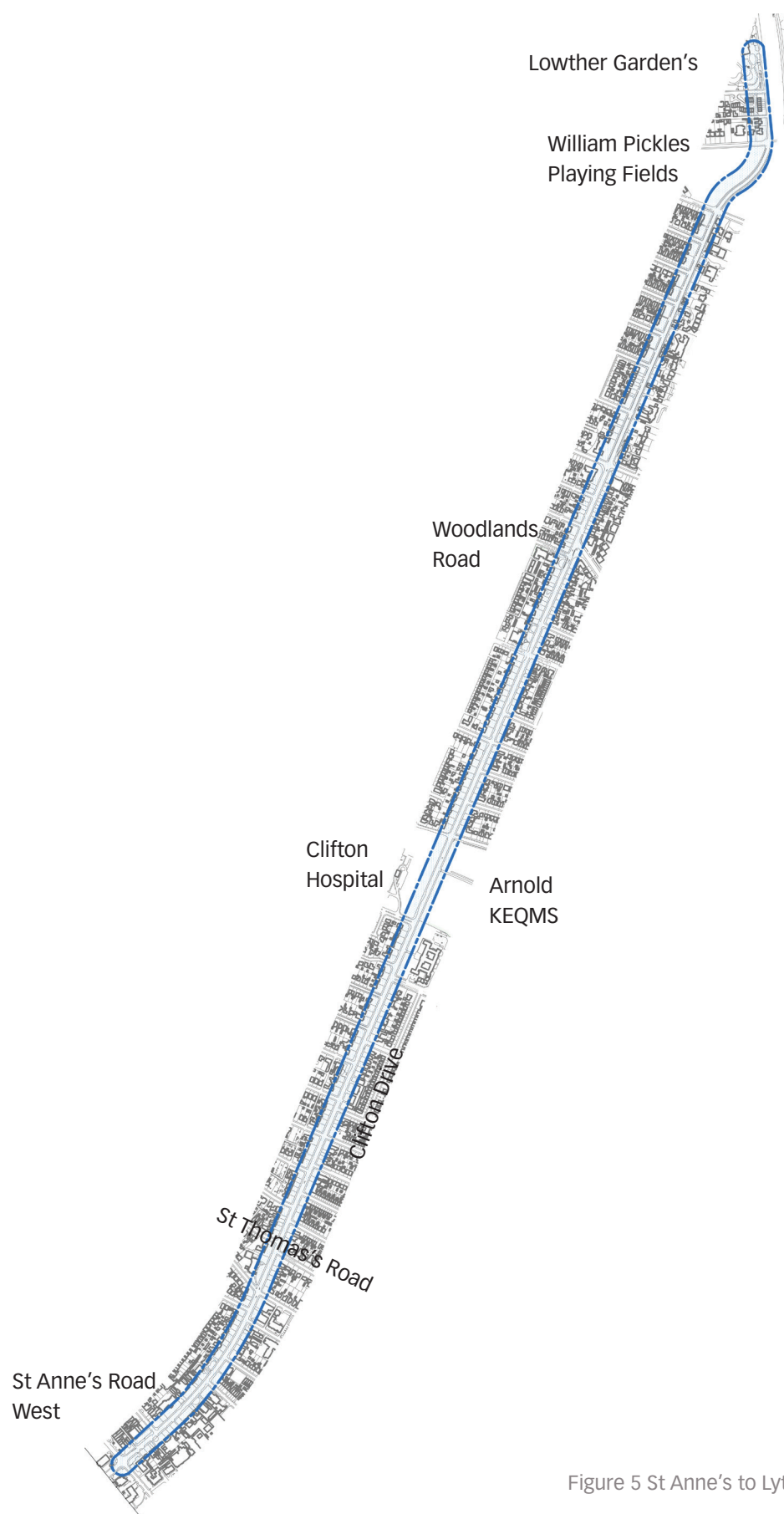


Figure 5 St Anne's to Lytham Boulevard

## 7.1.3 Lytham - Warton - Freckleton Boulevard

### Context

The A584 Preston Road and Lytham Road is the main thoroughfare from Lytham to Freckleton, travelling through Warton. As such it is a major focus, its environmental quality is particularly important. Some parts of Lytham Road are rural in character in contrast to the neighbourhood centre of Warton, which provides a major focal point. This section of Lytham Road contains elements of commercial frontage, residential properties and open countryside.

### Project

There is limited existing tree planting, especially within Warton. This is due to the density of its urban form, the removal of trees over time, utilities and services within the grass verges, with resulting narrow width of pavement and the absence of park or garden spaces.

The aspiration is to create a tree lined boulevard linking Lytham, Warton and Freckleton and to reinforce the rural landscape character of the Fylde countryside by planting trees and indigenous hedgerows. The tree lined boulevard would greatly improve the overall street scene and the public realm to the neighbourhood centre has a whole.

There is an opportunity to provide colourful displays which would be provide a focal point and enhance the visitor experience. Further enhancements could include, paving improvements, signage and working with property owners on building and forecourt enhancements.

### Aims and Objectives

To ensure that the design aspirations are met it will be necessary to work alongside the private and public sector, to ensure that tree planting opportunities are maximised due to the physical constraints. Therefore;

- i. Tree planting shall be encouraged in front gardens of properties where visible. The plant species will be carefully considered.
- ii. Tree planting shall be used to enhance key approaches to the town centres, providing continuity and highlighting key locations.
- iii. Tree planting should not be used where it would obscure important features or facades.
- iv. The selection of tree species should be appropriate to the physical environment and localised microclimate.

### Delivery and Procurement

Working in collaboration Lancashire County Council. Whilst carrying out a full consultation to all residents along the A584 Preston Road and Lytham Road.

### Cost Estimate

Lytham - Warton - Freckleton Boulevard - £9,500.



Figure 6 Lytham - Warton - Freckleton Boulevard



## 7.1.4 A585 - M55 to Blackpool Road Roundabout

### Context

The A585 - M55 to Blackpool Road Roundabout is a main thoroughfare. As such it is a major focus, environmental quality is particularly important. Some parts of Blackpool Road are rural character, this contrasts with elements of commercial frontage, residential properties and open countryside.

### Project

The aspiration is to create a tree lined boulevard linking the M55 to Blackpool Road. The landscape character of this section of the A585 is changing due to new developments built and proposed. The aim is to 'drawing in' the rural landscape character of the Fylde countryside along the A585 by planting trees and indigenous hedgerows to garden boundaries along the route. The tree lined boulevard would greatly improve the overall street scene and the public realm which in time will change due to new development in the immediate vicinity.

### Aims and Objectives

To ensure that the design aspirations are met it will be necessary to work alongside the private and public sector, to ensure that tree planting opportunities are maximised due to the physical constraints of the site. Therefore:

- i. Tree planting shall be used to enhance key approaches, providing continuity and highlighting key locations.
- ii. The selection of tree species should be appropriate to the physical environment and localised microclimate.

### Cost Estimate

A585 - M55 to Blackpool Road Roundabout - £3,750.

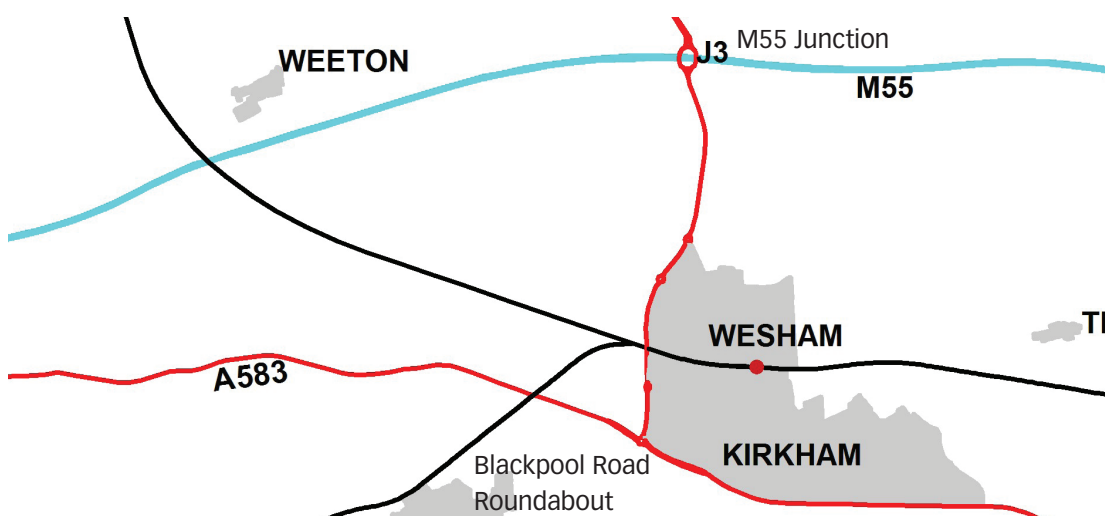


Figure 7 A585 - M55 to Blackpool Road Roundabout

## 7.1.5 A585 - M55 to Windy Harbour Junction

### Context

The A585 from M55 to Windy Harbour Junction is a main thoroughfare. As such it is a major focus, environmental quality is particularly important. The Blackpool Road is primarily rural in character in this location. It contains elements of commercial frontage, residential properties with views out to open countryside.

### Project

The aspiration is to create a tree lined boulevard linking the M55 to Windy Harbour Junction. The aim is to 'drawing in' the rural landscape character of the Fylde countryside along the A585 by planting trees and indigenous hedgerows to garden boundaries along the route. The tree lined boulevard would greatly improve the overall street scene and the public realm which in time will change due to new development in the immediate vicinity.

### Aims and Objectives

To ensure that the design aspirations are met it will be necessary to work alongside the private and public sector, to ensure that tree planting opportunities are maximised due to the physical constraints of the site. Therefore:

- i. Tree planting shall be used to enhance key approaches, providing continuity and highlighting key locations.
- ii. The selection of tree species should be appropriate to the physical environment and localised microclimate.

### Cost Estimate

M55 to Windy Harbour Junction - £3,950.

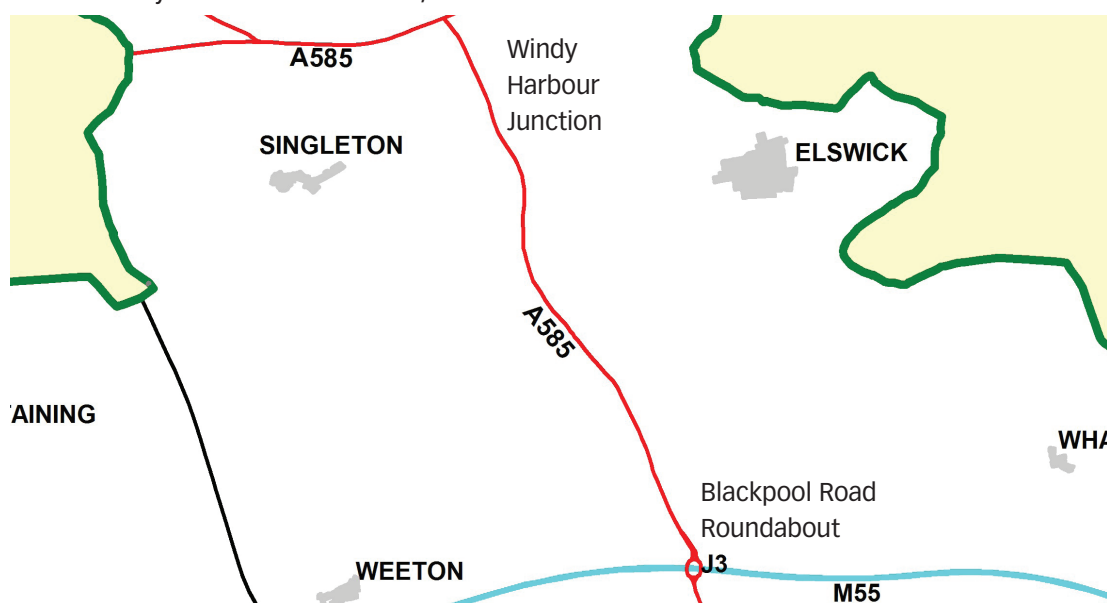


Figure 8 M55 to Windy Harbour Junction

## 7.2 St Anne's Town Centre

### Context

The projects identified within this section follows a planned programme of physical regeneration of the public realm (including the building fabric) of St Anne's town centre which has been phased over the last decade. Significant public sector support has been engaged to date and all these initiatives collectively form part of the original master plan. Seeking external funding was one of the key objectives to support the regeneration especially in view of the importance of St Anne's as a visitor destination.

### Project

Parts of St Anne's town centre have already been subject to public realm refurbishment during the previous four phases of development. The projects and initiatives identified will see the continuation of environmental enhancements to the town centre.

### Aims and Objectives

#### Aims

- i. To promote economic development, diversity of uses and vibrant street life.
- ii. To protect and enhance the character of the urban environment, and celebrate the inherent qualities of St Anne's townscape.
- iii. To raise the environmental quality of the town centre, reclaiming its streets, improving connectivity, orientation and spaces to create safe access for pedestrians.

#### Objectives

- i. Improvements to create safer a pedestrian environment by providing crossing points, highlighting junctions, formalising on street parking and creating of 'gateways' into the area.
- ii. Improvements to street furniture, paving, road surface materials and street lighting to enhance and create a distinctive cohesive setting and sense of place.
- iii. New street lighting of a heritage style to incorporate 'white light' to give better colour rendition and give the particular road a distinct character in the hours of darkness.
- iv. Restoration and creating new garden walls to forecourts, around junction, car parks and to enhance, identity, enclosure of the street and public spaces.
- v. Include street trees, planting areas for seasonal displays and seating areas.

## Relevant Documents

- Classic Resort Concept
- Fylde Local Plan to 2032 (revised preferred option 2015)
- Marketing Lancashire
- The Draft Infrastructure Delivery Plan for Fylde September 2015 (Draft)
- The Heritage Strategy 2015 - 2032
- St Anne's on Sea Neighbourhood Plan (2015)
- St Anne's Resort Action Plan (2001)
- St Anne's Seafront Master plan (2008)
- Economic Development Strategy

## Delivery and Procurement

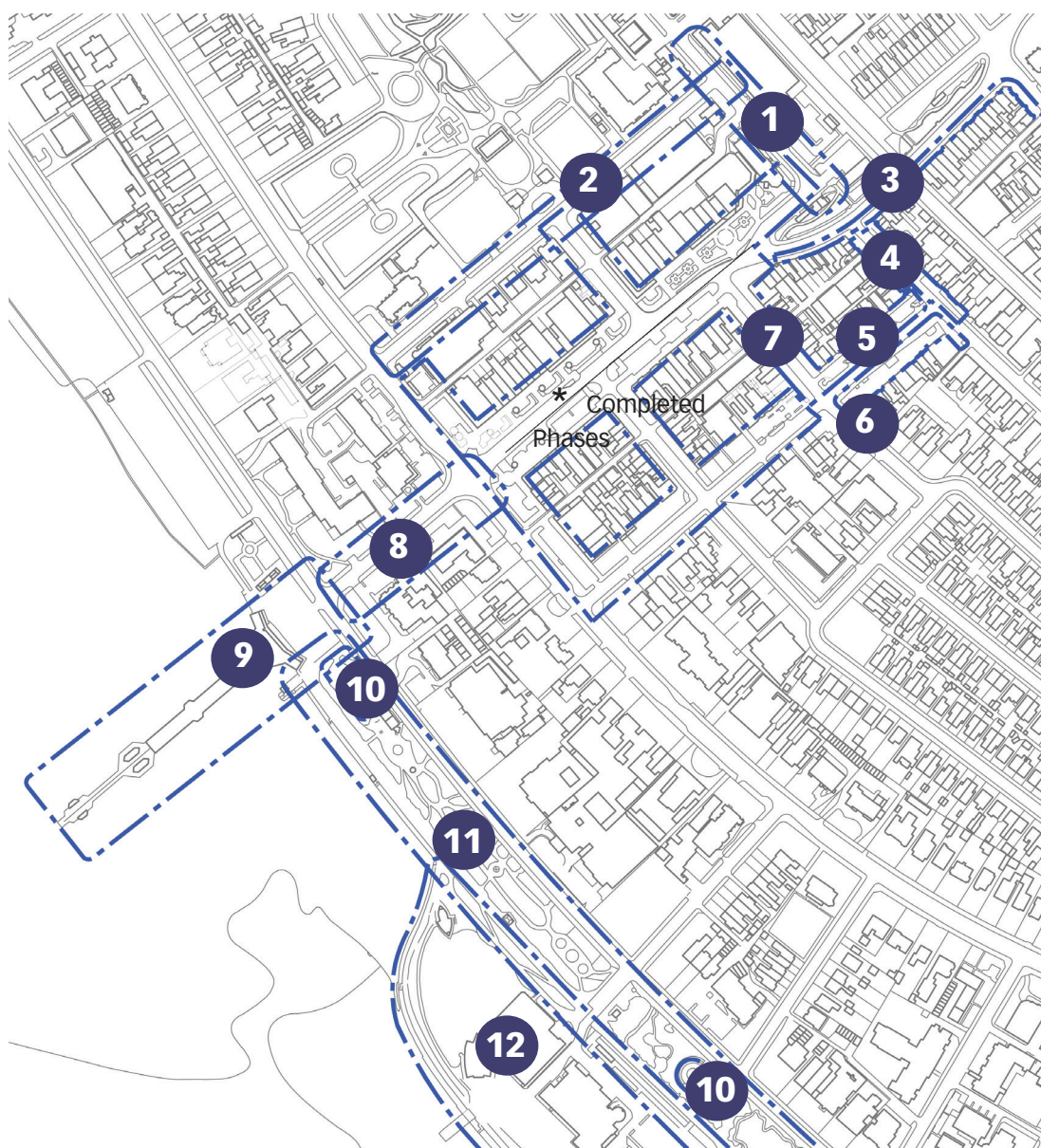
For the purpose of the Regeneration Framework and Section 106/CIL each project is considered separate and phased accordingly.

Figure 6 shows St Anne's Town Centre; the previous phases which are complete and the location of the future projects. The projects are funded primarily from a Section 106 payment of £353,750 currently available for St Anne's from April 2015. In addition, it is anticipated that in the short term, a further £100,000 should become available from other commuted payments. The budget for the improvements is £450k – 500k as at April 2015.

The opportunity is also available to achieve, where possible potential additional contributions, to add to the value of the schemes, including private sector improvements to buildings to compliment street work improvements. The works would be phased to meet with available resources.







- 7.2.1 St Andrew's Rd North
- 7.2.2 St Georges Rd
- 7.2.3 The Crescent
- 7.2.4 St Andrew's Rd South
- 7.2.5 Wood St North
- 7.2.6 Wood St South
- 7.2.7 Park Rd

- 7.2.8 St Anne's Pier Connection
- 7.2.9 St Anne's Pier
- 7.2.10 Paddling Pool's
- 7.2.11 Promenade Gardens
- 7.2.12 The 'Island' Seafront

\* Completed phases - St Anne's Rd West, Orchard Rd Wood Street and Garden Street

Figure 9 St Anne's Town Centre Phasing Plan



## 7.2.1 St Andrews Road North

### Key Design

1. Proposed street furniture, litter bins, seating and hanging baskets.
2. Proposed pre-cast concrete sett paving works to foot-ways and frontage of Sainsbury's.
3. Improvements to the road surfacing at junctions to define 'on street' parking.
4. Improvements to the adjacent car park/open spaces.

### Cost Estimate

The project is funded by the capital programme the cost of the scheme is approximately £100,000, monies from Section 106 held by the Council.

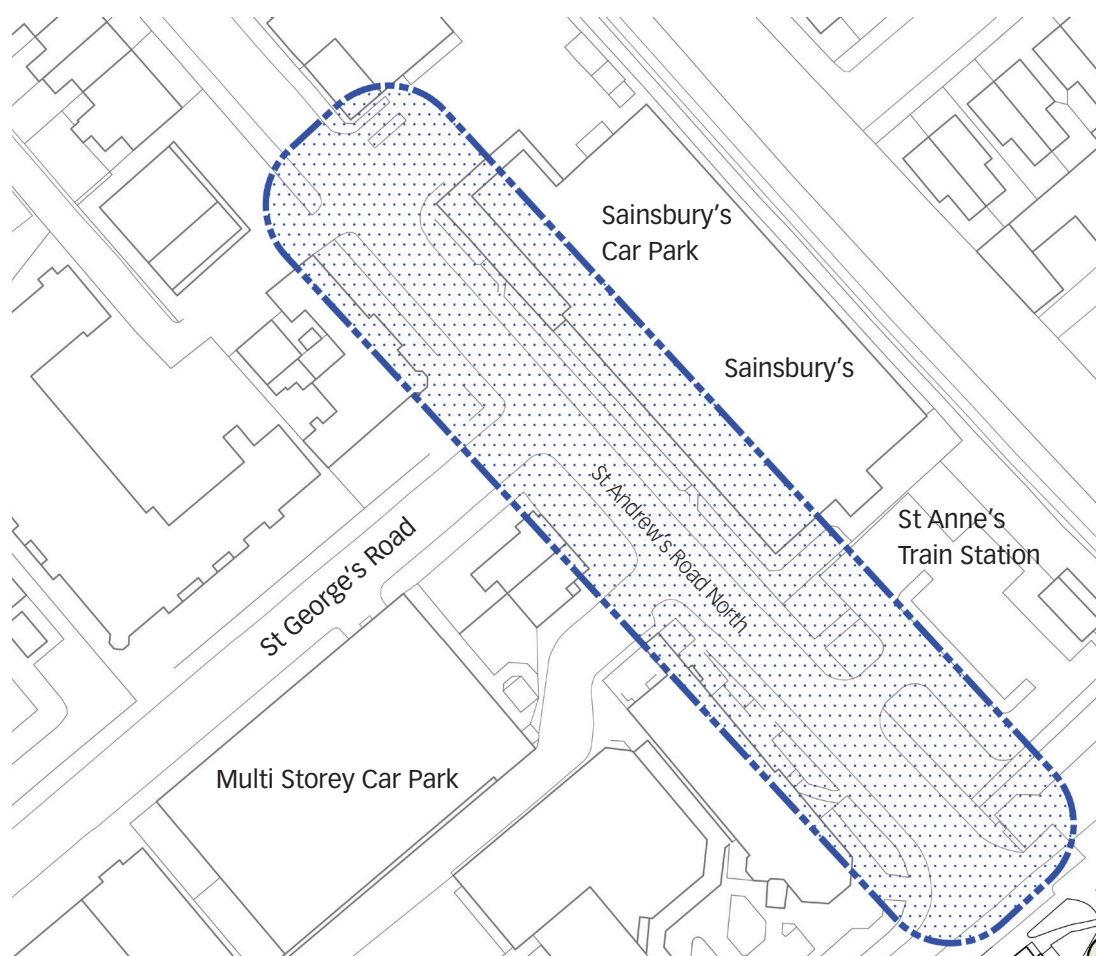


Figure 10 St Andrew's Road North

## 7.2.2 St George's Road

### Key Design

1. Tree planting along St George's Road and within the adjacent car parks and open spaces where possible.
2. Foot-ways to be repaved; there's potential for feature paving to Ashton Gardens/Garden Street Junction to highlight and connect Ashton Gardens with Orchard Street.
3. New street lighting to match the St Anne's style lighting columns.
4. Provision of street furniture which shall include seating and bollards.

### Delivery and Procurement

The project is met from Section 106 monies held by the council, for the implementation of the Park Road element of the St Anne's regeneration scheme.

### Cost Estimate

The project is funded by monies from Section 106 held by the Council to the sum of £135,000.

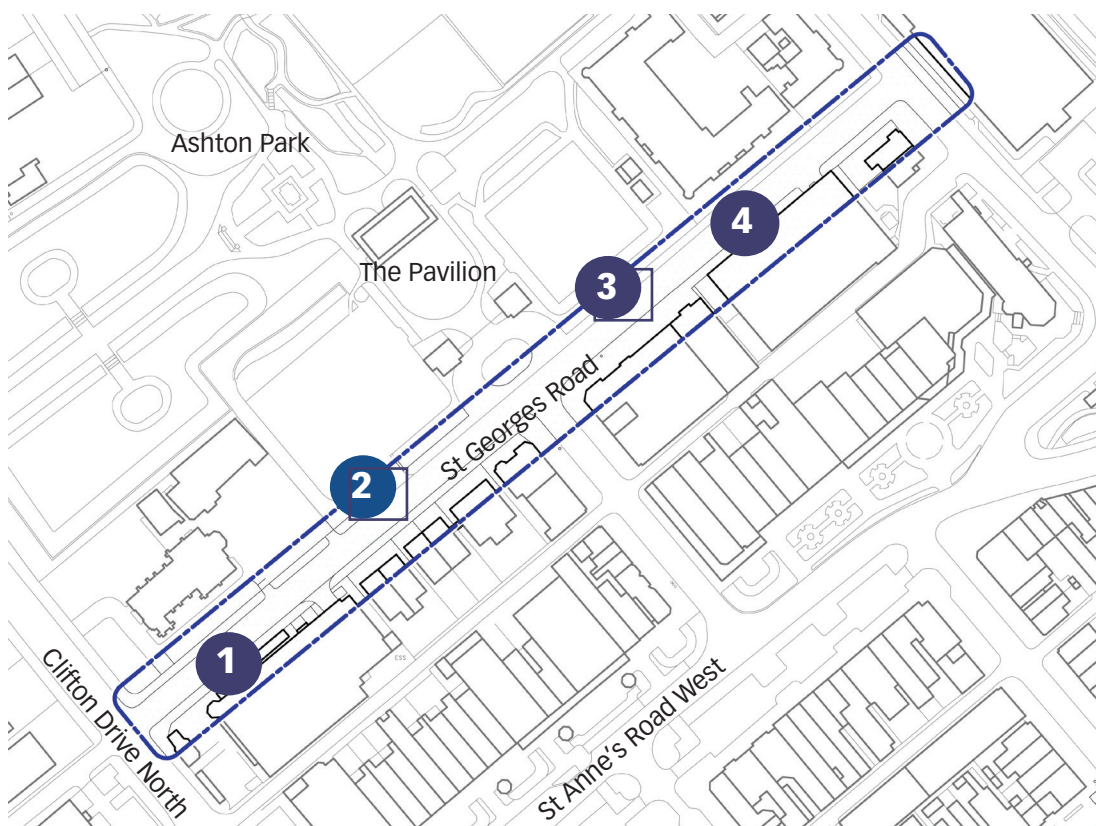


Figure 11 St Georges Road

## 7.2.3 The Crescent

### Key Design

1. Foot-ways along the Crescent to be paved with Pre-cast concrete sett pavings.
2. Where possible tree planting to define pedestrian areas.
3. Provision of street furniture which shall include seating and bollards to provide safe areas for pedestrians and define the 'on street' vehicular parking areas.
4. New street lighting to match the St Anne's style lighting columns.
5. Explore opportunities to include the open space opposite, linkages and improvements.

### Cost Estimate

The project is funded by the capital programme the cost of the scheme is approximately £185,000 monies from Section 106 held by the Council.

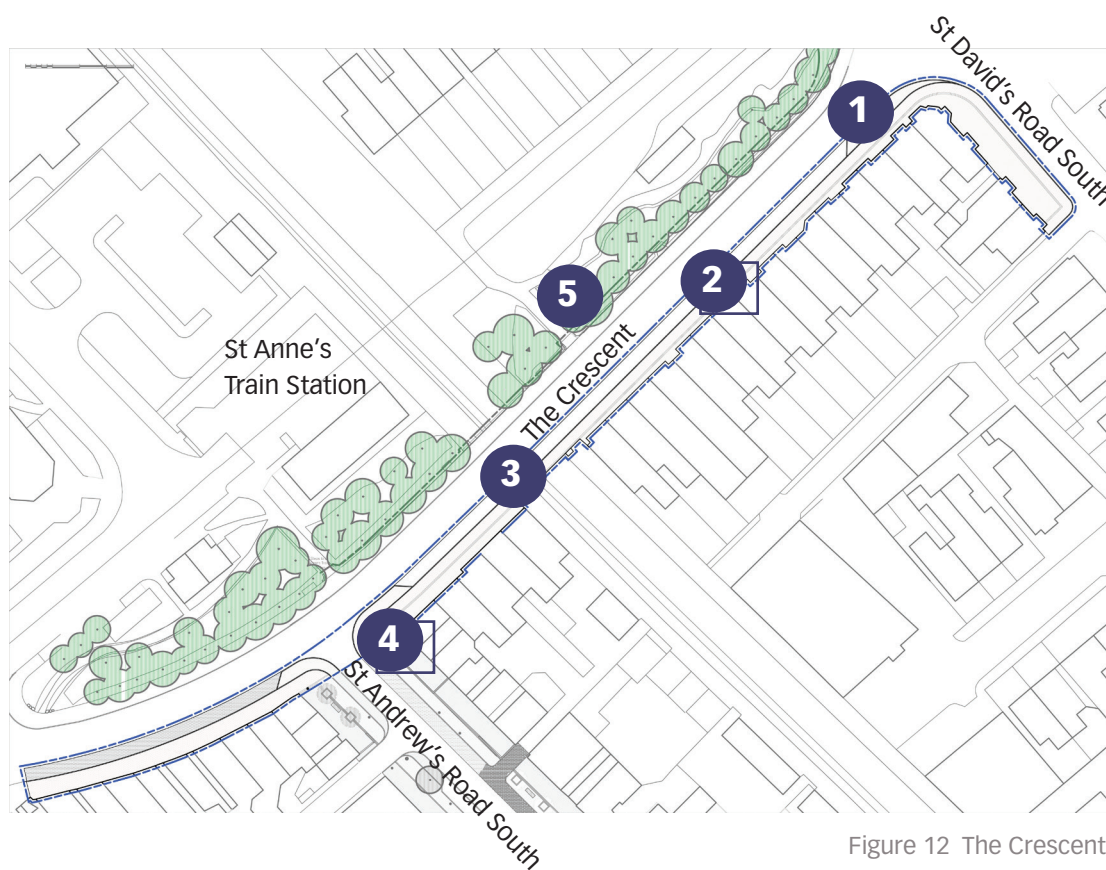


Figure 12 The Crescent



## 7.2.4 St Andrews Road South

### Key Design

1. Foot-ways along St Andrew's Road to paved with Pre-cast concrete sett pavings.
2. Proposed low brick garden walls at the junction of Wood Street to define the entry to the parking courtyards and to follow a similar design philosophy has previous projects.
3. Proposed tree planting to define pedestrian areas.
4. Provision of street furniture which shall include seating and bollards to provide safe areas for pedestrians and define the 'on street' vehicular parking areas.
5. Forecourts to the shop fronts to be repaved. Low brick walls and railings to forecourts due to change in levels.
6. New street lighting to match the St Anne's style lighting columns.

### Cost Estimate

The project is funded by the capital programme the cost of the scheme is approximately £160,000, monies from Section 106 held by the Council.

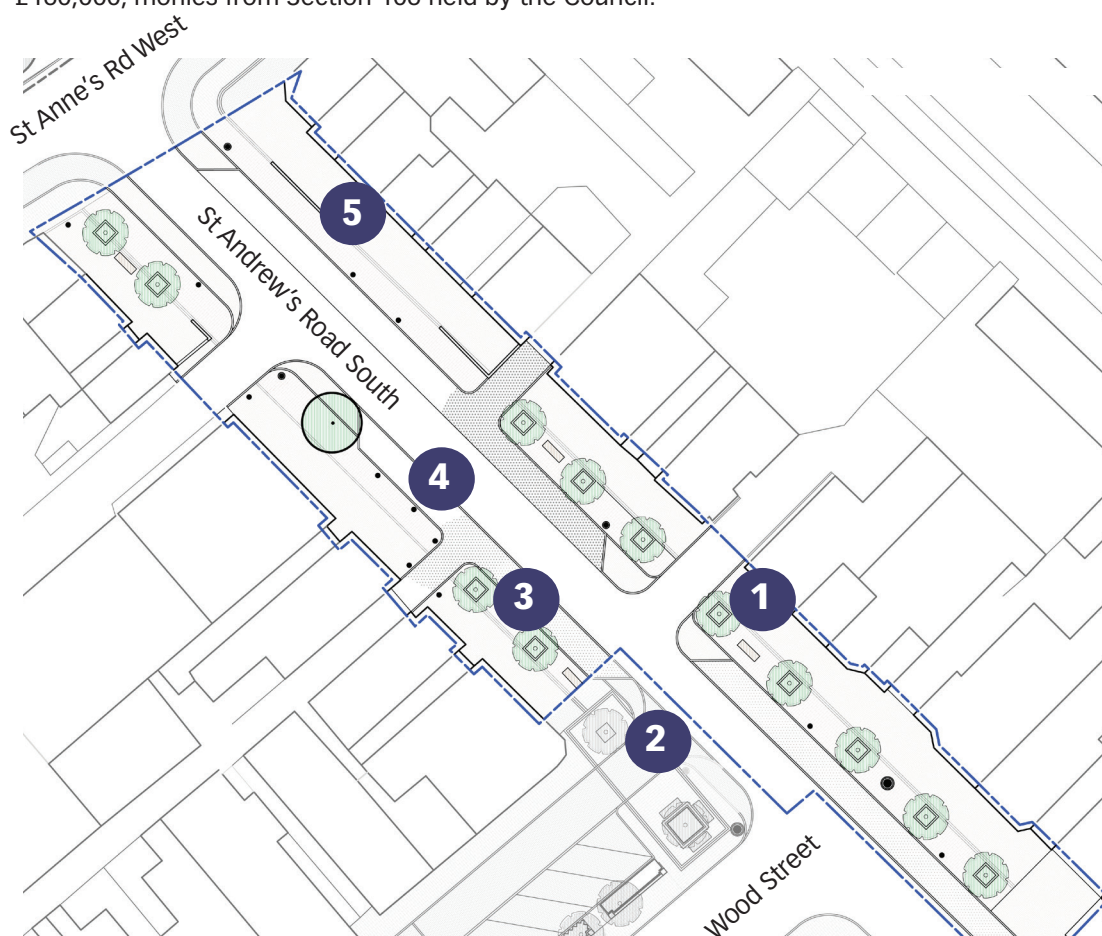


Figure 13 St Andrew's Road South

## 7.2.5 Wood Street - North

### Key Design

1. New planting verge defining the boundary of the car park along Wood Street foot-way.
2. Existing Car Park to be repaved, using similar materials to the previous schemes.
3. Foot-way to shop fronts and Wood Street to be repaved with natural stone.
4. There is potential to change the entry to the car park to allow for an open plaza/seating area to the entrance of Park Road.

### Cost Estimate

The project is funded by monies from Section 106 held by the Council, to the sum of £175,000.

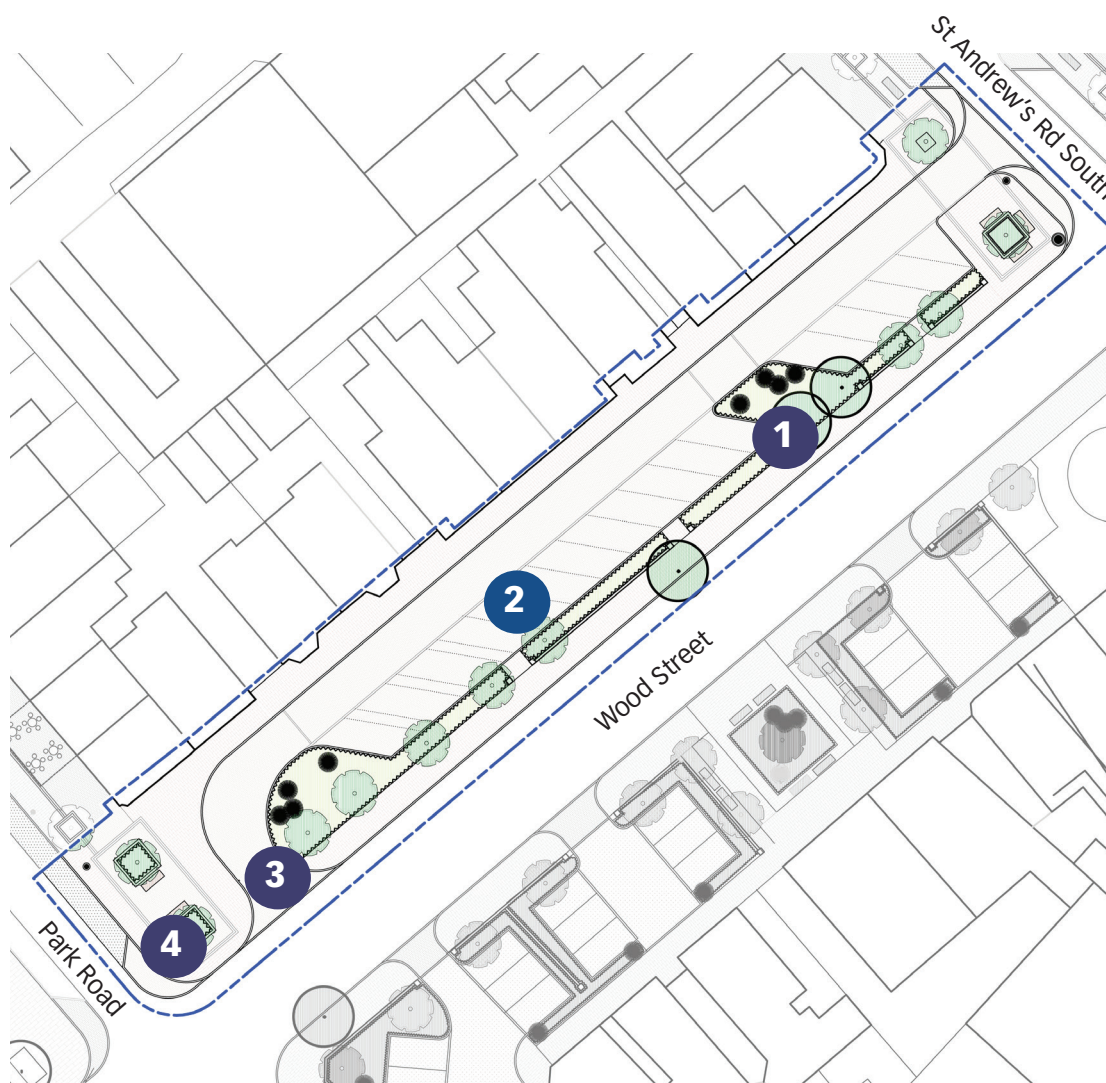


Figure 14 Wood Street (North)



## 7.2.6 Wood Street - South

### Key Design

1. Foot-ways along Wood Street to paved with natural stone.
2. Proposed low brick garden walls along Wood Street to define the entry to the parking courtyards and junctions.
3. Proposed tree planting and shrub/groundcover plantings.
4. New 'Garden' courtyards' to be created to the forecourts with seating areas and planting.
5. Forecourts to the shop fronts to be repaved.

### Cost Estimate

The project is funded by monies from Section 106 held by the Council, to the sum of £175,000.

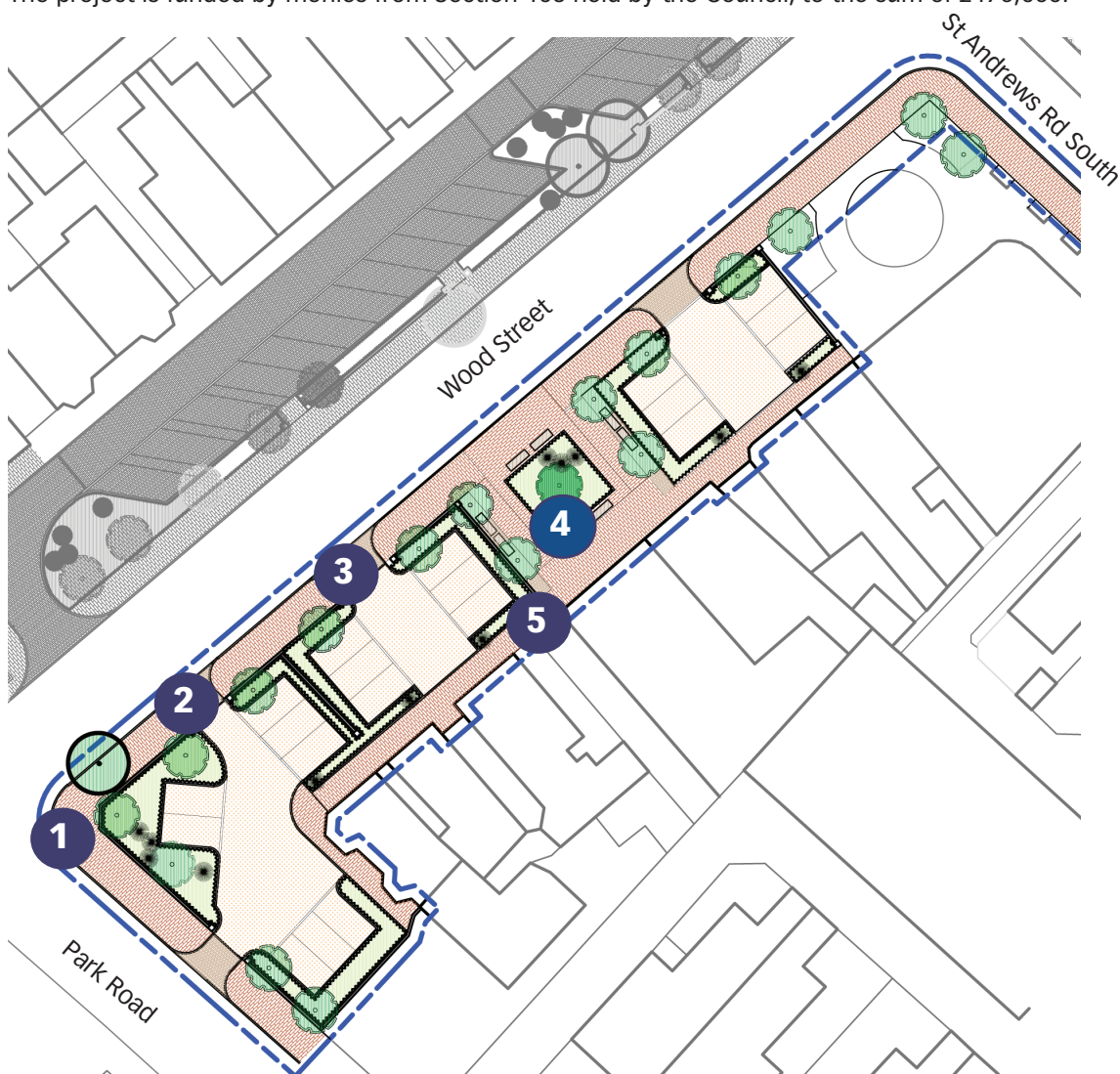


Figure 15 Wood Street (South)

## 7.2.7 Park Road

### Key Design

1. Realignment of road junctions and pavings to highway to define 'on street' parking.
2. Proposed tree planting within the foot-way.
3. Existing Wood Street car park entrance shall be retained.
4. New concrete sett pavings and natural stone to shop forecourts and foot-ways.

### Delivery and Procurement

The project is funded by the capital programme in the sum of £80,000 to be met from Section 106 monies held by the Council, for the implementation of the Park Road element of the St Anne's regeneration scheme.

### Cost Estimate

The project is funded by monies from Section 106 held by the Council to the sum of £80,000.

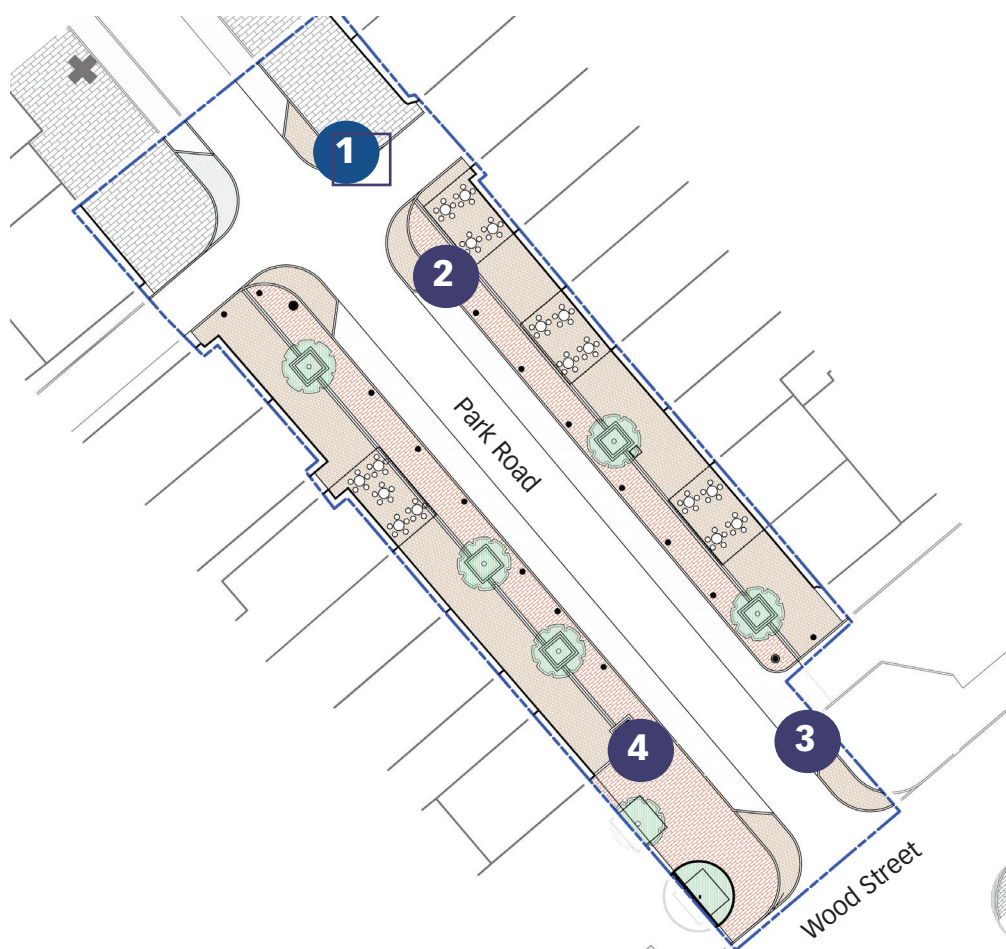


Figure 16 Park Road

## 7.2.8 St Anne's Pier Connection

### Context

St. Anne's Road West occupies a prominent location within the resort of St. Anne's. It forms part of the visual axis through the Square to the Pier. It is of historical significance as well as providing a strong link to the Waterfront. It forms a major thoroughfare for pedestrians/visitors to the Promenade, the Gardens, the hotels/leisure offer and the retail core of the town centre.

### Project

There is an opportunity to create a more pedestrian orientated environment to St Anne's Road West and to improve the public realm around the environs of the Pier, this would include the forecourt, car park to the front and the connection to the Promenade Gardens and Dunes.

To emphasise pedestrian priority this would involve pavement widening, ornamental street lighting, to help frame the visual axial view to the Pier, new surface materials, enhancements to walled enclosures and new street furniture.

### Key Design

1. Continuation of the natural stone paving to the foot-ways.
2. New litter bins, bollards and seating.
3. Existing landscape areas to be enhanced and where possible extended.

### Cost Estimate

The project is funded by monies from Section 106 held by the Council, £75,000.

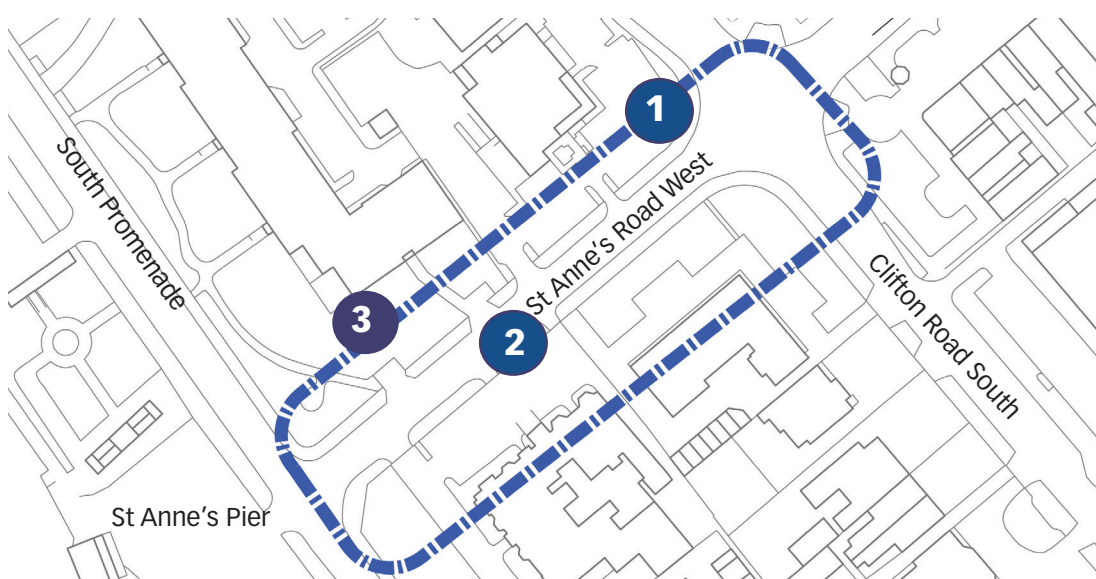


Figure 17 Park Road

## 7.2.9 St Anne's Pier

### Context

St Anne's Pier is Grade II listed and it is a conventional promenade pier constructed of iron columns with lattice girder work, St Anne's Pier was built to a length of 914ft (277m) at a cost of £18,000. Designed by A Mawson and commissioned by the Land and Building Company Ltd, St Anne's Pier was opened by Lord Stanley on June 15th 1885. In 1904 further, much more ornate, work was carried out with the construction of a fabulous 1000 seat 'Moorish' pavilion as well as various kiosks along the pier.

Coastal communities are a major part of the UK, with more than 10% of the population living in coastal areas and many more visiting the coast for both business and pleasure. In recent years, coastal cities, towns and villages have faced unique challenges. While some have successfully reinvented themselves, others have suffered significant economic decline. For example, coastal areas are, on average, more likely to have lower levels of employment than other areas of the country.

St Anne's Pier is also well known for its fine Victorian wrought iron work that is still evident on the pier's superstructure today. Tragedy was to strike St Anne's Pier in 1974 when a serious fire completely destroyed the recently refurbished 'Moorish' Pavilion and a building of considerable architectural merit was sadly lost. The fire also damaged the Floral Hall, jetty and pier substructure but an application to demolish the damaged seaward section was refused by Fylde Council in 1975.

Successive owners carried out further restoration works but the bulk of the seaward end structure was finally destroyed in another blaze in July 1982. Further refurbishment was carried out on the shoreward end buildings during the 1990s and currently St Anne's Pier provides shops, amusements, a cafe and a ten-pin bowling alley.

### Project

The government is committed to investing in coastal cities, towns and villages to help their economies to grow and to support them to reduce unemployment and deprivation.

It will be necessary to carry out a full structural and architectural survey, including indicative costings of any repairs which are required. In addition, a Economic Viability Analysis together with a Vision Strategy will establish the Piers overall potential in line with the Classic Resort vision.

### Relevant Documents

- Economic development in coastal and seaside areas Last updated: 20 March 2015
- Coastal Strategy 2015 - 2032
- Classic Resort Concept
- Fylde Council's Leisure, Culture and Tourism Proposals
- Fylde Local Plan 2032 (Revised Preferred Options 2015)
- Draft Infrastructure Delivery Plan, 2015



## Delivery and Procurement

St Anne's Pier is privately owned. The full extent and cost of the works are not known at this stage. A Structural Survey, Economic Viability Analysis and Vision Strategy are required to establish the sites potential. The estimated costs for the preparation of the report is approximately £95,000.

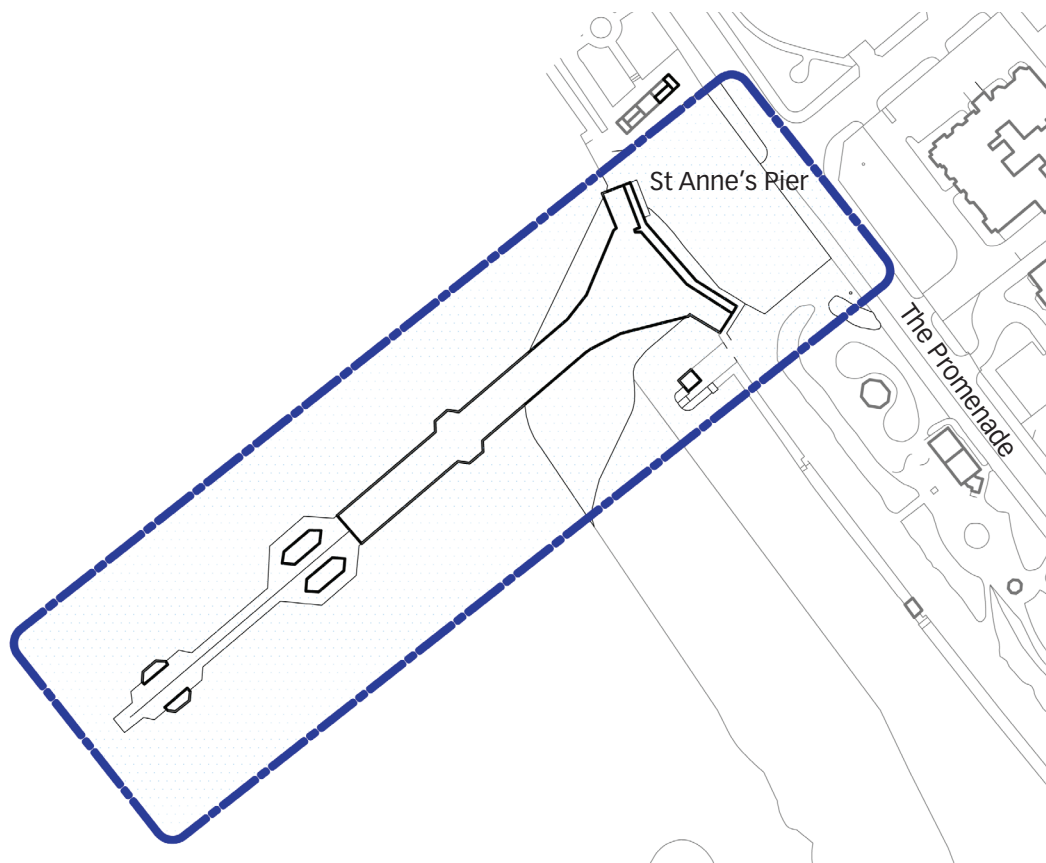


Figure 18 St Anne's Pier





## 7.2.10 St Anne's Paddling Pool's

### Context

The refurbishment of the Paddling Pool which is situated within the Promenade Gardens has been identified as a Short Term Action to deliver the capital redevelopment of St Anne's pool. The paddling pool situated within the terraced amphitheatre, whilst popular during summer when operational, it does have maintenance problems and is not necessarily the optimum use of the space.

### Project

There is opportunity to improve the two paddling pool area within the Promenade Gardens with interactive water features with dual function as an events space (the pool located within the amphitheatre and one as a paddling pool, adjacent to the Pier. The water features would have a play function and at night time provide an ornamental function to attract visitors to the gardens during hours of darkness. Improved lighting to the feature and the gardens would enhance the area and provide a safe environment.

### Aims and Objectives

The design aim is to ensure that the proposed water feature will enhance the historic integrity of the Promenade Gardens and respecting Mawson's original design philosophy. In addition the water feature shall aim to provide a safe play environment which shall encourage wider use and enjoyment of the Gardens by the local community and by visitors to St Anne's.

### Relevant Documents

- Classic Resort Concept
- Coastal Strategy 2015 - 2032
- The Asset Management Plan 2013
- St Anne's on Sea Neighbourhood Development Plan 2015
- The Coastal Strategy 2015 - 2032
- The Heritage Strategy 2015 - 2032
- Fylde Local Plan to 2032 (Revised Preferred Option 2015)
- Draft Infrastructure Delivery Plan 2015

### Delivery and Procurement

The funding source has not been established at this stage. There is opportunity for the improvements to form part of a HLF Park Restoration Project or part funded by Section 106 monies.

## Cost Estimate

The extent of the cost is depended on the proposals. The refurbishment of the children's padding people incorporating interactive water features. There is scope to create a significant/ large interactive water feature within the amphitheatre are, Potential costs £450,000.

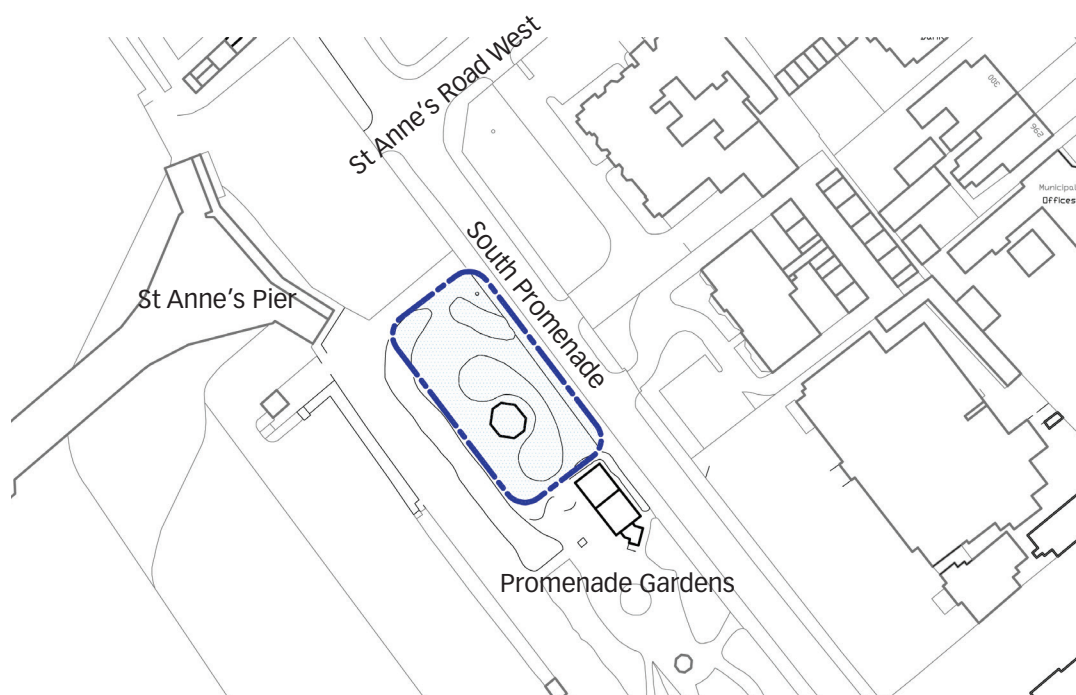


Figure 19 Paddling Pool adjacent to the Pier



Figure 20 Paddling Pool located within the amphitheatre

## 7.2.11 Promenade Garden

### Context

The most distinctive feature of St Anne's seafront are the Promenade Gardens, the Gardens are listed Grade II listed, on the National Register of Historic Parks and Gardens. They form a key element in Fylde Council's strategy for the regeneration of the Promenade area and St Anne's. The Promenade Gardens and associated entertainment facilities are an important tourist attraction and provide a mix of activities to suit all ages and abilities throughout the year.

The gardens are a linear feature laid out in two phases; the North Promenade Gardens (1896) and the more ambitious South Promenade Gardens (1913–14). The original dune landscape is partially retained in the form of irregular banks which create a degree of separation from the surrounding seafront. This is enhanced in places by feature planting and ornamental stonework. The layout is subdivided by cross routes into themed 'compartments', for instance formal bedding plants, and alpine planting. A detailed description is given in the historic appraisal commissioned by Fylde Council in 2001. Although investment is needed, the gardens continue to contribute to the character of St Anne's seafront.

### The Project

This project focuses on the area along the promenade and St Anne's seafront. It includes the regeneration of the public realm of the promenade and beach infrastructure, the restoration of the historic promenade gardens and all related public realm including, visitor car parks and connecting footpaths. Proposals for each of these areas are discussed in detail and illustrated in the Promenade Gardens Historical Restoration Management Plan Final Report - March 2003.

The garden areas include:

- North Promenade Gardens
- Bandstand and Memorial
- Gardens
- Fountain Gardens
- Promenade
- Seafront Gateway
- Amphitheatre & Gardens
- Putting Greens and Lawns
- Water Gardens
- Alpine Gardens
- Pier Car Park

### Project Aims

- i. To ensure restoration is carried out within the context of the historical layout of the Gardens and in character with St. Anne's in general, the restoration of the Promenade Gardens to ensure their future as a key landscape and recreational asset of St Anne's.
- ii. That the restoration of the Promenade Gardens ensures their future as a key landscape and recreational asset of St Anne's.

## Objectives

- i. Improve the setting of the Lifeboat Memorial and bandstand area.
- ii. Make improvements to the toilet facilities.
- iii. Make use of important links with Council-owned areas adjacent i.e. the car parks to the north and south.
- iv. General improvements throughout to bring the Gardens up to standard.
- v. Open up and encourage use of the under-used areas including the North Promenade Gardens, the amphitheatre and adjacent garden areas.
- vi. Improve water quality and setting of water gardens.
- vii. Introduce safety measures to protect children from road traffic at the bandstand gardens/paddling pool.

These primarily address issues of historic restoration in conjunction with up-grading existing infrastructure and promoting use of and interest in the Gardens.

## Supporting Documents

- Classic Resort Concept
- Coastal Strategy 2015 - 2032
- Fylde Green Infrastructure Strategy (GI) June 2011

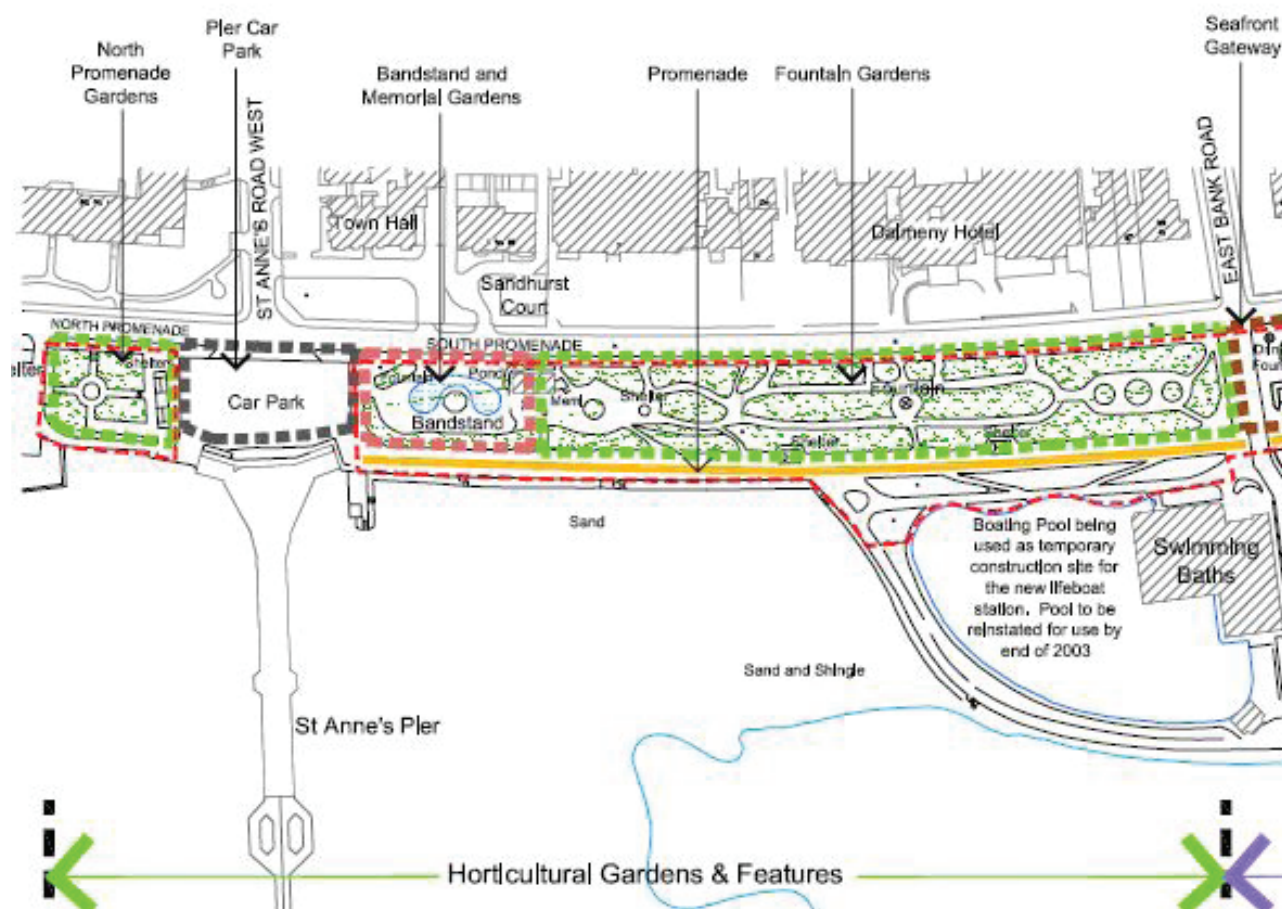


Figure 21 Promenade Gardens



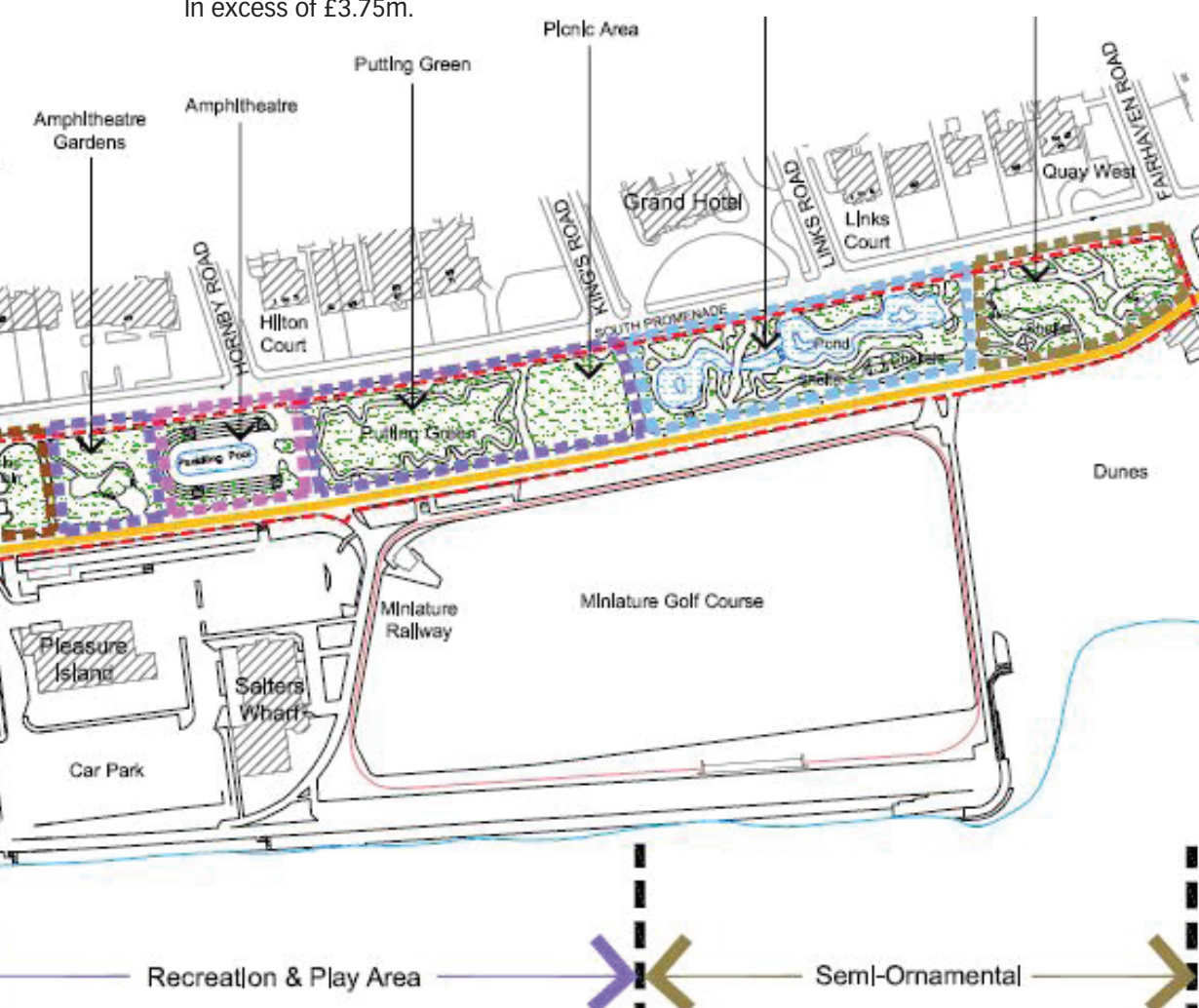
- Heritage Strategy 2015
- Lytham St Anne's 2020 Vision Document
- Promenade Gardens Historical Restoration Management Plan March 2003
- St Anne's Seafront Master Plan
- St Anne's on Sea Neighbourhood Development Plan 2015
- Fylde Local Plan to 2032 (Revised Preferred Option 2015)
- Draft Infrastructure Delivery Plan 2015

## Delivery and Procurement

A budget cost for realising the restoration proposals has been estimated in broad terms for this report. Detailed costs would need to be developed if the project is progressed to a full Heritage Lottery Fund application and subsequently if the HLF recommends that the study be progressed beyond Stage 1.

## Cost Estimate

In excess of £3.75m.





## 7.2.12 St Anne's 'The Island' Seafront

### Description

The construction of an outer promenade in 1916 extended the resort area seawards, to accommodate the boating lake, outdoor swimming pool and miniature golf course. The outdoor swimming pool closed in the 1980s and its site is occupied by the YMCA indoor swimming pool, 'The Island' casino and leisure centre and the Salters Wharf restaurant.

The boating lake is the most successful of these in townscape terms, complementing the promenade character of the pier and promenade gardens, restaurant and RNLI pavilions.

In 2008 the Council published the Seafront Master plan which set out broad proposals for the redevelopment of the 'Island site', Promenade and historic gardens. Overall, these improvements would greatly enhance the visitor economy of St Anne's supporting additional private investment and employment in a key industry for the area. This project would see the further development and implementation of these proposals.

### Project

A reappraisal of facilities in this area is required so that the commercial opportunities can be developed alongside improvements to the areas physical and visual permeability. In principle the Seafront Master Plan presented two Options:

**Option 1 Limited Redevelopment of 'The Island' Seafront** – principally the area occupied by Pleasure Island, Salters Wharf and the swimming pool. The area occupied by Pleasure Island and Salters Wharf could be redeveloped for a mix of uses such as a hotel, cinema, casino, health & fitness suite and complementary retail provision. It should not become a retail-focused development as this would conflict with the role of the town-centre which is located a short distance away.

Public realm improvements; incorporating a range of measures targeted at the Promenade Gardens, North and South Promenade, but also including the outer promenade.

**Option 2 Major Redevelopment of 'The Island' Seafront** – principally, but not exclusively, the area occupied by Pleasure Island, Salters Wharf and the swimming pool.

The area occupied by Pleasure Island and Salters Wharf could be redeveloped for a mix of uses such as a hotel, cinema, casino, health & fitness suite and complementary retail provision. It could not become a retail-focused development as this would conflict with the role of the town-centre which is located a short distance away. These uses could be extended to include part of the existing miniature golf course, with the golf course then remodelled and extended southwards towards, and linking with, the car park at the southern end of the Promenade.

Public realm improvements – these improvements should be extensive and aim to create a cohesive and activated water development. Incorporating the Promenade Gardens, the North and South Promenade, the outer promenade, and extending these link to the southern Promenade car park, the Pier, and the beach.

It will be necessary to prepare a revised Vision and master plan for the site to establish the sites potential for the future, incorporating all these elements.

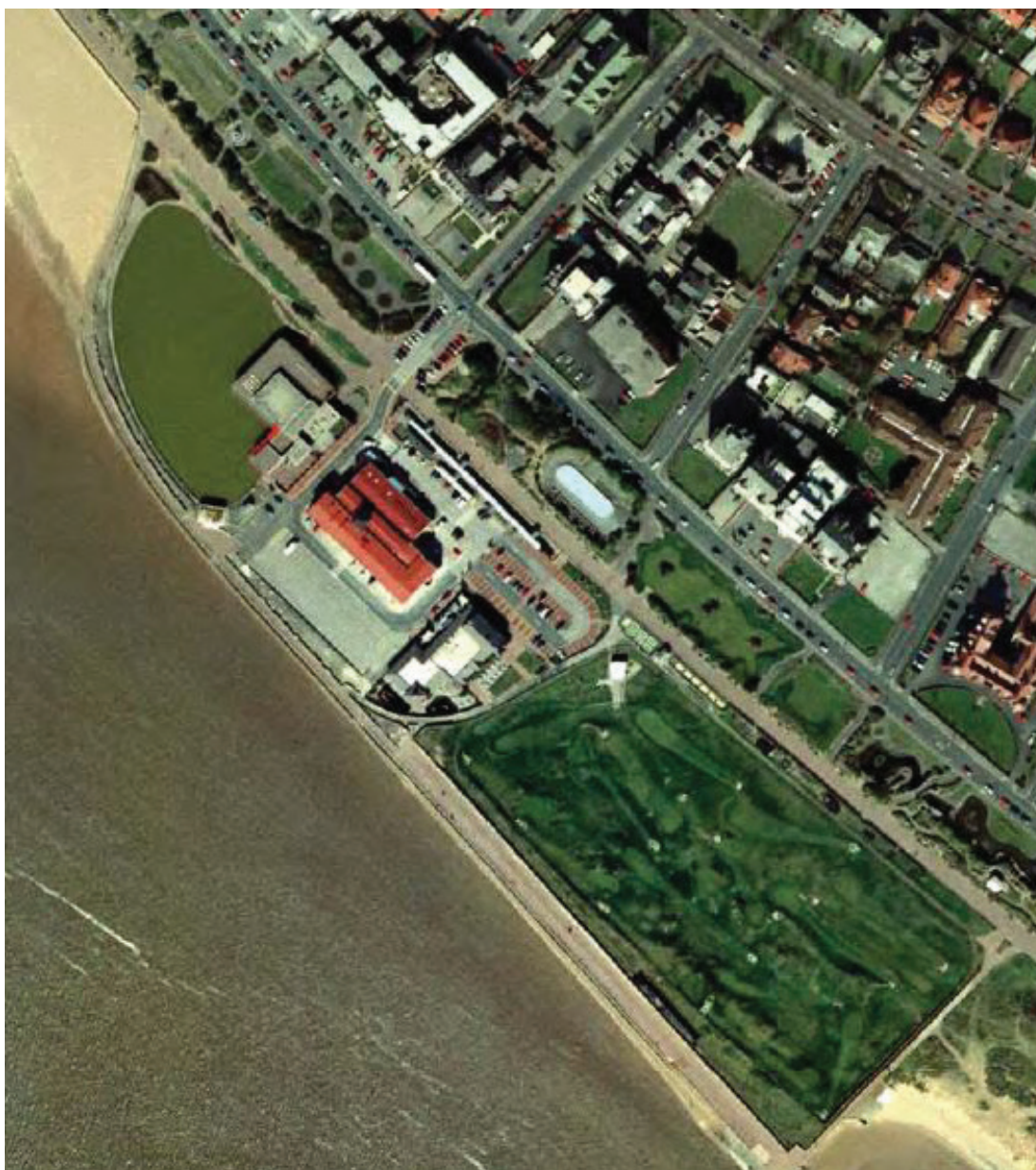


Figure 22 The Island Seafront

Other options which have been discussed in terms of funding the sea wall renewal within this time scale, is to sell or lease the site to one company to develop, who will contribute to the cost of the new defences, and so the development and sea wall will be intrinsically linked. The Environment Agency are very keen on contributions from external sources to link with the main Flood Grant in Aid, from the Department for the Environment, Food and Rural Affairs.

### Relevant Supporting Documents

- Classic Resort Concept
- Coastal Strategy 2015 - 2032
- The Asset Management Plan 2013
- St Anne's on Sea Neighbourhood Development Plan 2015
- The Coastal Strategy 2015 - 2032
- The Heritage Strategy 2015 - 2032
- Fylde Local Plan to 2032 (Revised Preferred Option 2015)
- Draft Infrastructure Delivery Plan 2015

### Delivery and Procurement

At present the scheme has been developed to concept stage and a Retail Feasibility Study was prepared to establish the sites potential. It is necessary to update this Study on current market conditions and explore potential interest from the private sector alongside the project's original aims and objectives set out in St Anne's Seafront Master Plan 2008.

### Cost Estimate

The initial Comprehensive Feasibility Report and Vision Strategy £75,000.

## 7.2.13 Fylde Sand Dunes

### Context

Sand dunes cover much of the Fylde Coast between Squire's Gate and Lytham Green (see Map 2). There are also fragmented areas of dune inland at the Lytham St Anne's Local Nature Reserve (LNR), the St Anne's Old Links and Royal Lytham St Anne's golf courses, the grounds of the Clifton Hospital and on the perimeter banks of the King Edward & Queen Mary School. Other natural habitats on the Fylde coast include accreting salt-marsh from Fairhaven to Lytham Green and a narrow strip of shingle at Fairhaven.

However, this is a very small and narrow fragment of what should naturally occur, and of what formerly occurred 150 years ago. This substantial loss and fragmentation of dune habitat has been caused by a century or more of housing, transport and other built development; most significantly over the inland dunes (and particularly following the creation of St Anne's in 1875) but which has continued to erode the area of coastal dunes up until as recently as the mid 1990s.

#### Coastal Dunes and Local Nature Reserve

- Lytham St Anne's Local Nature Reserve
- Starr Hills Dunes
- St Anne's Dunes
- Fairhaven Dunes
- Lytham Dunes

#### Inland Dunes

- Clifton Hospital
- King Edward and Queen Mary School
- Royal Lytham St Anne's Golf Course
- St Anne's Old Links Golf Course

### Project

The Fylde Sand Dunes Management Action Plan (Dec 2008) was commissioned by the Fylde Sand Dune Project Steering Group in order to evaluate the importance of the Fylde Sand Dunes and other natural coastal habitats and to suggest management proposals in order to maintain or enhance the key features.

### Aims and Objectives

- i. To enhance the nature conservation interest of the coastal habitats.
- ii. Improve the efficiency of the dunes and salt-marsh as soft sea-defence.
- iii. Enhance public appreciation and enjoyment of the dunes.



These aims will be addressed under the more specific operational objectives listed below:

- i. Enhance the nature conservation value of the sand dune and other natural coastal habitats, including the shingle bed and accreting salt-marsh.
- ii. Increase the area of sand dune and salt-marsh habitats where appropriate, particularly by allowing conditions for natural seaward accretion.
- iii. Maintain and, where appropriate, enhance sea defences, with natural accretion of sand dune and salt-marsh forming the primary defence and repairs to hard defences only undertaken where current or potential soft defence is not adequate.
- iv. Promote knowledge, understanding and appreciation of the ecological value of the sand dunes and other natural coastal habitats, and of their key role in coastal flood defence.
- v. Enable safe recreational use of the dunes and beach where this does not significantly compromise the nature conservation or flood-defence properties of the dunes and other natural coastal habitats.

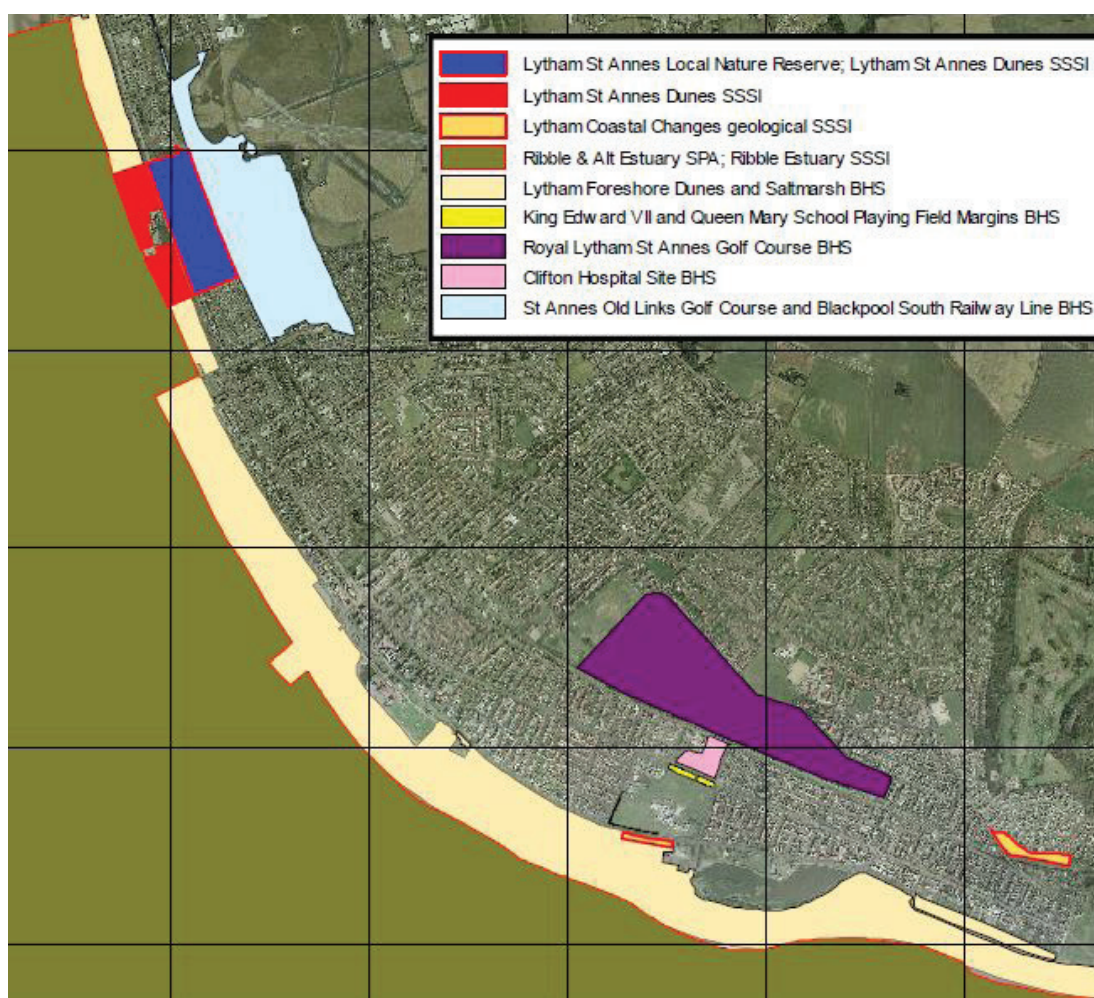


Figure 23 Nature Conservation Status of the Fylde Sand Dunes and other Coastal Habitats



Proposed management works to achieve these aims will include enabling natural seaward accretion of the dunes by removing the current causes of man-induced erosion (both to increase the area of wildlife habitat and to improve the efficiency of flood defence), together with grassland and scrub management works to enhance the nature conservation value of the existing dunes.

## Relevant Documents

- Classic Resort Concept
- Coastal Strategy 2015 - 2032
- The Asset Management Plan 2013
- Fylde Local Plan to 2032 (Revised Preferred Option 2015)
- Draft Infrastructure Delivery Plan 2015

## Delivery and Procurement

The Management Plan identified a Ten Year Work Programme which sets out the required tasks based on high to low priority. These task can be summarised into the following themes;

- Habitat Management
- Estate Word
- Wardening
- Monitoring
- Administration and Planning

## Cost Estimate

Approximately £500,000.



## 7.2.14 Developing a 'Classic Resort' Hallmark

### Context

The Classic Resort accreditation concept was first introduced by the North West Development Agency (NWDA) in their publication; 'A New Vision for Northwest Coastal Resorts', in 2003. In a review of the resorts within the north west region, St. Anne's and Lytham were considered to be potential 'regional gems' that could, with some investment, be a strong component of the regional tourism offer and thus, be a real asset to the region.

The report notes how St. Anne's, with its twin resort of Lytham, is already a long way down the road to having the potential attributes the NWDA has in mind for the Classic Resort hallmark, retaining the spirit of a traditional resort with a pier, pleasant shops, restaurants and bars. The Classic Resort would offer an overriding quality that would meet the expectations of a modern high-value visitor audience, building on its traditions, but perhaps with an appropriate contemporary flourish.

The Visitor Economy Pilot (VEP) recommended that resorts develop the concept of 'Classic Resort' as a way of setting standards i.e. a 'Classic Resort hallmark'. In this regard, the proposition in this document aimed at devising the accreditation system, as a prototype, which could be used as a basis for 'roll out' over the region or nation; setting standards for the brand values associated with the notion of the 'Classic Resort'.

### A Hallmark Accreditation

The term Classic Resort was envisaged by the NWDA as being a hallmark accreditation or accolade, that could be awarded to resorts that meet certain defined standards. The idea could be considered to be similar to that of a blue flag beach award where an accolade could be bestowed on recipient destinations where they met the required standards. The ingredients or brand values by which a 'Classic' destination could be measured are:

- i. An exemplary respect for heritage
- ii. A pristine natural and built environment
- iii. A quality shopping offer
- iv. Quality hotels
- v. Quality food and beverage
- vi. An extensive cultural offer

The theory behind the Classic Resort hallmark is that successful high quality destinations should offer exceptional standards of presentation and service 'in the round'. Equally, such virtues associated with particular places can enable them to position themselves as excellent places for businesses to thrive and residents to live.

### A National Brand

The advantage of the Classic Resort hallmark is, it's potential to become a national 'label' of quality, which destinations could use to market themselves and become acknowledged as a recognised measure of destination quality to the discerning customer.

The targets and standards that would be set, at a national level, could act as a focus of attention for like minded stakeholders and partners to aspire to the award of the accolade, much in the same way as a coastal destination may aspire to the award of a Blue Flag beach award. The difference here, however, is that the hallmark would relate to a whole destination that would require the buy in of stakeholders over a number of sectors and require them to have the vision, foresight and determination to achieve the required standards. This element of vision and delivery could, in fact, be one of the key virtues of the concept. This idea of networking and joint working is also advanced in the VEP studies.

## Project

The Project is to develop a pioneering new approach to reinvigorate the appeal of the resort town of St Anne's on the Sea based around its heritage quality.

The STEP is a new (only formally established in August 2015) private sector partnership supported by St Anne's on the Sea Town Council and while members give generously of their time, skills and resources, on its own it lacks the expertise to research, benchmark and negotiate a national hallmark accreditation scheme.

The Classic Resort was first conceptualised by the former north west Development Agency but was never developed further. It needs specialist research in a wide area of fields such as customer service, environmental quality, market segmentation and marketing etc. In addition detailed discussions and negotiations are needed with other public and private bodies such as Keep Britain Tidy, the Association of Town and City Management and Visit England. Several documents relating to the Classic Resort can be found on the website of Fylde Council (Going Classic, The Visitor Economy Pilot, Lytham St Anne's 2020 Vision); these documents provide a basic blueprint.

Within our 'current' version of the Classic Resort is a Heritage Revival Plan, this underpins the sustainable use of heritage assets and provides a framework for investment and development of the resorts heritage assets. Fylde Council and St Anne's Town Council have been successful in using the planning system to secure over £355,000 of 'capital funding' which can be invested in the resort's built Victorian heritage or public realm. We currently lack the specialist support to develop the innovative ideas and solutions to secure the long-term future and continued use of our buildings, structures and public spaces.

The Project is to research and develop the many standards and charters which together make up the Classic Resort. This external consultancy support is essential as the resources and enthusiasm of the STEP are not sufficient to develop such a unique and far reaching concept as the Classic Resort. All contracts would be managed by the STEP with the support of St Anne's on the Sea Town Council.

## Project Aims

- i. To develop and implement a sustainable resort wide quality assurance hallmark which maximises the inherent economic potential of the heritage offer of St Anne's.
- ii. If successful, this approach could be replicated and adopted by similar resorts throughout England.

## Delivery and Procurement

The organisation which will lead the project are;

- St Anne's Enterprise Partnership (STEP)
- St Anne's on the Sea Town Council
- Fylde Council

The other organisations who will be involved in the project are;

- Retail businesses
- Café, bar and pub businesses
- Hotels and B&B's
- Landlords and building owners
- Lytham St Anne's Civic Society
- Marketing Lancashire/Visit England
- Lancashire County Council
- Association of Town and City Managers
- Keep Britain Tidy
- St Anne's in Bloom

The STEP will be responsible for the development and delivery of the project and will be supported by St Anne's Town Council and Fylde Council. St Anne's on the Sea Town Council were successful in obtaining funding for the STEP/Coastal Community Team and have now employed a Town Enterprise and Promotions Officer who will be responsible for assisting the STEP in achieving its ambitions.

## Cost Estimate

£75,000, funding source not identified.



## 7.2.15 St Anne's Townscape Heritage Initiative

### Context

"Townscape Heritage Initiative" (THI), is a grant scheme funded by the Heritage Lottery Fund, to refurbish buildings in historical towns that have experienced economic decline. The scheme would also run skills training, and activities for all the local community.

The THI is a conservation-led regeneration grant scheme and forms part of a strategy to bring economic renewal to St Anne's town centre through building conservation, seeking to deliver the following outcomes:

- i. To preserve and enhance the character and appearance of the town centre conservation area.
- ii. Bring historic buildings back into appropriate and sustainable use.
- iii. Safeguard the character of the conservation area through reinstating lost architectural features.
- iv. Increase training opportunities in heritage skills.
- v. Increase community participation; and
- vi. Improve approaches to building conservation management and property maintenance.

### Project

The initiative will offer grant funding to aid restoration, bring buildings back to life and raise awareness of St Anne's heritage.

#### Grant eligibility

Key properties within the THI area shall be identified and prioritised, for example, shop frontages and key buildings within the Town Centre and along the Crescent and St Andrews South Road. In addition a number of properties have been identified within the area too.

Property owners and tenants (with a minimum of a 10 year lease) can apply for grant aid funding for works on their properties which could include:

- i. Exterior repairs to properties, including structural works.
- ii. The restoration and reinstatement of architectural features, such as traditional shop fronts.
- iii. Bringing empty space within buildings back into use, such as unused space above shops or derelict parts of buildings.

Where a property is in use the grant may cover up to 75% of the cost of eligible repair/ structural works and 90% for reinstatement of architectural features. For vacant properties/ floorspace the grant could cover an average of 50% of the costs.

## Aims and Objectives

This investment will encourage business and help boost the economy and profile of the town, making our local area a better place to live, work or visit. It is not just about physical restoration, the scheme also offers opportunities to learn and engage with the town's heritage, through training at two levels:

- i. To create greater understanding of the town's quality architecture.
- ii. Technical training of restoration techniques, which will help support local employment opportunities. Wherever possible, we aim to use local services, labour and products throughout the delivery of the programme, further strengthening skills and employment in the area. We will promote community involvement through regular activities and events, to help raise awareness of St Anne's wonderful architecture.

## Delivery and Procurement

The organisations which will lead the project are:

- St Anne's Enterprise Partnership (STEP)
- St Anne's Town Council
- Fylde Council

The other organisations who will be involved in the project are;

- Retail businesses
- Cafés, bar and pub businesses
- Hotels and B&Bs
- Landlords and building owners
- Lytham St Anne's Civic Society
- Marketing Lancashire/Visit England
- Lancashire County Council
- Association of Town and City Managers
- Keep Britain Tidy
- St Anne's in Bloom

## Cost Estimate

In excess of £750,000, scope of the project yet to be established.

## 7.2.16 St Anne's Town Centre Public Realm Management and Maintenance Strategy

### Context

The St Anne's Town Centre Public Realm Management and Maintenance Strategy reflects the town's aspirations for the public realm and its detailing and is a key guidance document for the town centre. Since the 1990's over £5.5m of highway and public realm improvements have been delivered in the town.

### Project

The purpose of this Strategy is to set quality and performance parameters within which public realm schemes are to be designed and implemented in St Anne's Town Centre. It defines the functional requirements of the public realm and establishes quality benchmarks for design and construction in the form of a performance specification. Fylde Council will administer this document through development management and through its rolling programme of public realm improvements.

It will be endorsed by the Council and its partners to:

- Guide all public realm projects in the Town Centre.
- Inform the emerging Local Plan.
- Be applied to planning and grant applications in the town centre relevant to public and private sector led public realm.

### Aims and Objectives

The aim is to provide continuity in the public realm quality across the Town Centre through the provision of a simple palette of materials and furniture, supported by generic detailing to meet the functional and sustainable requirements of the streets and public spaces. Design quality is the primary requirement and this document sets a high but attainable standard, which is based on good design and construction practice - *"Good design ensures attractive usable, durable and adaptable places and is a key element in achieving sustainable development"* (PPS 1, ODPM 2005).

Specific objectives include:

- i. To ensure public realm improvements are of lasting build quality and delivered with the highest standards of inclusive design, specification, installation and supervision.
- ii. To improve clarity in the public realm by reducing street clutter.
- iii. To re-address the balance of cars and pedestrians.
- iv. To ensure that the quality of the town's public realm is of a high standard appropriate to its status, in part, as a Classic Resort Town.
- v. To build upon and sustain partnerships between all agencies involved in the care and repair of the public realm.

### Relevant Documents

- Classic Resort Concept
- Fylde Councils Leisure, Culture and Tourism Proposals
- Marketing Lancashire
- The Draft Infrastructure Delivery Plan for Fylde September 2015 (Draft)
- The Heritage Strategy 2015 - 2032
- St Anne's on Sea Neighbourhood Plan (2015)
- St Anne's Resort Action Plan (2001)
- Economic Development Strategy
- Fylde Local Plan to 2032 (Revised Preferred Option 2015)

### Delivery and Procurement

The organisation which will lead the project are;

- St Anne's Enterprise Partnership (STEP)
- St Anne's on the Sea Town Council
- Fylde Council

The other organisations who will be involved in the project are;

- Retail businesses
- Café, bar and pub business
- Hotels and B&Bs
- Landlords and building owners
- Lytham St Anne's Civic Society
- Marketing Lancashire/Visit England
- Lancashire County Council
- Association of Town and City Managers
- Keep Britain Tidy
- St Anne's in Bloom

### Cost Estimate

Preparation of the Strategy £25,0000.

## 7.3 Fairhaven and Ansdell

### 7.3.1 Woodlands Road (Fairhaven)

#### Context

Woodlands Road is a key route linking Clifton Drive, Fairhaven with Blackpool Road. It contains a railway bridging point and is a key route into the predominantly residential areas of Ansdell. It is an important district centre containing a variety of shops and public buildings including a library, places of worship and has its own train station. The area developed from around the turn of the century with many attractive 'Edwardian' buildings and impressive residential streets. The locality (Woodlands Road) is generally vibrant, its commercial prospects could be further enhanced by improvements to the built environment.

Small scale improvements to the public realm have been carried out previously, around the train station has part of the preparations for the Open Golf Championships of 2012. These public realm proposals have a lasting value beyond this event and support proposals to create a conservation area for Ansdell.

#### The Project

The public realm of Woodlands Road has deteriorated over time. In 2013/14 a series of Environmental improvements were completed. There is scope to carry out improvements to enhance this particular aspect of the local environment within the southern end of Woodlands Road.

#### Aim and Objectives

The objective of the regeneration is to enhance the public realm of Woodland Road, thereby supporting and enhancing its vitality and future sustainability. The extent of the project, includes Woodland Road with the objective of extending the recently completed regeneration project to the whole length of the commercial frontage and beyond.

#### Key Design Principals

The scheme now proposed includes:

- i. Realignment of kerb lines to provide safer crossing points, road narrowing at junctions and the formation of 'gateways' into the area.
- ii. New street lighting in a parallel arrangement of a heritage style to incorporate 'white light' to give better colour rendition and give the particular road a distinct character in the hours of darkness.
- iii. Repaving of foot-ways and forecourts with similar paving to provide consistency along Woodlands Road.
- iv. Creation of a new 'garden' outside the Ansdell Institute.



- v. Restoration of garden walls to forecourts around the Commonside junction to give better definition to the street.
- vi. New street trees, seating, furniture and a notice board.
- vii. Incorporation of a Richard Ansdell trail – a project to incorporate amenity societies and schools.
- viii. Improvements to buildings with property owners including painting schemes and architectural restoration.

### Relevant Supporting Documents

- Lytham St Anne's 2020 Vision (2010)
- The Heritage Strategy 2015 - 2032
- Fylde Local Plan to 2032 (Revised Preferred Option 2015)
- Draft Infrastructure Delivery Plan 2015

### Delivery and Procurement

The first phase of the scheme has been completed and Phase 2 will be undertaken by way of the commuted payment from the Heyhouses site. Future phases will be delivered in the context of further funding becoming available from appropriate sources.

### Cost Estimate

Phase 1 and 2 £262,000 (Completed)

Phase 3 £70,000 (Funding secured and commencement anticipated in Spring/Summer 2014)

Phase 4 £85,000 2015/16

Phase 5 £80,000.

### 7.3.1 Woodlands Road (Fairhaven) Phase Four

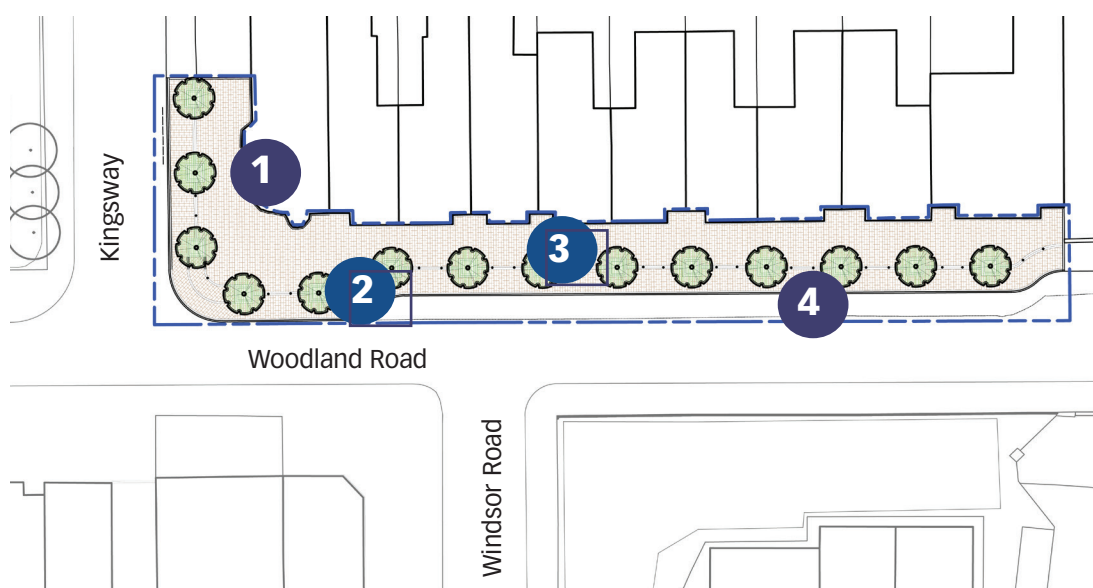


Figure 24 Woodlands Road Phase 4

### 7.3.2 Woodlands Road (Fairhaven) Phase Five

#### Key Design

1. New 'Tegula' Paving to foot-ways and forecourts which shall be similar to the previous phases.
2. New street lighting and seating areas.
3. Proposed tree planting to soften the expanse of paved areas, forming an avenue along Woodlands Road and creating a sense of place.
4. 'On street' parking areas to be defined at the junctions with paved areas and bollards placed to provide safe walking areas for pedestrians along the forecourts.

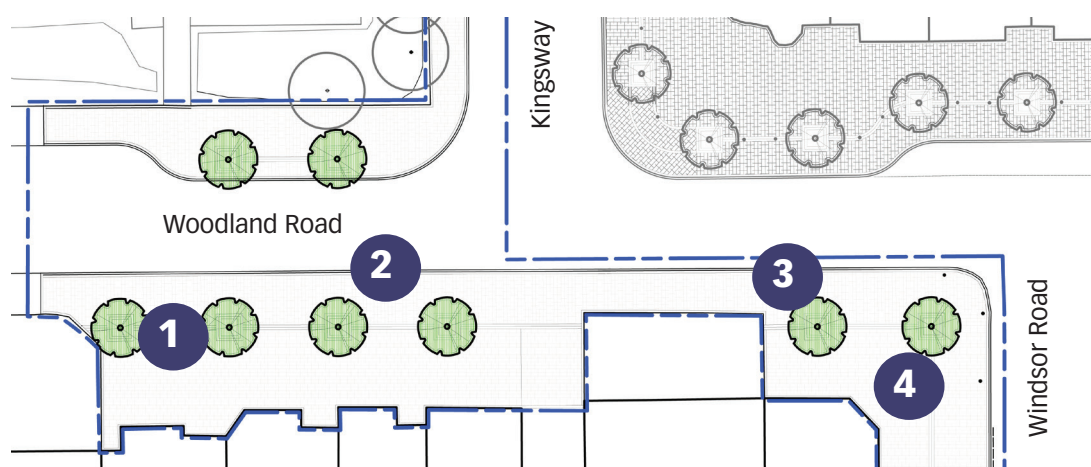


Figure 25 Woodlands Road Phase 5

## 7.3.3 Fairhaven Lake and Gardens Master Plan

### Context

The Fairhaven Lake and Gardens consists of a 10-hectare marine leisure lake, historic gardens laid out by Thomas H Mawson and Sons, a wide range of sport and recreational facilities, together with a traditional lakeside café. The site plays host to the RSPB Discovery Centre on the gateway to the Ribble Estuary, one of the most important sites for bird-life in Europe and a designated Ramsar site.

### Project

This project is located around the historic marine lake in Fairhaven. It includes a comprehensive redevelopment of the leisure facilities as well as the surrounding public realm.

The centrepiece of the project will be the restoration of the café, the oldest and most historically significant building on site, together with the creation of an interpretation hub, including new classroom facilities, improved sailing and sports facilities, improvements to the lake and the restoration of historic landscape including the nationally significant Japanese Garden.

The overarching ambition is one of improving the leisure facilities available for visitors and residents. Fairhaven Lake is a local amenity for residents and is also considered to be an important visitor destination (as part of the St Anne's and Lytham offer) in the development of the Ribble Coast and Wetlands Regional Park. The Regional Park is based around the 'development' of the destination offer of the Estuary as an internationally significant site of wildlife interest. This project would see the further development and implementation of these proposals.

### Aims and Objectives

#### Aims

- i. To protect, enhance, conserve and promote the natural and semi-natural habitats/ environment within the Fairhaven Lake environs and the Ribble Estuary.
- ii. To protect, restore and recreate the historical heritage of the lake and gardens, embracing Thomas Mawson's original design aspirations.
- iii. To improve and enhance the connectivity of the pedestrian and vehicular access and circulation, to enable access for all and to open up new pathways around the Lakeside.
- iv. To improve and introduce new leisure, play, recreation, the RSPB Discovery Centre and other educational opportunities.
- v. To improve and enhance the overall public realm of the lake, gardens, coastal waterfront and Granny's Bay.

#### Objectives

- i. To develop and improve the water based activities for boating, sailing, canoeing and model boating on Fairhaven Lake.

- ii. To develop and improve the land based sports and recreation facilities; i.e. tennis, bowling, play and walking.
- iii. To improve the network of footpaths which will ensure safe segregated access for different users, provide 'access for all' and introducing new lakeside footpaths and improve the connections of the coastal path.
- iv. To improve and enhance the educational and interpretation opportunities associated with the Coastline and the Estuary.
- v. To improve and restore the landscape and the Public Realm, this shall include new footpaths, street lighting, public art/beacons, planting, car park improvements and boundary improvements.
- vi. To create a sustainable community asset which is attractive visitors.
- vii. To engage and empower the local Community Groups to become actively involved in the development, the management and maintenance of Fairhaven Lake and Gardens.

### Relevant Supporting Documents

- Coastal Strategy 2015 - 2032
- Fylde Councils Leisure, Culture and Tourism Proposals
- Fylde Green Infrastructure Strategy (GI) June 2011
- The Asset Management Plan 2013
- The Heritage Strategy 2015 - 2032
- Fylde Local Plan to 2032 (Revised Preferred Option 2015)
- Draft Infrastructure Delivery Plan 2015
- The Ribble Coast and Wetlands (RCW) Regional Park
- Fairhaven Conservation Statement (2015)



### Delivery

The restoration of Fairhaven Lake and Gardens comes at a critical time in the management of coastal defences in the area. The Council and partners (Environment Agency and Fylde Peninsula Coastal Programme Board) are preparing plans to reconstruct and refurbish the outer promenade which as well as being the sea defence wall was a key design aspects of Mawsons' proposals creating key views into the park and out over the estuary.

The Environment Agency has confirmed that the urgency of the works requires that they be brought forward to 2017, tying in the heritage restoration of Fairhaven Lake and Gardens.

### Cost Estimate

In excess of £3.75m





Figure 26 Fairhaven Lake and Gardens Master Plan



## 7.3.4 Fairhaven Lake – Japanese Gardens

### Context

One of the principal features of the Mawson Fairhaven Master Plan was the Japanese garden/ lagoon, situated on the south-westerly side. Mawson included smaller features in caves, cascades, waterfalls, artificial cliffs; all responding to the natural land-form of the site. These features naturally included rock-work as well as specimen plants and trees. It is known that Mawson worked alongside the famous firm of James Pulham and Son in the creation of these picturesque features and there is strong evidence to suggest that the firm of TH Mawson and Pulham and Son corroborated in the design and creation of this feature at Fairhaven. The original plans included rock caves but it appears that this part of the scheme was not implemented. However, the vast majority of the Garden was implemented and was a significant feature of the scheme produced by the Practice in what was a unique commission.

This former feature is fondly recollected by many residents who are familiar with the lake and its gardens. There is the strongly held belief that the feature was 'covered over' in the mid-late 1960's as it required repair. In doing so, it provided a site for a small pitch and putt course, which has since been removed. This firmly held view seems all the more credible as there is archaeological evidence, in the form of stone protrusions, which are visible and directly coincide in location and appearance to the former garden rockery. Much of the shrubbery that Mawson specified remains in situ. The restoration and repair of this feature is a major element of the Master Plan now prepared for the Fairhaven Lake site.

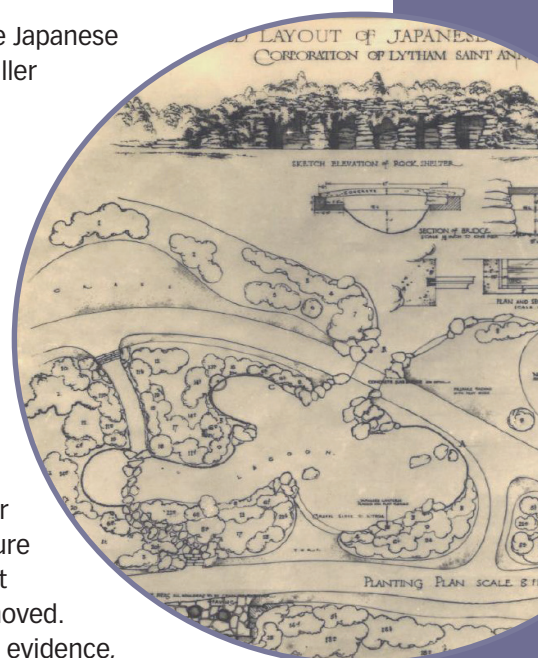
The project currently forms part of a redevelopment of Fairhaven Lake, however there is scope to develop the Japanese Gardens as a 'stand-alone' project. There is community support and as it is a smaller project it is more likely to gain funding

### The Project

The restoration of Mawson's Japanese Gardens, will involve excavating the area and rediscovering the lagoon, rock gardens, stonework and stepping stones. Much of the stone work is Pulhamite artificial rock, manufactured by William Pulham and Son in 1918.

### Aims and Objectives

- i. To create a coherent planting strategy. This will be achieved by recreating Mawson's planting vision for the Gardens, for example, specimen planting, evergreens, etc.
- ii. To restore and recreate many of Mawson's design features, the Lagoon, the Pulhamite Rock-work, Stepping Stones, lanterns, steps, and footpath layout.
- iii. To promote new contemporary elements within the gardens, based on the Japanese theme and Mawson's design philosophy. For example, lighting, artwork, etc.



## Relevant Supporting Documents

- Coastal Strategy 2015 - 2032
- Classic Resort Concept
- Fylde Councils Leisure, Culture and Tourism Proposals
- Fylde Green Infrastructure Strategy (GI) June 2011
- The Asset Management Plan 2013
- The Heritage Strategy 2015 - 2032
- Fylde Local Plan to 2032 (Revised Preferred Option 2015)
- Draft Infrastructure Delivery Plan 2015
- The Ribble Coast and Wetlands (RCW) Regional Park

## Delivery

At present the concept proposals and a cost estimate have been developed

## Cost Estimate

In excess of £395,000, funding is currently being explored.

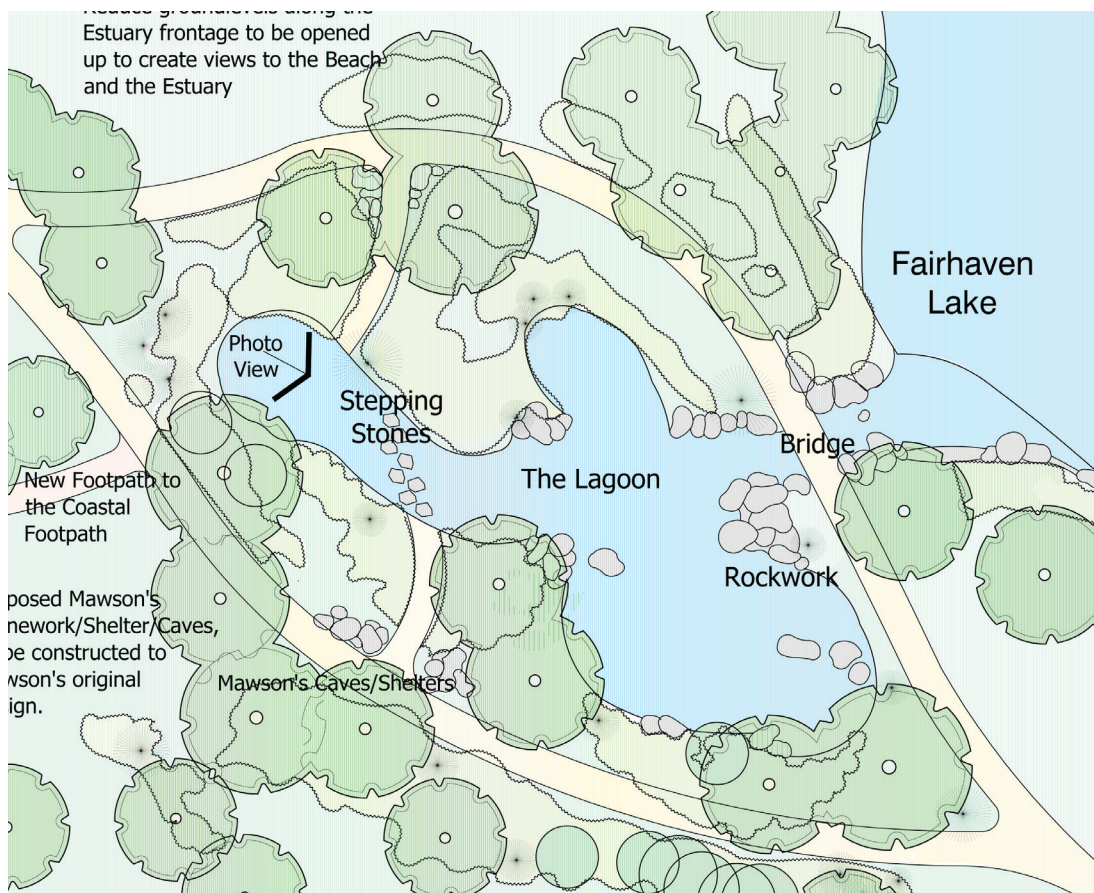


Figure 27 Japanese Gardens Landscape Plan

## 7.3.5 Fairhaven and Church Scar Sea Defences

### Context

The restoration of Fairhaven Lake and Gardens and the replacement sea defences at Fairhaven Lake and Church Scar is one of the largest infrastructure projects facing the Council over the next few years. The projects are inextricably linked as the replacement sea defence forms the outer promenade of Fairhaven Lake and Church Scar.

The Fairhaven Master plan section 7.3.3 shows the overall landscape master plan which integrates Fairhaven Lake with the sea defence project. The Fairhaven Sea Defence Project can be broadly split into 3 project area's;

- i. Replacement hard sea defences Fairhaven and Church Scar
- ii. Public realm elements as part of the replacement sea defences
- iii. Restoration of Fairhaven Lake, buildings, structures, landscapes and facilities.

### The Project

#### Fairhaven and Church scar Coastal Defence Scheme

The Strategic Appraisal Report for the Fylde Shoreline Strategy was approved by the Environment Agency's large project review group (LRPG) in January 2014 which included the replacement of sea defences at Fairhaven and Church Scar. Following this, further approval for funding was released by the Environment Agency (EA). Cabinet approved a Fylde Headland Study Project Appraisal Report (PAR) in the sum of £175k, fully funded from EA resources.

This report has now been completed and was submitted for approval by the Environment Agency's (LRPG) on the 6th August 2015. There was positive, supportive feedback for the business case. There are a small number of key issues to resolve which are being addressed once the Project Appraisal Report is approved. Further funding from DEFRA is then required to complete the next stage.

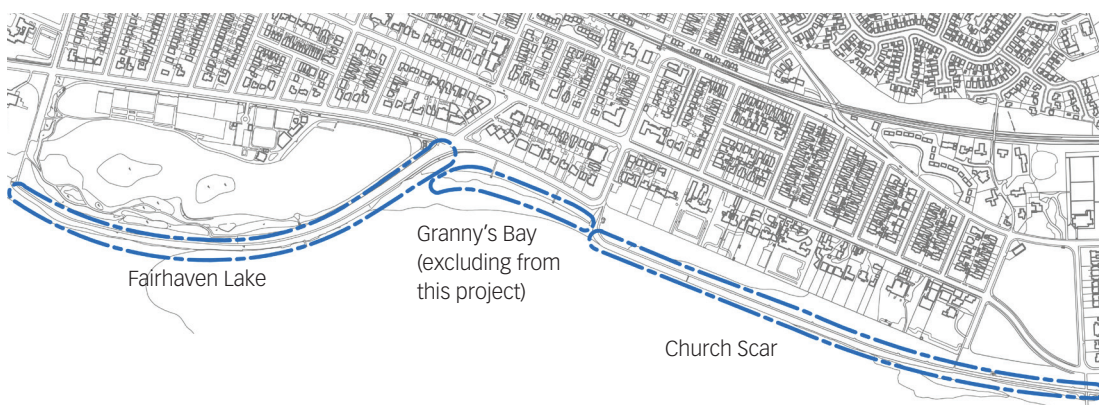


Figure 28 Plan showing the Sea Defence scope of works Fairhaven to Church Scar. (Granny's Bay is excluded from these works)



## Public Realm

The replacement sea defence schemes implemented across the Fylde Coast had additional objectives to create;

- i. New and improved visitor / cultural attraction;
- ii. New and improved visitor / cultural facilities; and
- iii. Environmental enhancement scheme (the provision of high quality public realm)

It is acknowledged that the landscape across other parts of the Fylde Peninsula is different to the Landscape at Fairhaven and therefore a different treatment is required however, Fylde has the opportunity to create new and improved visitor /cultural attractions and facilities and a high quality public realm as part of the replacement hard sea defence project.

Projects in Blackpool and Wyre have delivered high quality public realm schemes with the introduction of seating, amenity lighting, shelters, buildings and public art.

This has been achieved through the creation of a partnership approach with the various funding bodies available at the time.

## Aims and Objectives

The main objective of the replacement sea defence scheme is flood risk management to protect properties from coastal erosion and flood providing a long-term 100 year plan for the management of the shoreline to safeguard Lytham and Fairhaven.

## Delivery

Funding for these projects is complex and will require the financial support of the Council and various funding bodies to achieve the desired outcomes. A proposed funding strategy and options is detailed below.



Figure 29 Aerial View of Fairhaven Lake and the proposed sea defence wall



Figure 30 Proposed promenade at Fairhaven Lake and the steps to the Estuary

The Project Appraisal Report (PAR) received Technical Approval in November 2015 but requires an Environmental Impact Assessment and appropriate assessment including an over wintering bird count to be completed and approved, before the grant of £19.8m can be drawn down. The aim is to start on site in March 2017 at the earliest

### Cost Estimate

The overall cost of the Fairhaven Sea Wall is currently estimated by DEFRA to be £7.3m, and Church Scar Sea Wall to be £9.4m. The DEFRA funding spans the years 2015/16 to 2018/19. FBC's contribution of £400k towards sea wall development works is fully funded from the Capital Investment Reserve.

Figure 31 The Promenade along Church Scar; the Sand Dunes (Biological Heritage Site and Ribble Estuary





## 7.4 Lytham Town Centre

### Context

The Council's approved 2020 Vision document, identifies one of its key projects as being that of enhancing the link between Lytham Hall and the Green, through Clifton Square. The inclusion of this scheme provided the justification for seeking a commuted payment from the Hastings Point development, amounting to £130,000. It is hoped that this scheme will provide improvements to Park Street and Ballam Road to compliment the improvement works to Lytham Station and Sparrow Park, undertaken in 2012.

### Project

An overarching objective of this project is to enhance the economic viability of Lytham town centre whilst also sensitively enhancing the historic built environment. The Lytham Enterprise Group, which is an amalgam of community interests in the town, have been engaged in discussions surrounding the enhancement of the commercial area of the town centre and the link to Lytham Hall.

This project encompasses of Lytham town centre, The Green, Lowther Gardens, Lytham Train Station, Lytham Hall and grounds and other linking streets.

A master plan will be prepared, outlining key actions, interventions and projects that will include the Council working in partnership with interest groups to produce and implement the master plan. Enhancements to Lytham will be closely linked to potential residential development in approved locations.

Projects within the town centre include (See Figure 32):

- 7.4.1 Lytham Hall and Lytham Green Connection
- 7.4.2 Lytham Square and the Market Place
- 7.4.3 Clifton Street and Connections to the Green
- 7.4.4 Street Lighting to West, Central and East Beach
- 7.4.5 Lowther Gardens

### Aim and Objectives

#### Aims

- i. To promote economic development, diversity of uses and vibrant town and coast
- ii. To protect and enhance the character of the urban environment, and celebrate the inherent qualities of Lytham's townscape
- iii. To raise the environmental quality of the town centre, reclaiming its streets, improving connectivity, orientation and spaces to create safe access for pedestrians

## Objectives

- i. Improvements to create safer a pedestrian environment and improving connectivity by providing crossing points, highlighting junctions, and creating 'gateways' into the area.
- ii. Improvements to street furniture, paving, road surface materials and street lighting to enhance and create a distinctive cohesive setting and sense of place.
- iii. New street lighting which respects the conservation areas and the environs around and which will form a distinct character in the hours of darkness.
- iv. Include street trees, planting areas for seasonal displays and seating areas.

## Relevant Supporting Documents

- Fylde Council's Leisure, Culture and Tourism Proposals
- Fylde Green Infrastructure Strategy (GI) June 2011
- Fylde Coast Highways and Transport Master plan
- Lytham St Anne's 2020 Vision (2010)
- Ramsar Sites
- Special Protection Areas (SPAs)
- Sites of Special Scientific Interest (SSSIs).
- The Draft Infrastructure Delivery Plan
- The Heritage Strategy 2015 - 2032
- The Fylde Local Plan to 2032 (Revised Preferred Options)
- The Ribble Coast and Wetlands (RCW) Regional Park

## Delivery

The 2020 Vision, identifies the link between Lytham Hall and the Green, through Clifton Square. The inclusion of this scheme provided the justification for seeking a commuted payment from the Hastings Point development, amounting to £130,000. It is hoped that this scheme will provide improvements to Park Street and Ballam Road to compliment the improvement works to Lytham Train Station and Sparrow Park, undertaken in 2012. It is envisaged that work will commence on the generation of design ideas and the presentation of these to the Council and the public in due course.

## Cost Estimate

The overall project will be partly funded by Section 106.



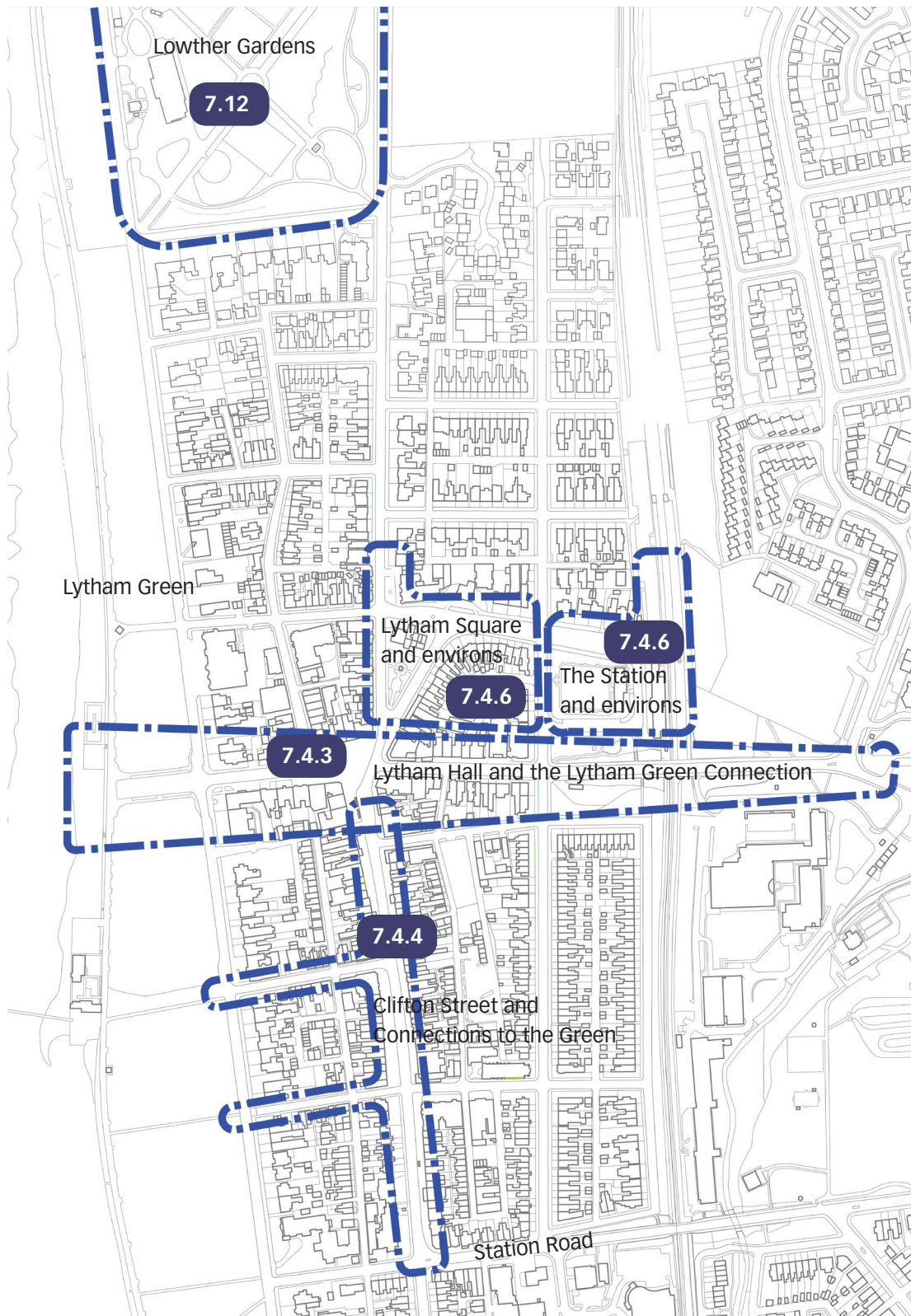


Figure 32 Lytham Town Centre Phasing Plan

## 7.4.1 Lytham Hall and Lytham Green Connection

### Context

Ballam Road and Park Road provide a major vehicular entry route to Lytham town centre as well as being a busy pedestrian thoroughfare. As well as Lytham Hall, there are major office developments and residential areas adjacent, which reinforces which all exploit this route.

The landscape character changes from being a mature leafy wide boulevard at the gateway point at Ballam Road to the environs of Lytham Hall entrance to Park Road within the town centre. The main focal points along this axis are the Square and the Green, which punctuate the axis along the Ribble Estuary.

### Project

Ballam Road is a major route into Lytham, Lytham Hall entrance is situated to the outer part of the town centre and forms a significant focal point to the entry/gateway experience to the area. Along this axis are views to Witchwood, Sparrow Park, Robins Park, before entering the town centre over the railway bridge into Park Street and views continuing across the Square to the Green/Coastal Way.

### Aims and Objectives

To enhance, improve and reinforce the public realm and the visual connection from Lytham Hall and the Lytham Green and to create a pedestrians orientated connection.

### Objectives

- i. Enhancements to the main entrance of Lytham Hall, reinforcing the historical and conservation assets.
- ii. Improvements to the public realm along the axis; which shall include street lighting, tree planting and paving
- iii. Enhancements to the main focal point along the axis; the Square and the Green, which shall have a new public art installation at the intersection of the Coastal Way.
- iv. Improvements to 'on street' parking, widening and repaving foot-ways.
- v. New co-ordinated street furniture and lighting in the 'Lytham Town Centre' style. Focal lighting to main spaces, lighting to highlight historical buildings and structures.
- vi. Information / interpretation signage, relating to the Coastal Way and Lytham.

### Delivery and Procurement

Commuted payment from the Hastings Point development, amounting to £130,000.

### Cost Estimate

This project will cost in excess of £250,000 therefore the works will be delivered and phased in-accordance to the available funds.





Figure 33 Lytham Hall and Lytham Green Connection

## 7.4.2 Lytham Square and the Market Place

### Context

Lytham Memorial Garden is a compact formal landscaped site and is situated directly in the centre of Lytham Town centre. Visitors and residents are attracted to the gardens as they provide idyllic surroundings to enjoy the peace and quiet, in the otherwise bustling town centre. The Memorial is Grade II listed and forms the focal point to the Gardens.

### Project

Lytham Square and the Market Place form the major focal point/centre to Lytham. Many businesses, cafe's and retail outlets front onto the Square and Market Place, thus the quality of the public realm, including aesthetics and function is important for the long term sustainability of this area. The public realm improvements shall integrate into the overall phased plan for Lytham Town Centre in addition to respecting the Conservation Area values.



Figure 34 Lytham Square and the Market Place



## Aims and Objectives

- i. To promote economic development, diversity of uses and vibrant street life.
- ii. To protect and enhance the character of the urban environment, and celebrate the inherent qualities of St Anne's townscape.
- iii. To raise the environmental quality of the town centre, reclaiming its streets, improving connectivity, orientation and spaces to create safe access for pedestrians.

## Key Design

1. To create a pedestrian orientated environment, to include footpath improvements, paved with natural stone, appropriate for Lytham Conservation Area.
2. Proposed tree planting to define pedestrian areas and the Square.
3. Provision of street furniture which shall include seating and bollards to provide safe areas for pedestrians and define the 'on street' vehicular parking areas.
4. Forecourts to the shop fronts to be repaved.
5. New Street Lighting to match the Lytham style lighting columns.

## Delivery and Procurement

The cost are not known until an overall master plan has been prepared and the project fully scoped. The cost for the preparation of a master plan would be approximately £35,000.



## 7.4.3 Clifton Street and connections to the Green

### Context

Clifton Street is the main shopping street in Lytham and sits within the Lytham Conservation Area. Bannister Street and Bath Street run perpendicular to the Green and provide a direct connection to the Green.

### Project

There is opportunity to improve the public realm sympathetically with the historical town character and whilst creating a more pedestrian orientated environment of Clifton Street and the connections to the Green. In addition to conserving and preserving many of the historical assets along Clifton Street, Bath Street and Bannister Street.

### Key Design

1. Enhancement of the street lighting, ensuring that they are sympathetic to the Conservation Area.
2. Carry out a street strategy for the tree planting along Clifton Street. To ensure that all new trees are appropriate and existing street are managed and maintained.
3. Provision of street furniture which shall include seating and bollards to provide safe areas for pedestrians and define the 'on street' vehicular parking areas.
4. Footpath improvements, ensuring that the paving materials are sympathetic the Conservation Area.

### Cost Estimate

The cost are not known until an overall master plan has been prepared and the project fully scoped.

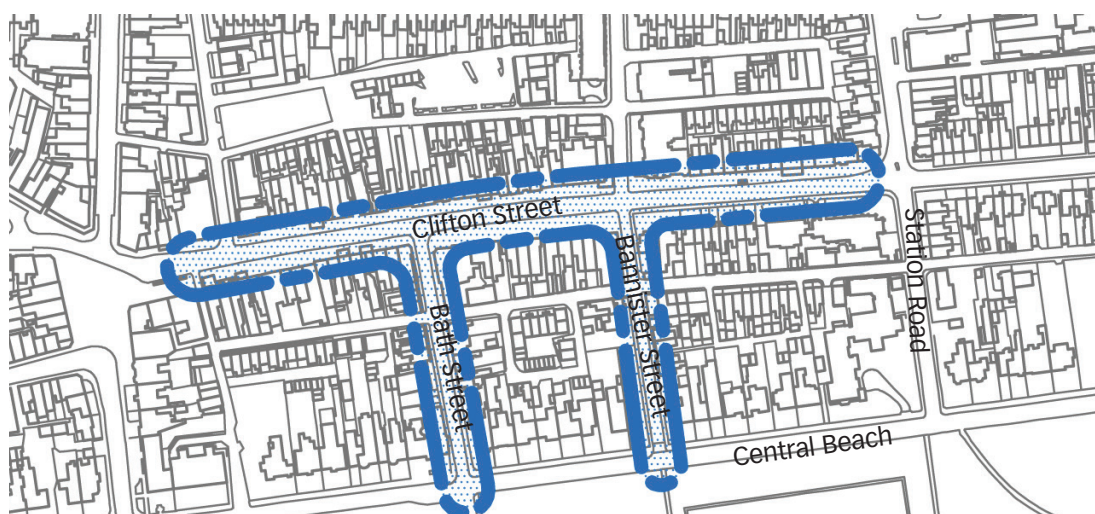


Figure 35 Clifton Street; Bath Street and Bannister Street



## 7.4.4 Street Lighting to West, Central and East Beach

### Context

Street Lighting is an important component within townscape and the public realm. As well as providing a safe and secure environment for motorists and pedestrians, it offers potential for creating a rich and varied streetscape experience outside daylight hours and prolong the vitality of Lytham town centre and Lytham Green.

Historically, the approach within the town centre has been to produce optimum illumination for vehicles using widely distributed yellow light, with little regard for the needs of pedestrians and cyclists.

### Project

Street lighting will be used to enhance the appearance of the streetscape, along Lytham Green and ensure pedestrians and cyclists feel safe using the town centre. The project shall consider:

- Historical Character
- Design of lighting equipment
- Sustainability
- Lighting quality and distribution
- Lighting of landmarks

### Aims and Objectives

The lighting strategy is guided by the following objectives:

- i. The consistent and high quality approach to the design and selection of lighting equipment.
- ii. Lighting quality and distribution to meet the needs of both pedestrian and motorist.
- iii. Lighting column heights to be appropriate to the scale and character of Lytham and Lytham Green.
- iv. The use of Feature Lighting to highlight and enhance prominently located landmarks, and gateways.
- v. To reduce light pollution through the use of luminaries with good optical control and improved light direction.
- vi. The specification for new fittings must define the light levels to be achieved.
- vii. This should form part of the specification/standard details.

### Delivery and Procurement

The delivery and procurement of the project would be in partnership in LCC, with potential funding from Section 106. Cost approximately £200,000.

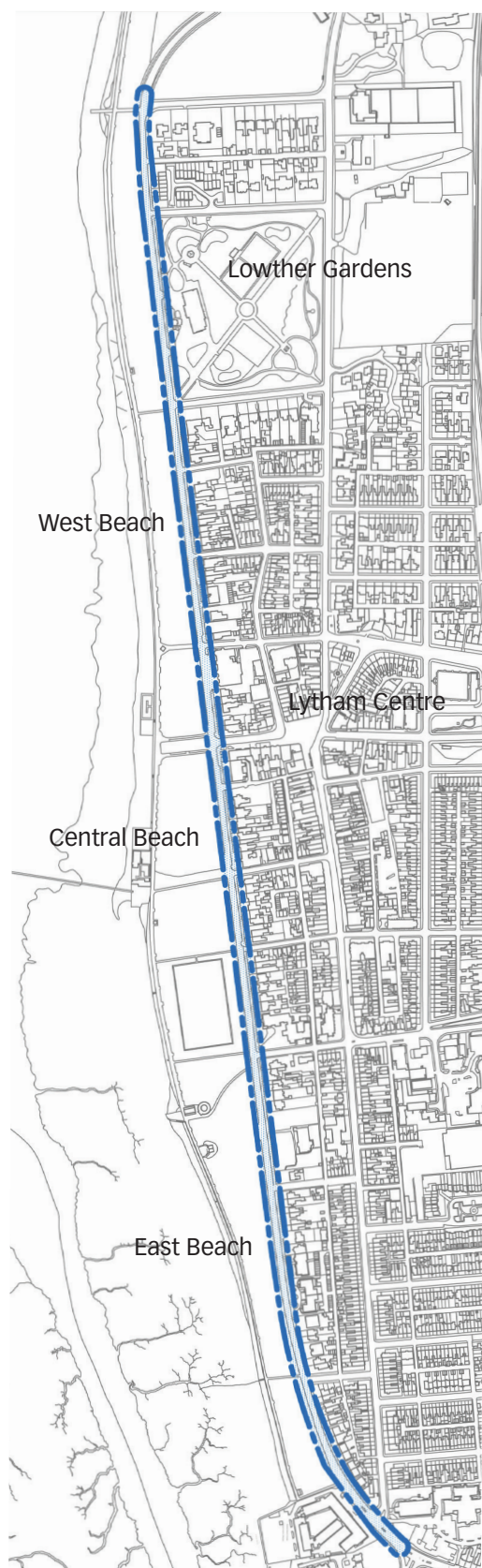


Figure 36 West, Central and East Beach

## 7.4.5 Lowther Gardens

### Context

Lowther Gardens were conveyed to the Council in 1905 and transferred to Lowther Trust in 2012, covering an area of 5.65 hectares. The majority of the original design has been retained, with the addition of the first pavilion in 1922. The aviary was added in 1934 and the new entrances and car park were added in 1936.

The Gardens are designated as a conservation area in the Local Plan, but are not included on English Heritages' Register of Historic Parks and Gardens. The boundary walls, however, are Grade II listed, as they are constructed out of the original Lytham cobble, which can be seen throughout Lytham on various historic buildings and features. In summary the park offers the following attractions and facilities:

- Formal Gardens
- Trees
- Children's play facilities
- Café
- Lowther Pavilion
- Putting Course
- Crown Green bowling
- Hard surface
- Tennis Courts
- Picnic area
- Rose garden
- Aviary
- Sharmen shelter
- Toilets
- Car park
- Crazy golf
- Theatre
- Floral displays

### Project

There is an opportunity to maximise the recreational and leisure potential of Lowther Pavilion.

### Aims and Objectives

- i. To protect, restore and recreate the historical heritage of Lowther Gardens.
- ii. To improve and enhance the connectivity of the pedestrian and vehicular provision, to enable access.
- iii. To improve existing and introduce new leisure, play, recreation, and other educational opportunities.
- iv. To improve and enhance the overall public realm of the Gardens and Lowther Gardens Pavilion frontage and forecourt area.

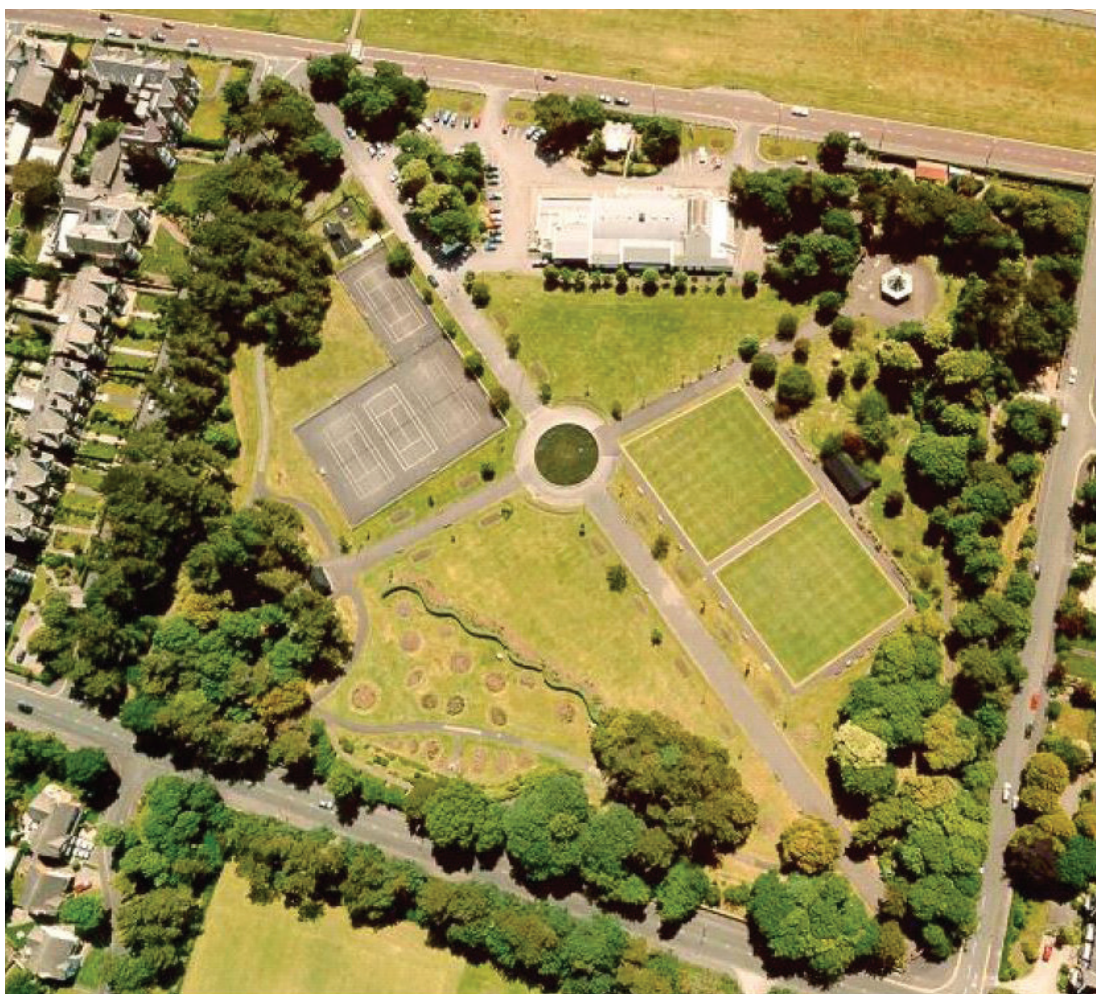


Figure 37 Lowther Gardens aerial photo

## Delivery and Procurement

The ownership of Lowther Gardens transferred from Fylde Council to the Lowther Trust, who have ownership and responsibility for the Gardens and the Pavilion. The board of the Trust is made up of Fylde Council and members of the local community Lowther Trust.

A charitable trust has been formed to manage the gardens and all their assets. At this stage the trustees are in discussions with the Council to determine the best way to manage the gardens in the future. The trustees are currently focusing their efforts on the management of the theatre and have requested that the Council continue to manage and develop the gardens in partnership with the friends of committee. Updates will be included as decisions are taken.

## Cost Estimate

The restoration of the Gardens, including the frontage and its environs of the Lowther Pavilion. The full scope and nature of the project has not yet been established.



## 7.4.6 Lytham Promenade Connection

### Context

Due to the redevelopment of Jubilee House, formerly the Land Registry, there is the opportunity to connect the coastal footpath to the west of the site is Lytham Green where a footpath proceeds along the coast. To the east of the site is the Lytham Quays residential development. The current choices which users of the footpath are presented with are to either descend some steps into the estuary which is not suitable during inappropriate weather conditions and certain states of tide nor for people of restricted mobility; or to continue on the surfaced pavements on Lytham Green, East Beach and Victory Boulevard around the site.

Therefore, the site appears as the missing link in the coastal footpath network and this project is an opportunity to enhance the coastal footpath network, in accordance with Local Plan Policy, and coastal initiatives.

### Project

The project will involve the creating a coastal footpath/link, thus allowing a continuous coastal link, from Lytham Green. The path will be in close proximity to the Ribble & Alt Estuaries (SPA) & (RAMSAR), Ribble Estuary (SSSI) and Lytham Coastal Changes (SSSI). However, given the nature and scale of this proposal, Natural England is satisfied that there is unlikely to be an adverse effect. However, there would be significant problems ensuring the deliverability of such a scheme relating to land ownership, obtaining a Marine Licence, consultation with Natural England and other groups and maintenance of the link in a tidal zone.

### Aims and Objectives

The enhancements shall comprise of:

- i. Improvements to the steps, including handrails.
- ii. A comprehensive way marking route along the promenade, signage and appropriate interpretive information to promote and encourage use of the promenade as part of a wider recreational network.
- iii. Additional benches adjacent to the footpath on Lytham Green opposite Jubilee House.

### Delivery and Procurement

A legal agreement has been entered into, ensuring the sum of £150,000 is paid towards the specified scheme and improvements to the public realm on Lytham Green.

### Cost Estimate

Cost estimate based on the design similar to Figure 25 is £195,000. This include contingencies associated with the groundwork conditions and working practices required for working within SSSI/Ramsar Site.



Examples of potential structures for the footpath link to the Estuary

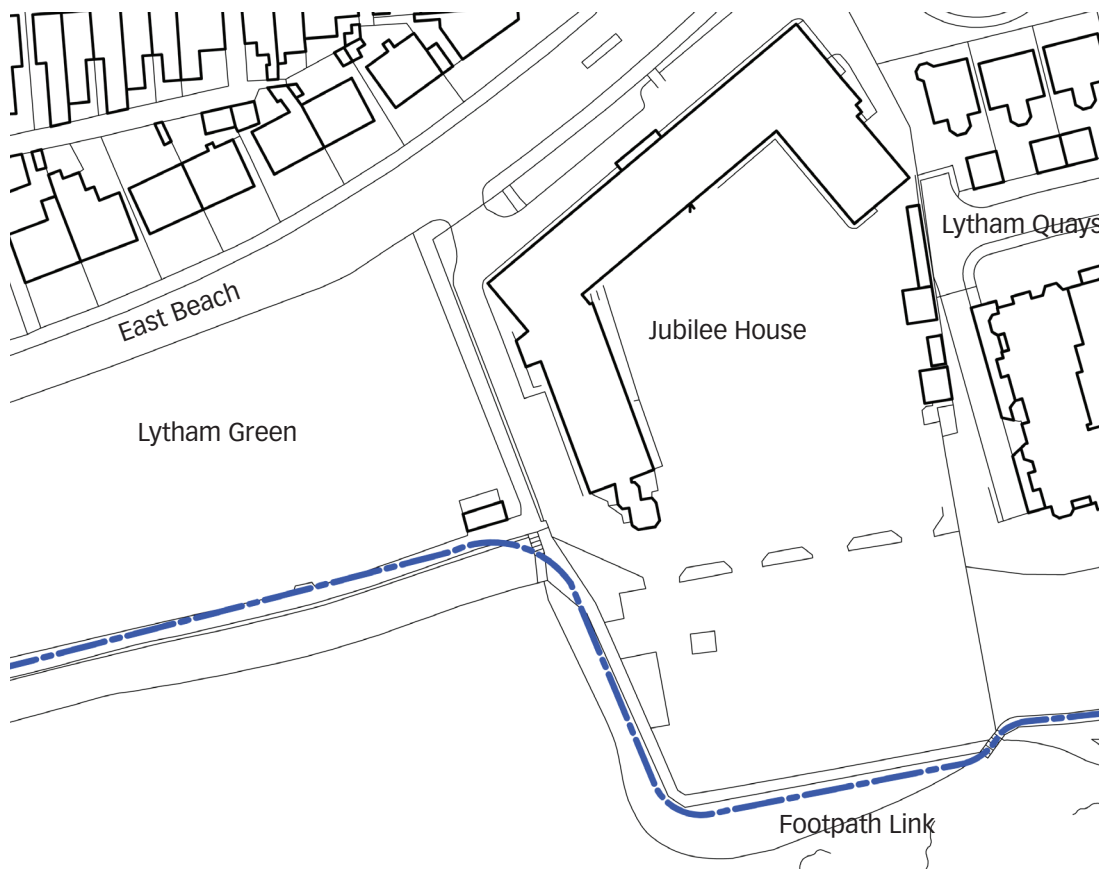


Figure 38 Lytham Green Connection at Jubilee House East Beach

## 7.4.7 Lancashire Coastal Way - Lytham to Fairhaven Lake

### Context

The Lancashire Coastal Way is a 137 mile footpath following the coastline between Merseyside and Cumbria. Natural England's approved scheme, Coastal Access, was approved by the Secretary of State on 23rd March 2010 under section 298(2) of the Marine and Coastal Access Act 2009. Part 9 of the Marine and Coastal Access Act 2009 ("the 2009 Act") aims to improve public access to, and enjoyment of, the English coastline by creating clear and consistent public right of way along the English coast for most types of open-air recreation on foot. It allows existing coastal access to be secured and improved and new access to be created in coastal places where it did not already exist.

### The Project

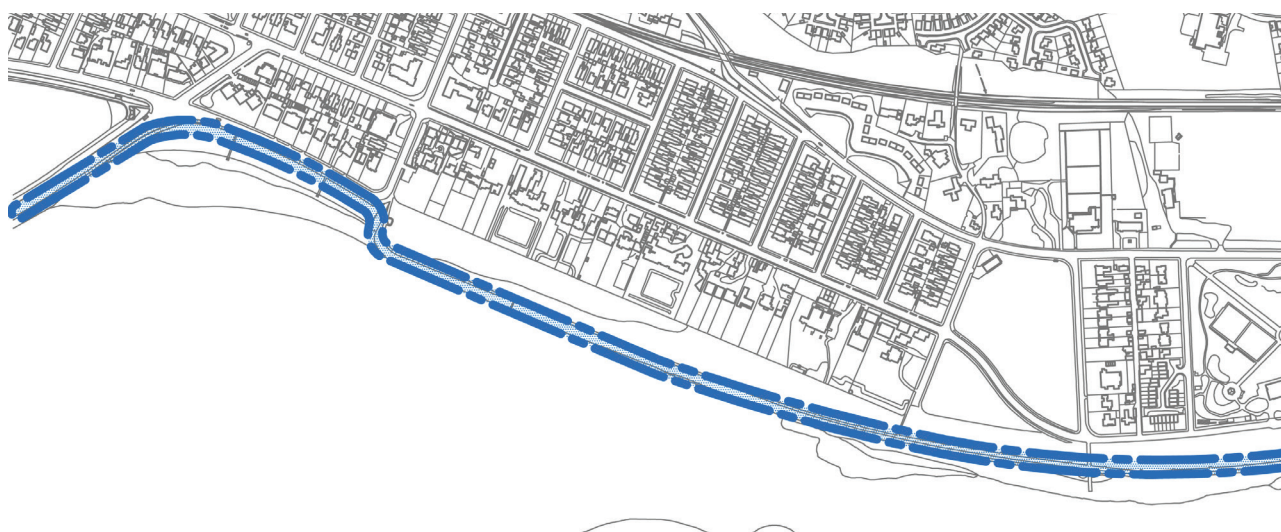
There are considerable opportunities to improve the overall public realm of the Coastal Way along Lytham Green to Fairhaven and there is scope to improve the linkages following the completion of Coastal Defence Improvement works and the restoration of Fairhaven Park and Gardens. There is conflict between footpath users, there are opportunities to optimise the educational and environmental interpretation of the Estuary and link the various landmarks and uses along this part of the Coastal Way.

### Aims and Objectives

#### Aim

- i. To promote, improve and expand the footpath network along the Ribble Estuary coastline.

Figure 39 The Lancashire Coastal Way - Fairhaven Lake to East Beach





## Objectives

- ii. Provide environmental interpretation and way-finding
- iii. Improvements to the overall public realm, lighting, seating, sympathetic to the landscape character and historical setting.
- iv. Widening the footpath from Fairlawn Road to Fairhaven Lake.
- v. Improvements to the pedestrian linkages to Lytham and Fairhaven.

## Relevant Supporting Documents

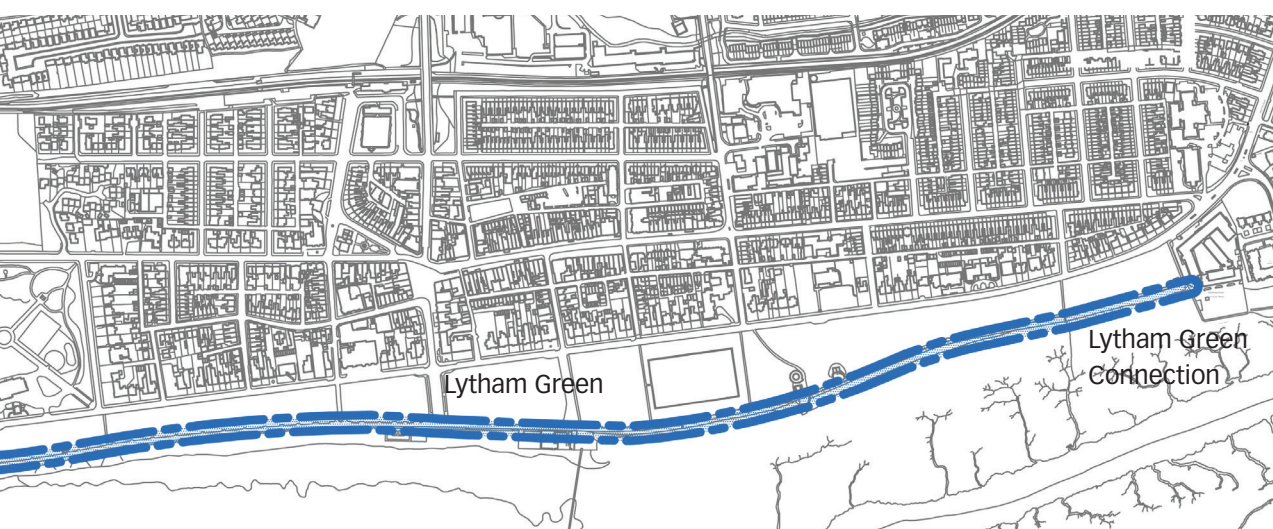
- The Green Infrastructure (GI)
- National Planning Policy Framework
- Marine and Coastal Access Act 2009
- Marine and Coastal Access Act 2009 ("the 2009 Act")
- The Ribble Coast and Wetlands (RCW) Regional Park
- Fylde Coastal Strategy 2015
- The Draft Infrastructure Delivery Plan
- The Heritage Strategy 2015 - 2032
- The Fylde Local Plan to 2032 (Revised Preferred Options)

## Delivery and Procurement

The delivery and procurement of the project would be in partnership with LCC and associated stakeholders and environmental organisations. The phasing would be in accordance with the prepared master plan which would link to associated initiatives, i.e. Fairhaven Sea Defence Works, and projects.

## Cost Estimate

The full extent of the project has not be scoped. Costs in the region of £750,000.





## 7.4.8 Lytham Hall

### Context

Lytham Hall is the site of a small Benedictine priory built some time after 1190. After the dissolution of the monasteries a house was built on the site. The Clifton family owned the Hall and surrounding agricultural estate from 1606 until the 1980's.

Lytham Hall is a Grade I Listed building, and is on the Historic England, Heritage At Risk Register. The estate contains many other buildings which are also listed, including a Dovecote, Gatehouse and Stable Yard. The buildings are set within 78 acres of Grade II Registered Historic Parkland.

Lytham Hall and parkland were bought by Lytham Town Trust in 1997, and in 2000 the Trust signed a 99 year lease with Heritage Trust for the North West (HTNW) for the management and development of the site.

The Phase 2 restoration proposals form part of the HLF Stage 2 submission, in 'The Historic Park Volume 1' dated the March 2011. The aims and objectives and many of the projects below form the basis of the recommendations for the restoration of Lytham Hall Historic Park which were identified in Volume 1.

### Project

Lytham Hall park is unique in the Fylde, and exceptional in the wider context in that it is the setting for what is probably the largest Georgian house in Lancashire for a stately home. Volume 1 identifies the following six objectives for the restoration of the Park:

- i. To provide an appropriate setting for Lytham Hall in a landscape of coherent style.
- ii. To provide facilities for public recreation appropriate to a stately home and its wooded parkland setting, which complements those available elsewhere in the District.
- iii. To conserve and enhance the nature conservation value of the site.
- iv. To conserve and interpret the historic features of the site.
- v. To restore the landscape to a sustainable condition in terms of durability, longevity and economy of future interventions.
- vi. To balance the desire for a coherent landscape style and a suitable setting for the Hall, with the needs of public recreation, nature conservation and sustainability.
- vii. A restored Hall will be a major regional tourist attraction. The site will be capable of accommodating more events. A radically improved setting for the Hall will provide more reasons to visit the site, especially for a wider audience.

### The Strategy for the Park

Volume 1 sets out a clear strategy for the Park, which is illustrated on the Plan (figure 40). The key areas identified are;

Figure 40      Proposals for the Restoration of the Historic Park at Lytham Hall (Produced by Randall Thorp)



- i. Opening up the prospect to the north, east and south.
- ii. Conserving the character of Kemp Drive in the Inner Park.
- iii. Opening up the areas around the Lilly Pond and the Dovecot.
- iv. Opening and restoring the Mount.
- v. Clearing and re-creating the Italian Garden and pleasure gardens between the Hall, Mount and the South Prospect.
- vi. Restoring the inner gateway and fence, the garden wall, park railings and gateways, and restoring or conserving and interpreting all other historic features.

**Woodlands and Trees** - The strategy for the woodlands and trees is to manage them to ensure their longevity and improve habitats, and to re-create the character of the late 19th century landscape

**Access** - The strategy for access is to:

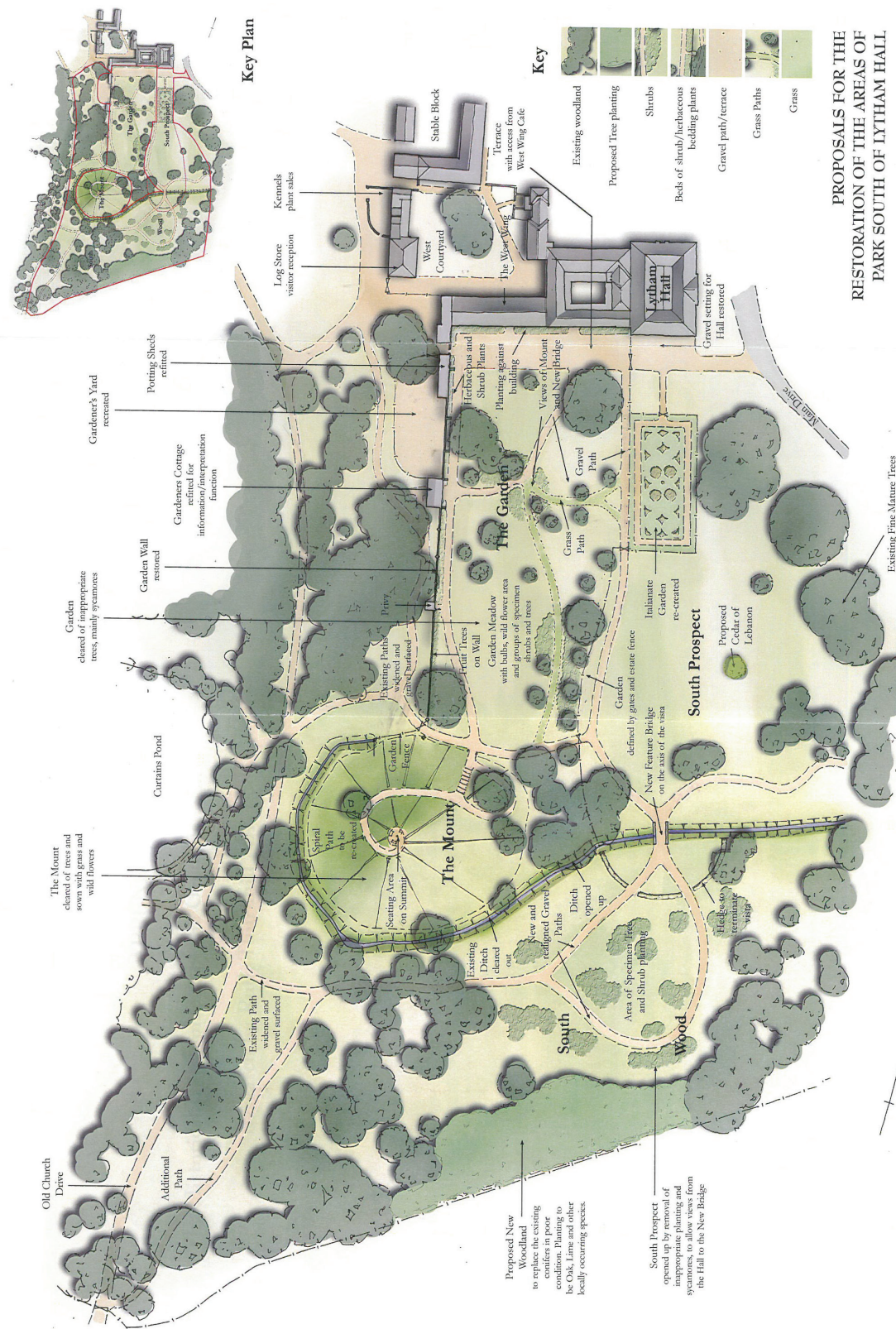
- i. Divert all vehicular traffic entering from the main entrance, by creating a new entrance from Ballam Road through the existing woodland and linking into the existing driveway to the Hall and car parks.
- ii. Divert vehicular traffic away from the vicinity of the Hall, by taking the main driveway along the route of the Old Ballam Road, then through Hall Wood to the Home Farm Drive, to a new main car park in the existing clearing north of the Dovecot which is currently used for overflow parking.
- iii. To create a new visitor reception/information point in the former log store.
- iv. To provide additional woodland paths, and a new path from the Main Lodge to the inner gate at the site of Hull's Lodge.
- v. To widen and improve all paths to accommodate wheelchairs and increased usage.

Lytham Hall





Figure 41 Proposals for the Restoration of the Areas of the park south of Lytham Hall (Produced by Randall Thorp)





## Delivery and Procurement

Over the years many people and agencies have contributed to the development of Lytham Hall Park. The HLF Stage 2 submission Volume 1 proposed by Heritage Trust for the North West (HTNW) draws on the results of all these efforts.

Heritage Trust for the North West commissioned leading conservation architects Purcell UK to prepare a feasibility study into the potential future use of the Hall and the restoration costs in 2008. In 2011 HTNW was awarded a Heritage Lottery Fund grant of £2.4 million to undertake Phase 2 of the restoration of the Hall and deliver a programme of participation and learning about the heritage of the site. Match funding is being provided from many sources including Fylde Council, Veolia and Lancashire Environmental Fund, J P Getty Jnr Charitable Trust, and through a long-running Appeal fund which has seen many local people attend and donate at fundraising events, many organised by a dedicated group the Friends of Lytham Hall.



The Parterre

The Programme is;

- i. South Prospect Garden; to be completed by 2015
- ii. A two phase building restoration programme which shall include;
  - External restoration Feb – Nov 2016
  - Internal/alterations Oct 2016 – July 2017
- iii. HLF project complete August 2017

The overall 40 year project shall involve;

- i. Forestry Commission; A 5 year woodland grant to deliver improvements to the Hall's Parkland/Woodland
- ii. Coastal Revival Fund; which shall include;
  - Preparation of a Parkland Conservation Management Plan
  - Restoration of Lytham Hall's exterior.
  - Restoration of the Joinery workshop in the Stable Yard; The total bid is £47,000 and Fylde Council – accountable body

The project is scheduled to be complete March 2016, once the funds have been secured.

- iii. HLF parkland and Stable Yard project, 2018-2021

## 7.5 Kirkham and Wesham

### 7.5.1 Kirkham Town Centre

#### Context

Kirkham is recognised as a historic market town and one of the main shopping areas in the Borough. The general appearance of the street scene in Kirkham has been a continual theme raised by the business community and in effect, the need to improve it. It is considered that its enhancement will create a more attractive, vibrant centre that will have the potential to attract investment and increase footfall. The principal objective of the overall scheme is one of improving the appearance of the street scene by way of extensive improvements to foot-ways and forecourts.

This project is located in Kirkham town centre and would see investment made in the public realm and buildings. Kirkham was the subject of a 'health check' and 'action plan' in 2004/5 which required the completion of a design guide and master plan. In addition there is currently an active building refurbishment grant scheme in operation. All interventions are based upon the objectives established in the 'health check' of preserving and enhancing the historic characteristics of the town and improving the economic vitality and viability of the town centre.



#### Project

Kirkham town centre enhancements shall include new signage, lighting, street furniture and soft landscaping improvements. There are, potential developments in and around Kirkham where there will be the possibility to seek out commuted payments to support the scheme.

Kirkham has an active business group that has participated in various initiatives to support the economy of the Town Centre.

#### Aim and Objectives

The objective is to enhance the public realm, thereby supporting and enhancing its vitality and future sustainability.

The project includes:

- i. Realignment of kerb lines to provide safer crossing points, road narrowing at junctions and the formation of 'gateways' into the area;
- ii. New street lighting in a parallel arrangement of a heritage style to incorporate 'white light' to give better colour rendition and give the particular road a distinct character in the hours of darkness;
- iii. Repaving of foot-ways and forecourts.
- iv. New street trees, seating, furniture and a notice board.

- v. Improvements to buildings with property owners including painting schemes and architectural restoration.

### Relevant Supporting Documents

- Kirkham & Rural Fylde Partnership Health Check (2004)
- Kirkham & Rural Fylde Partnership Action Plan (2005)
- Kirkham Urban Design Study (Draft) (2006)
- Kirkham Renaissance Building Refurbishment Grant Scheme (2008)
- Fylde Local Plan to 2032 (Revised Preferred Option 2015)
- Draft Infrastructure Delivery Plan 2015

### Delivery and Procurement

It is important to have the defined scheme approved as, in addition to recognising the possibility of public funding support, the opportunity will be taken, where appropriate, to seek 'public realm' contributions from potential developments, through Section 106 agreements, as a way of contributing to improvements to the commercial core of the town centre. The estimated cost is in the region of £160,000, although this would depend on construction rates applicable at the time of procurement.

### Cost Estimate

As at April 2015, parts of the town centre have been completed at a cost of £208,000 (Fylde Council has contributed £70,000). The next phases could be completed in the next financial year (Zones 3 and 4), estimated to cost £110,000, £30,000 remains in the High Street Innovation Fund to match potential funding from Lancashire County Council and this Council. The delivery will be tied to practical issues including the resources available at the time of implementation.



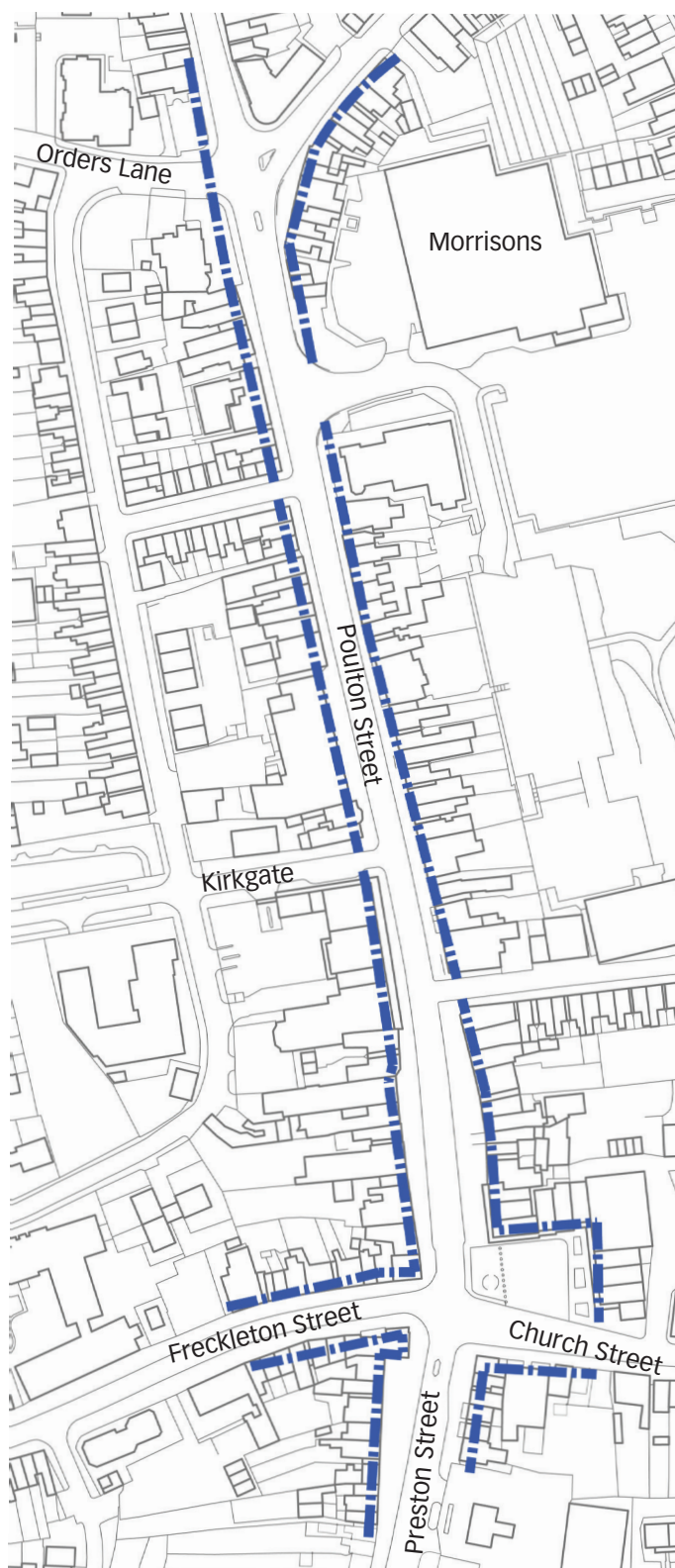


Figure 42 Kirkham Town Centre Phasing Plan



## 7.5.2 Memorial Park

### Context

The Friends of Kirkham Parks are a group of volunteers who formed in 2009 to work with the community, local councils, and funding agencies to improve the Memorial Park. The aim was to create an attractive, exciting and safer environment for residents of all ages and needs. The Park is an important focus for all the community, therefore the Friends of Kirkham Parks are planning numerous community events throughout the year.

### Project

A Master plan was prepared by Lancashire County Council in 2009, which resulted in numerous public consultations, meetings and brainstorming sessions with school children, residents and local authorities.

The final Master plan, included a new play equipment, improvements to the planting schemes, better entrances, as well as more seating and litter bins.

### Supporting Documents

- Kirkham & Rural Fylde Partnership Action Plan (2005)
- Kirkham Urban Design Study (Draft) (2006)
- Fylde Local Plan to 2032 (Revised Preferred Option 2015)
- Draft Infrastructure Delivery Plan 2015
- The Green Infrastructure (GI)

### Delivery and Procurement

Various grants have been applied for in order to secure the necessary funds. In addition, there is potential to fund-raise locally and organize events for the entire community.

### Cost Estimate

The improvements to the whole Park will cost around £300,000. The work will be undertaken in two phases:

- Phase 1 will see the Play Area completed for £238,000.
- Phase 2 will finalise the landscaping of the entire park area.

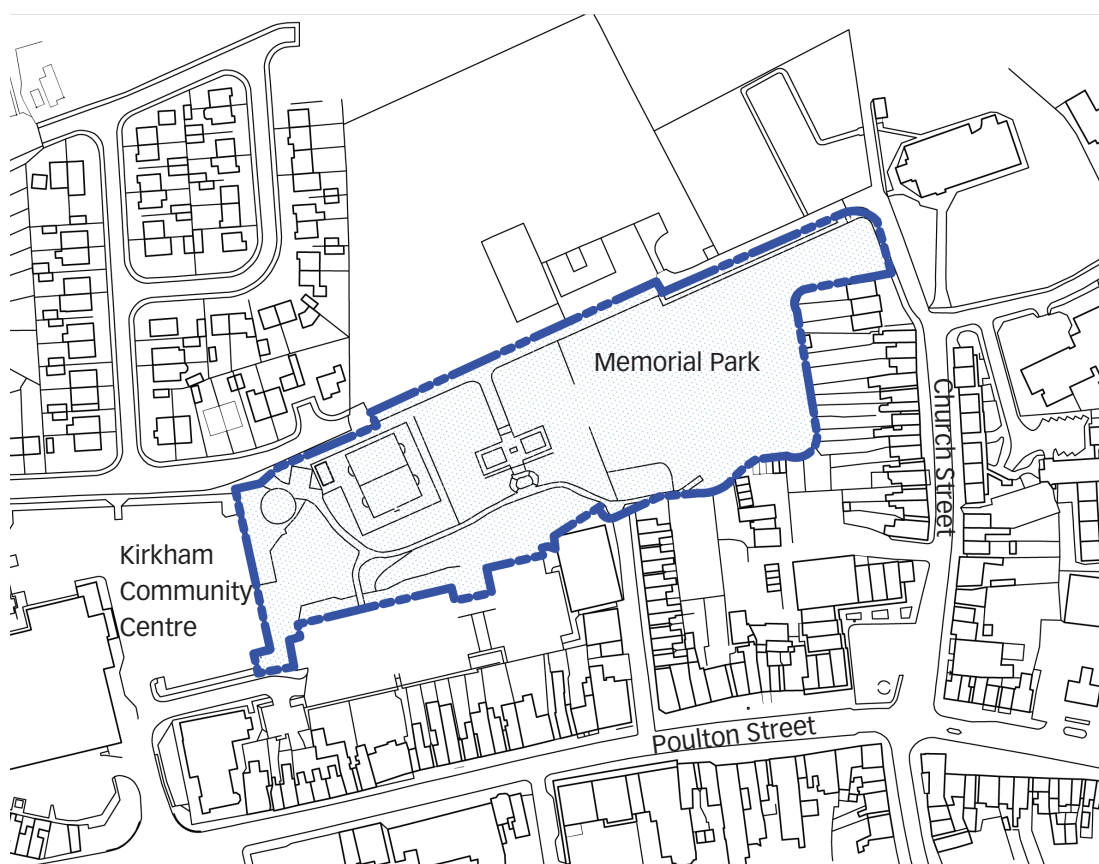


Figure 43 Memorial Park

### 7.5.3 Wesham

#### Context

This project is concerned with the refurbishment, replacement and enhancement of the public realm of Wesham, termed Wesham Renaissance Project.

#### Projects

#### Aims and Objectives

This project is derived from the Medlar-with-Wesham Parish Plan, and proposes a number of physical enhancements to the centre of the settlement. These include re-paving, planting and general environmental works.

#### Relevant Supporting Documents

Medlar-with-Wesham Parish Plan

#### Delivery and Procurement

Concept proposals currently needing development.

#### Cost Estimate

## 7.6 Freckleton and Warton

### 7.6.1 Freckleton Neighbourhood Development Plan

#### Context

In January 2004 Freckleton Parish Council formed the Freckleton Parish Plan Steering Group, and prepared in the June 2005 'An Action Plan for the Future' which outlined many of the opportunities for environmental improvements in Freckleton. The Government's Rural White Paper 'Our countryside – the Future' launched in November 2000 set out the concept of the parish and towns plans whose purpose is to "set out a vision of what is important, how new development can best be fitted in, the design and quality standards it should meet, how to preserve valued local features and to map the facilities which the community needs to safeguard for the future".

#### Project

This project is derived from the Freckleton Parish Plan. An enhancement scheme, carried out in conjunction with the Parish Council has resulted in partial pedestrianisation, car parking and new street furniture, creating a village centre atmosphere – notably by the removal of through traffic – with the opening of the by-pass.

Due to the proximity of Ribble Coast & Wetlands Regional Park to Freckleton, there is scope to develop recreational, conservation and educational initiatives and improve connections to the Park from the adjacent neighbourhoods.

#### Aims and Objectives

Freckleton Parish Plan aims are to;

- i. Identify the issues that are important to the community.
- ii. Highlight the needs and the aspirations of the community.
- iii. Identifies the opportunities what exists for improvement.
- iv. Ensure every household and business in the Parish will be consulted giving them the chance of being heard.
- v. Enable future projects to be planned with the knowledge that the community will support them.
- vi. Through working towards a common goal, bringing groups and individuals in the community together.



### Relevant Supporting Documents

- Freckleton Parish Plan
- The Green Infrastructure (GI)
- Marine and Coastal Access Act 2009
- The Ribble Coast and Wetlands (RCW) Regional Park
- Fylde Coastal Strategy 2015
- The Draft Infrastructure Delivery Plan
- The Heritage Strategy 2015 - 2032
- The Fylde Local Plan to 2032 (Revised Preferred Options)

### Delivery and Procurement

Concept and consultant proposals requires development.

### Cost Estimate

Up to £50,000

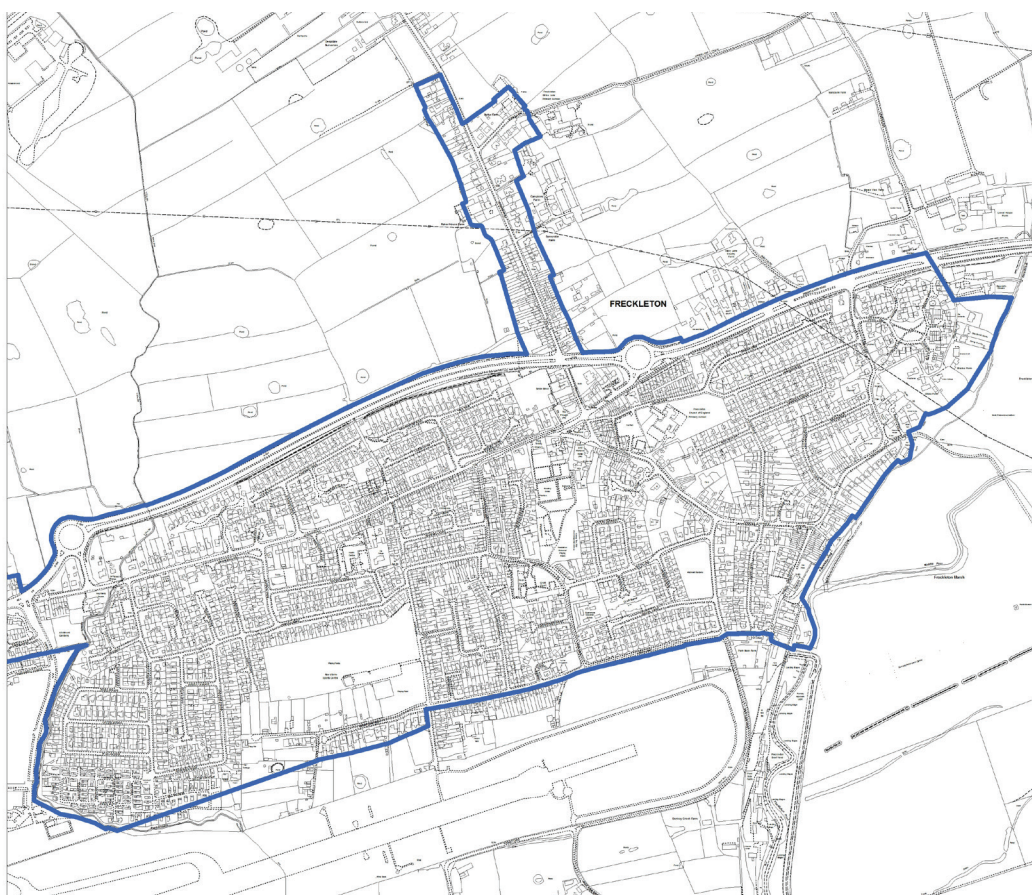


Figure 44 Freckleton Plan

## 7.6.2 Warton Village Centre

### Context

Neighbourhood planning is about communities shaping and delivering new development in their local area in a positive manner. The Neighbourhood Plan will set out a vision for an area or site and planning policies for the use and development of land. It will be about local rather than strategic issues.

To meet current legislation the Parish Council requests that a Neighbourhood Plan is produced covering the whole area within the parish boundary. The area in question is appropriate as it covers all businesses and other activities within the parish.

Bryning-with-Warton Parish Council is the relevant body. The Parish Council wishes to make policies and proposals within the Neighbourhood Plan to cover the area indicated in order to help shape how the community develops over the coming years.

The Council has been pro-actively working with parish councils who are interested in and/or progressing their neighbourhood plans to ensure conformity with strategic policies in the emerging Fylde Local Plan.



### Project

Neighbourhood Planning focuses on local issues. Strategic matters such as infrastructure will be dealt with within the Local Plan and the Infrastructure Delivery Plan for the Borough. The evidence base informing the Local Plan will be available for the production of Neighbourhood plans.

The Neighbourhood Plan will identify a series of environmental improvements and initiatives for the Warton area. The vision for Warton Village Centre; *“Is to create a centre which confirms for those who live here, for those who work here, for those who pass through and for those who visit, that Warton is a thriving village and at its heart is a well designed centre offering something for all”.*

### Aims

- i. To reinforce the Character of Warton village centre.
- ii. To create safer pedestrian movement/connectivity along Lytham Road.
- iii. Create a ‘Greener’ urban environment.

### Objectives

- i. To provide street furniture, that is distinctive and colour coordination to reinforce the local character and the public realm.
- ii. Improvements to paved areas to create a palette of materials for forecourts and footways to reflect the character of the buildings and to reinforce the village identity.

- iii. To formalise, create new and improve the car parking.
- iv. Reduce traffic speeds by narrowing Lytham Road at key junctions to encourage to slow down and form safer pedestrian crossing points.
- v. Provide better Street Lighting to enhance the atmosphere of a 'Village Centre'.
- vi. 'Greening' of the local environment were feasible using tree, shrub and groundcover planting.
- vii. Build on the floral theme of Warton with provision of hanging basket columns, planters and planting areas.

### Relevant Supporting Documents

- Warton Neighbourhood Development Plan
- The Green Infrastructure (GI)
- Marine and Coastal Access Act 2009
- The Ribble Coast and Wetlands (RCW) Regional Park
- Fylde Coastal Strategy 2015
- The Draft Infrastructure Delivery Plan
- The Fylde Local Plan to 2032 (Revised Preferred Options)

### Delivery and Procurement

Warton Parish Council and the Neighbourhood Planning Group in 2014 approached the Council for assistance in the development of a plan to improve the centre of Warton with an initial budget of £105,000 for capital spend funded from Section 106 Agreement payments.

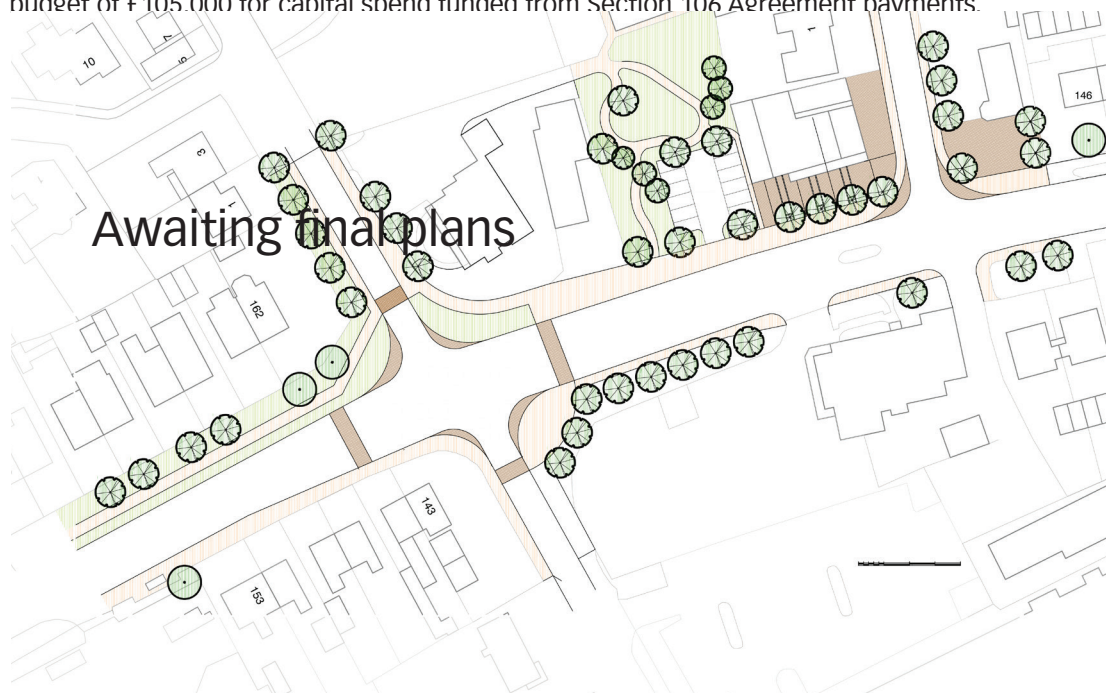


Figure 45 Warton Neighbourhood Centre Plan

Figure 46 Warton Neighbourhood Centre Plan



## 7.7 Rural Areas

A large proportion of land within the Borough falls within the rural areas. Land south of Newton and Clifton is in a high flood risk area. To the south, the rural areas use services in the coastal area. The central rural areas have greater links to Kirkham and Wesham. To the north, these areas have greater links to Wyre. To the east, the rural areas have links to Preston and beyond and to the west these areas use services in Blackpool. The Fylde Local Plan to 2032 – Revised Preferred Option sets out the Settlement hierarchy for the Fylde villages.

These are as follows the Tier 1: Larger Rural Settlements of Elswick, Newton, Staining and Wrea Green; and Tier 2: Smaller Rural Settlements of Clifton, Singleton and Weeton. The tier hierarchy, impacts on the level of future anticipated growth and potential development for these area.

**Tier 1:** Larger Rural Settlements, provide small scale essential local services, as well as local opportunities for employment. Tier 1 villages, include; Wrea Green, Newton, Staining, and Elswick.

**Tier 2:** Smaller Rural Settlements, have fewer essential services and employment opportunities and tend to have limited transport connections with the Key Service Centres and Local Service Centres. Tier 2 villages, include; Singleton, Weeton, and Clifton.

**Tier 3:** Small Rural Settlements, which are primarily residential, offer no essential services and limited transportation connections. Tier 3 villages, include; Little Eccleston, Treales and Wharles.

### 7.7.1 Elswick

#### Context

Elswick is a Tier 1 Settlement. Neighbourhood planning is about communities shaping and delivering new development in their local area in a positive manner. The Neighbourhood Plan will set out a vision for an area or site and planning policies for the use and development of land. It will be about local rather than strategic issues.

To meet current legislation the Parish Council requests that a Neighbourhood Plan is produced covering the whole area within the parish boundary. The area in question is appropriate as it covers all businesses and other activities within the parish.

Elswick Parish Council has begun to prepare a Neighbourhood Plan in order to help shape how the community develops over the coming years.

The Council has been pro-actively working with parish councils who are interested in and/or progressing their neighbourhood plans to ensure conformity with strategic policies in the emerging Fylde Local Plan.



## Project

Fylde Council previously initiated a Village Design Appraisal for Elswick Parish Plan which focused on enhancing the sense of place in a traditional village through improvements to open space and public realm, whilst respecting the traditional character of the area. The projects listed below were identified in this appraisal and provide a starting point to identifying enhancements to the Village.

## Aims and Objectives

The aim is to enhance the feeling of having a centre to the village through the development of a village green and associated public realm. Also additional tree planting has been identified.

The public realm is an important component of the village. The public realm comprises:

- i. Introduction of gateway features to signal arrival into the village
- ii. A distinctive village feel which offers scope for the creation / reinforcement of the village centre.
- iii. Areas of incidental open space with great potential for enhancement
- iv. Work with private property owners to assist them in generating ideas for their premises if it is felt improvement is required
- v. Develop an overall 'house style' and palette of materials for the public realm, which encompasses street furniture and surface treatment
- vi. Ensure all new development respects the village character and identity in terms of design and materials

## Key Design Principals

### Village Centre

- i. Elswick lacks an easily identifiable village 'centre' The formation of a new public space at the village centre to incorporate new seating, information panel, all enclosed beneath existing landmark tree

### The Ship Forecourt

The forecourt would benefit from an enhancement scheme, The Ship public house, is situated on the High Street and forms a focal point. There is opportunity to enhance the boundaries and the overall street scape.

- ii. Street lighting, new lighting columns and highway landscaping along the High Street.
- iii. To reinstate the boundary treatment to screen the existing boundary wall and improve the soft landscaping.
- iv. Hassall Drive junction, The junction of Hassall Drive and High Street presents an opportunity for enhancement.

## Design Palette

Overall there is a lack of design consistency, this is immediately apparent when examining street furniture and surface treatment throughout the public realm. As can be seen below, throughout Elswick, there are various styles and colours of lighting columns, road signage, seats, and litter bins. This gives an impression of clutter and lack of an overall 'house style'. A consistent, co-ordinated style will give Elswick a unified appearance.

## Relevant Supporting Documents

- Elswick Parish Plan
- Elswick Village Design Appraisal
- The Green Infrastructure (GI)
- The Draft Infrastructure Delivery Plan
- The Fylde Local Plan to 2032 (Revised Preferred Options)

## Delivery and Procurement

The Village Design Appraisal generated a series of ideas for consideration among the village community. The next step will be to develop these ideas for implementation. There are some 'quick wins', which can be delivered by the community and Parish Council in the short term:

- i. Community consultation on planning proposals. Closely examine what is proposed and assess how it impacts upon village character.
- ii. Resist the removal of boundary landscaping and tree cover.
- iii. Encourage the community to take a greater 'ownership' of the village environment. Householders should be aware that what they propose may have a detrimental impact on the wider village character and context.

Concept proposals and consultation needs to be developed to proceed to the next step needing development.

## Cost Estimate

Approximately £150,000. At this stage potential funding sources have not yet been explored. There is potential for Section 106 Agreement funding.

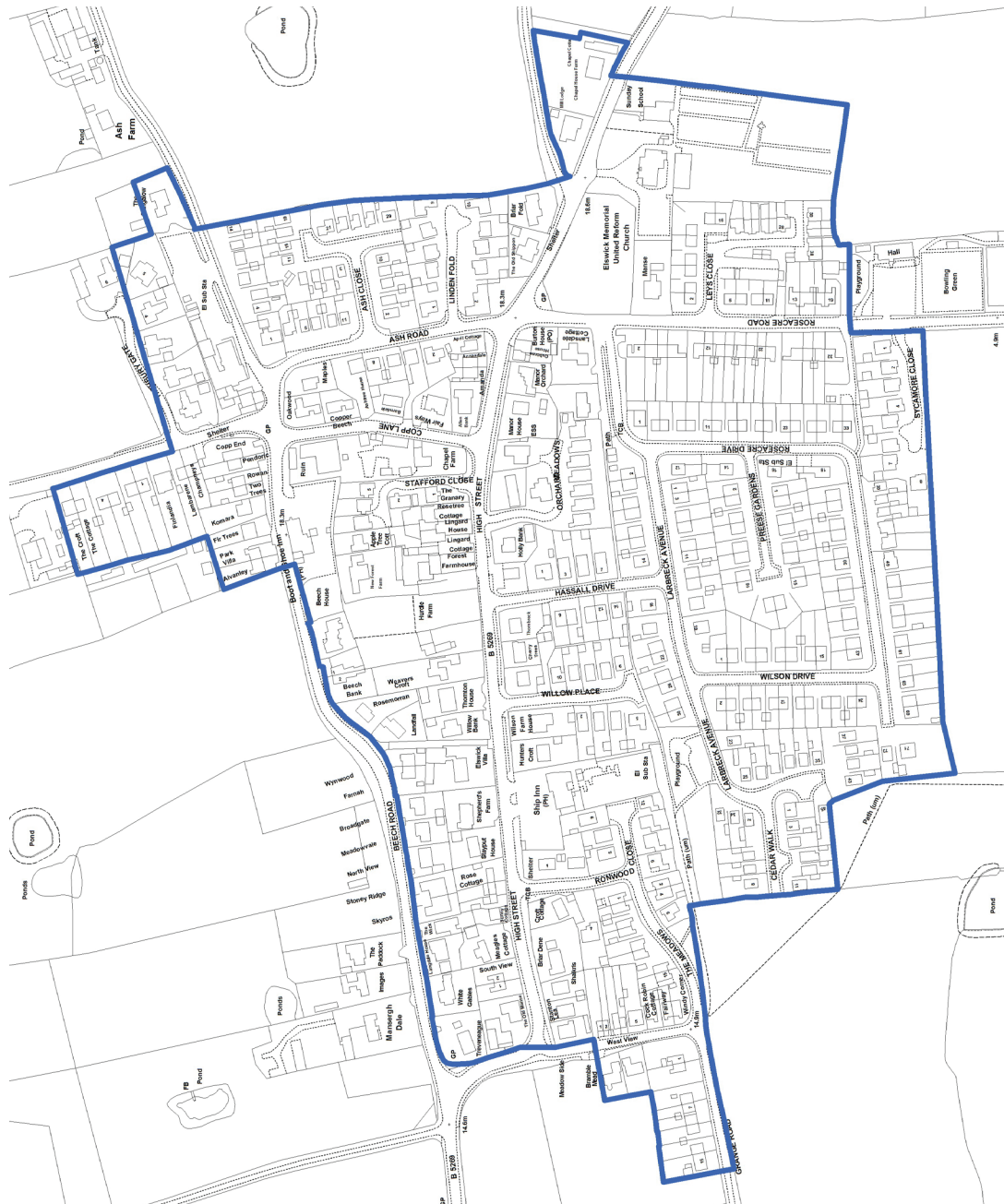


Figure 47 Plan of Elswick



## 7.7.2 Newton

### Context

Newton is a Tier 1 Settlement.

### Project

The Neighbourhood Development Plan will identify a series of environmental improvements and initiatives for Newton. Neighbourhood Planning focuses on local issues. Strategic matters such as infrastructure will be dealt with within the Local Plan and the Infrastructure Delivery Plan for the Borough. The evidence base informing the Local Plan will be available for the production of Neighbourhood Development plan. A series of environmental enhancements have been explored to identify how and where these enhancements could be carried. These are as follows:

### Project Aims

- i. To reinforce the Rural Character of Newton village centre.
- ii. To create safer pedestrian movement/connectivity.
- iii. Create a 'Greener' environment, which connects with the surrounding countryside.

### Relevant Supporting Documents

- Newton Parish Plan
- The Green Infrastructure (GI)
- The Draft Infrastructure Delivery Plan
- The Fylde Local Plan to 2032 (Revised Preferred Options)

### Delivery and Procurement

Potential projects/initiatives would be development once the Neighbourhood Development Plan has been completed. This project is primarily to initiate that process.

### Cost Estimate

Approximately £35,000

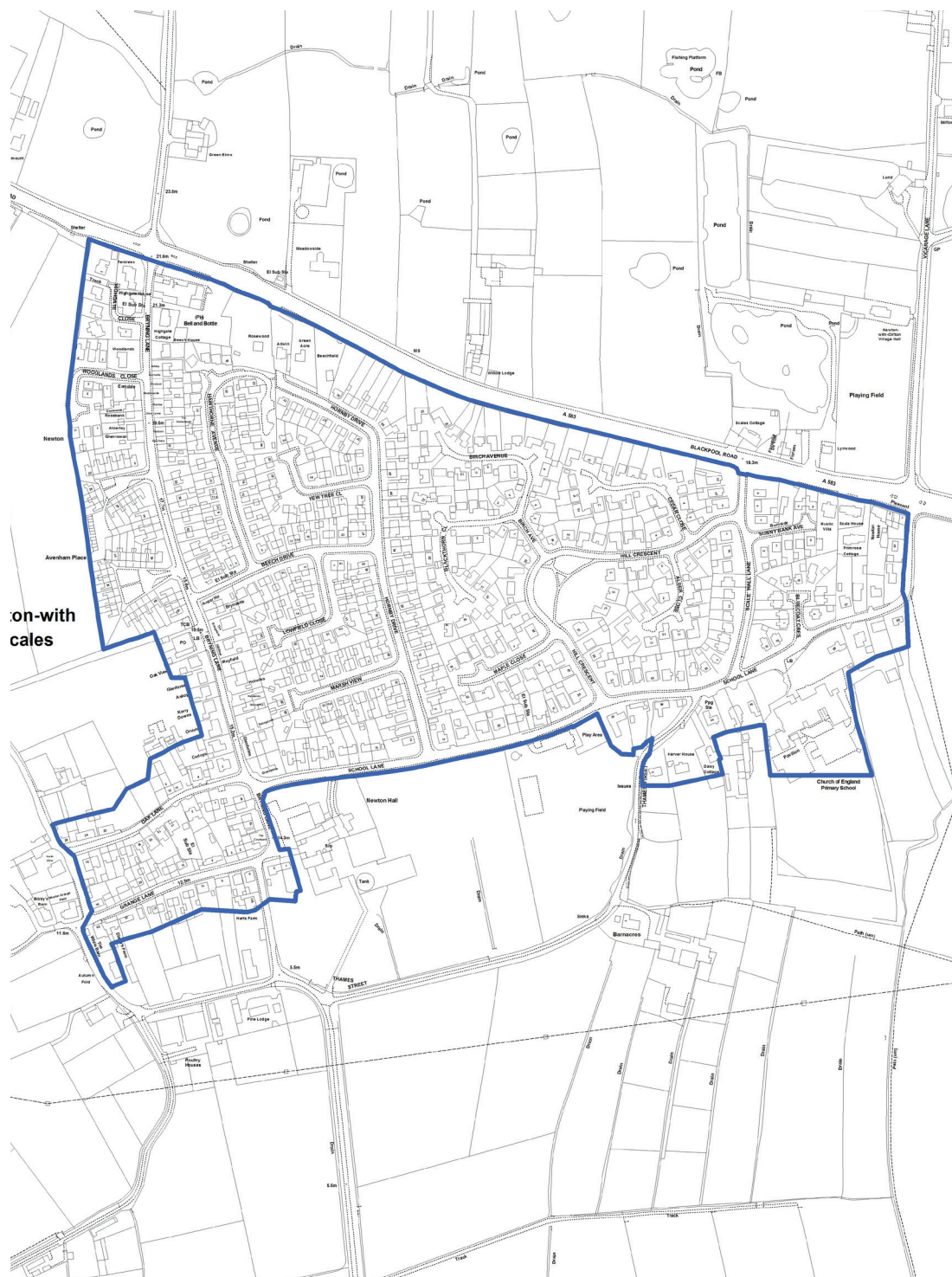


Figure 48 Plan of Newton Village

### 7.7.3 Staining

#### Context

Staining is a Tier 1 Settlement'. Staining windmill provides the key local landmark situated to the North of the village on Mill Lane. However, the major local destination landmark is the Plough Inn, which at the centre of the village provides a small area of open space within the grounds. Staining is surrounded by open countryside, the main routes into the village are characterised by hedgerows and views out to the countryside.

#### Project

Neighbourhood Planning focuses on local issues. Strategic matters such as infrastructure will be dealt with within the Local Plan and the Infrastructure Delivery Plan for the Borough. The evidence base informing the Local Plan will be available for the production of Neighbourhood Development plan.

The Neighbourhood Development Plan will identify a series of environmental improvements and initiatives for Staining. In addition, due to the availability of Section 106 monies for the Village public realm. A series of environmental enhancements have been explored to identify how and where these enhancements could be carried.

#### Project Aims

- i. To reinforce the rural character of Staining village centre.
- ii. To create safer pedestrian movement/connectivity
- iii. Create a 'Greener' environment, which connects with the surrounding countryside

#### Project Objectives

- i. To provide street furniture, that is distinctive and colour coordination to reinforce the local character and the public realm.
- ii. Improvements to paved areas to create a palette of materials for forecourts and foot ways to reflect the character of the buildings and to reinforce the village identity.
- iii. To formalise, create new and improve the car parking to the shop forecourts.
- iv. 'Greening' of the local environment were feasible creating tree lined boulevards to the entry points to the village and the centre. In addition to hedgerows.

## Landscape Proposals

Building on the floral theme of Staining with provision of hanging basket columns, planters and planting areas.



### BOULEVARD PLANTING

BOULEVARD PLANTING - Enhances the landscape character within the village along the main routes.

- i. Tree planting to the main streets and lanes to form Boulevards to green the streetscapes.
- ii. Contrasting Boulevards within the grass verges to link with the surrounding countryside.



### BOUNDARY TREATMENTS

BOUNDARY TREATMENTS - Enhances the landscape character of the village

- i. Typical rural lanes with hawthorn hedgerows
- ii. Estate Fencing can reinforce the rural character; to front gardens and frontages along the main routes.



SHOP FORECOURTS - Improvements to the shop forecourts which shall improve the overall frontages and the public realm

- i. Repaving shop forecourts and parking bays
- ii. Tree planting to the frontages and along the main roads
- iii. The provisions of street furniture, seating, and lighting improvements.

MEMORIAL GARDEN - The creation of an extension to the gardens

- i. New tranquillity/peace garden
- ii. Opportunity for memory plaques
- iii. Proposed public art

### Relevant Supporting Documents

- Staining Parish Plan
- The Green Infrastructure (GI)
- The Draft Infrastructure Delivery Plan
- The Fylde Local Plan to 2032 (Revised Preferred Options)

### Delivery and Procurement

Staining Parish Council have approached the Council for assistance in the development of a series of environmental enhancements schemes which shall improve Staining Village. Monies will be available for capital spend funded from Section 106 payments for part of the proposals

### Cost Estimate

There is Section 106 funding, £40,475 available for implementing a public realm enhancement scheme in the village.

Chain Lane



The open space to the Plough Inn



## Boundary Treatments and Boulevard Planting

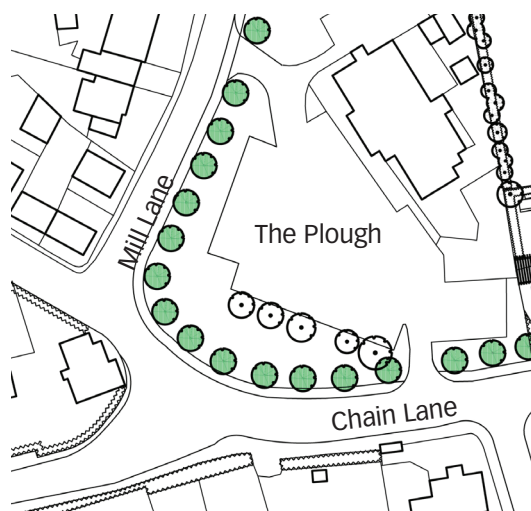


Figure 49 Enhancements to The Plough frontage

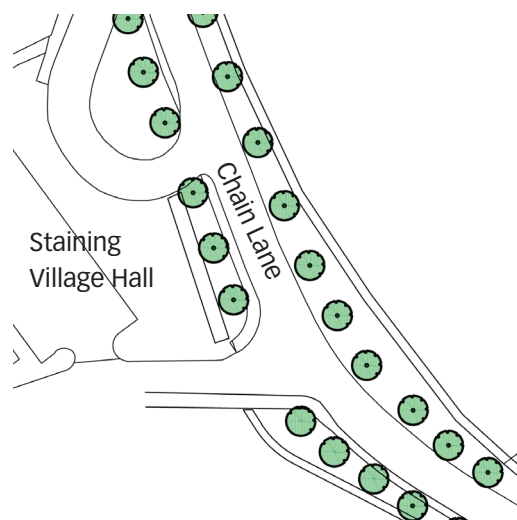


Figure 50 Enhancements to Village Gateway to Chain Lane

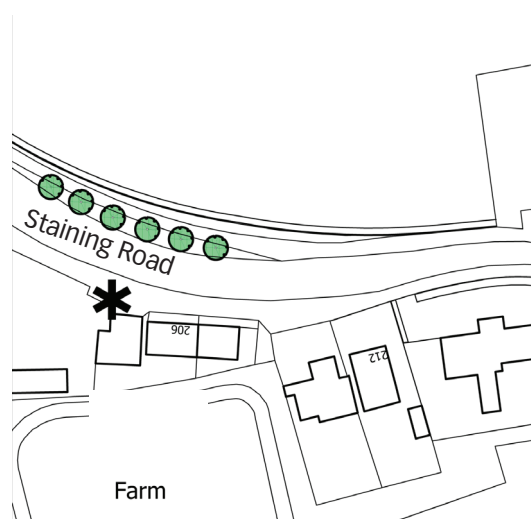


Figure 51 Enhancements to Village Gateway along Staining Road

## Key Design

1. Tree planting to form a boulevard effect through the main routes of the village.
2. Contrasting tree species to be planted to the gateways defining the entrance to the village.
3. New hedgerows to be planted to screen timber fences to the main entry points and to reinforce the rural character of the village.
4. Estate fencing to be the preferred boundary treatment, associated with rural landscapes.

### Shop forecourts within the Village along Chain Lane



Figure 52 Enhancements to the shop forecourts along Chain Lane

#### Key Design

1. Estate fencing and hedgerow to be the preferred boundary treatment, associated with rural landscapes, to the edge of the forecourt.
2. Proposed tree planting to define pedestrian areas.
3. Provision of street furniture which shall include seating and bollards to provide safe areas for pedestrians and define the 'on street' vehicular parking areas.
4. Forecourts to the shop fronts to be repaved.

### Tranquillity / Peace Garden

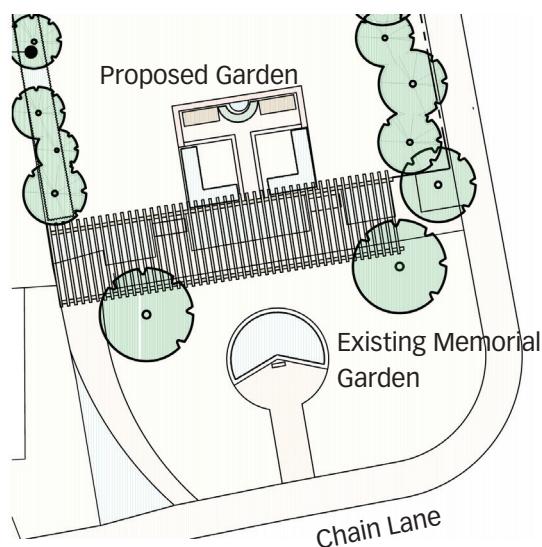


Figure 53 Enhancements to the existing Memorial Garden

#### Key Design

1. Estate fencing and hedgerow to be the preferred boundary treatment, to the edge of the public open space.
2. Existing pergola to be retained.
3. Existing wall to be modified to enable the entry to the proposed garden.
4. New tree planting and ornamental planting.
5. Provision of street furniture which shall include seating and feature lighting.
6. Focal point - artwork/water feature.
7. Memory Wall or footpath edgings to accommodate plaques.

## 7.7.4 Wrea Green

### Context

Wrea Green is a Tier 1 Settlement. It features the largest village green in Lancashire with areas immediately surround this providing the focus for Wrea Green conservation area. The village offers a number of local services including community facilities. The village is also being subjected to a series of planning applications for residential development which will have an impact on the Village form.

### Project

The Neighbourhood Development Plan will identify a series of environmental improvements and initiatives for Wrea Green. Neighbourhood Planning focuses on local issues. Strategic matters such as infrastructure will be dealt with within the Local Plan and the Infrastructure Delivery Plan for the Borough. The evidence base informing the Local Plan will be available for the production of Neighbourhood Development Plan.

This Plan shall develop a series of environmental enhancements that identify how and where these enhancements could be carried. The project aims are as follows:

- i. To reinforce the rural character of Wrea Green village centre.
- ii. To create safer pedestrian movement/connectivity.
- iii. Create a 'Greener' environment, which connects with the surrounding countryside.

### Relevant Supporting Documents

- Wrea Green Parish Plan
- The Green Infrastructure (GI)
- The Draft Infrastructure Delivery Plan
- The Fylde Local Plan to 2032 (Revised Preferred Options)

### Delivery and Procurement

The Neighbourhood Development Plan needs to be initiated. There proposals for the street lighting currently being development, funding is via Section 106.

### Cost Estimate

Approximately £35,000



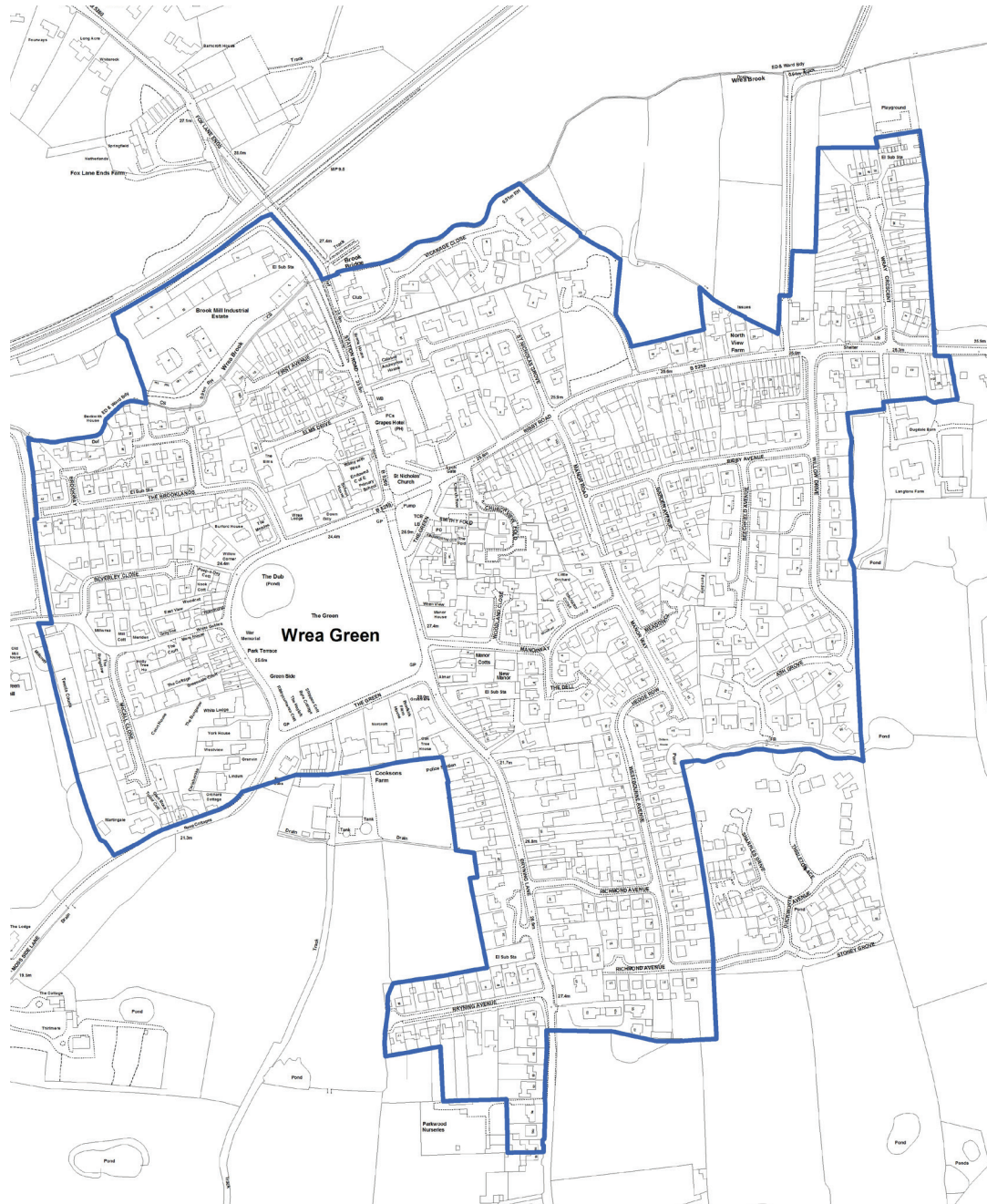


Figure 54 Plan of Wrea Green

## 7.7.5 Clifton

### Context

Clifton is a Tier 2 Settlement.

### Project

The Neighbourhood Development Plan will identify a series of environmental improvements and initiatives for Clifton. In addition, due to the availability of Section 106 monies for the Village public realm.

Neighbourhood Planning focuses on local issues. Strategic matters such as infrastructure will be dealt with within the Local Plan and the Infrastructure Delivery Plan for the Borough. The evidence base informing the Local Plan will be available for the production of Neighbourhood Development plan. A series of environmental enhancements have been explored to identify how and where these enhancements could be carried. These are as follows:

- i. To reinforce the rural character of Clifton village centre.
- ii. To create safer pedestrian movement/connectivity.
- iii. Create a 'Greener' environment, which connects with the surrounding countryside.

### Relevant Supporting Documents

- Clifton Parish Plan
- The Green Infrastructure (GI)
- The Draft Infrastructure Delivery Plan
- The Fylde Local Plan to 2032 (Revised Preferred Options)

### Delivery and Procurement

Potential projects/initiatives would be development once the Neighbourhood Development Plan has been completed. This project is primarily to initiate that process.

### Cost Estimate

£35,000



Figure 55 Plan of Clifton

## 7.7.6 Singleton

### Context

Singleton is a Tier 2 Settlement. It has remained intact because historically new buildings were placed sensitively and in keeping with the traditional village pattern. Richard Dumbreck was the former owner of the Singleton Estate and left his entire estate in trust to the community, and in his “will” he refers to “preserving Singleton as a community”.

The Singleton Trust was set up to fulfil this wish. The past and present trustees aspire to achieve this. The Singleton Trust recognises these challenges, and is therefore looking to preserve and enhance the village of Singleton by working with the community to develop a long term sustainable plan for growth that responds to local needs, incrementally over a long term period. This will ensure that new growth integrates more naturally into the community, and matures gracefully and in line with the existing fabric of, and culture within, the village.

### Project

Singleton Parish Council appointed a consultant in 2015 to prepare a long term vision for Singleton over a 15 year period, which looks to benefit from its position within the wider local area and to improve the quality of everyone’s lives in the village, whilst ensuring the village’s qualities and character are maintained and enhanced. Many of the proposals outlined in this section have been extracted from the vision and proposals which were developed as part of this process.

The vision at the village scale includes the following projects that are expected to be delivered within three phases. Projects include:

- A Village Green;
- Street and pavement improvements for pedestrians;
- A Garden;
- New tree planting and further paths;

A new **village green**. The field adjacent to the eastern village node offers itself as the natural position for the village green. The field is currently fronted by the school, dwellings on Church Road, and the pub. In this existing form, the field is halfway to becoming a village green. The village green is proposed to be primarily grassed in the south, but have a small all-purpose surface on its northern portion adjacent to the school.

**Peace garden** and footpaths connecting to this from the village green, the church and Mile Road. A peace garden has been proposed to be accommodated within the field to the south west of the church, as a place that visitors and the community can sit in contemplation. A sculpture is proposed to be placed within the centre of the garden to act as a focal point and provide interest to views leading towards the garden. The garden may have a path connecting to Village Road (the exact route to be determined), and ultimately link to Mile Road, the Church and Church Road.

**Tree planting** would occur within each phase of the vision as part of a detailed landscape strategy.



## Aims and Objectives

### Developing a Sustainable Place-based Economy:

- i. Singleton is seen in the wider vision as a very beautiful and characterful 'model' village, with an enhanced local network of paths through green and relaxing countryside.
- ii. Tourism in the vision also considers visitors to be those that regularly use village facilities such as the school and the church.
- iii. Singleton is also envisaged to be a rural place conducive and attractive to small businesses.

### Developing a Stronger Social Capital

- i. Singleton's existing community groups and clubs are seen in the wider vision to be linked to other clubs and community groups that exist in the wider local area, with a potential twinning to another village or town nationally or internationally. This will ensure a larger social network, with opportunities for more friendships, and exchanging of ideas and possible home and away sporting events and exhibitions.

## Relevant Supporting Documents

- Singleton Parish Plan
- Singleton Design and Access Statement, October 2014 Revision 01
- The Green Infrastructure (GI)
- The Draft Infrastructure Delivery Plan
- The Fylde Local Plan to 2032 (Revised Preferred Options)

## Delivery and Procurement

The projects would be implemented overtime when monies become available through Section 106.

## Cost Estimate

The costs will be dependent on the scope and nature of the agreed schemes.



## 7.7.7 Weeton

### Context

Weeton is a Tier 2 Settlement and is nestled in open rural countryside in the Borough of Fylde and home to the 2nd Battalion the Duke of Lancaster's Regiment based at Weeton Barracks. Weeton is surrounded by open countryside, the main routes into the village are characterised by hedgerows and views out to the countryside.

### Project

The Neighbourhood Development Plan will identify a series of environmental improvements and initiatives for Weeton. Neighbourhood Planning focuses on local issues. Strategic matters such as infrastructure will be dealt with within the Local Plan and the Infrastructure Delivery Plan for the Borough. The evidence base informing the Local Plan will be available for the production of Neighbourhood Development plan.

The preparation of a Neighbourhood Development Plan will identify a series of environmental enhancements for the village.

### Aims

- i. To reinforce the rural character of Weeton village centre.
- ii. To enhance the public realm of the village centre.
- iii. Create a 'Greener' environment, which connects with the surrounding countryside.

### Relevant Supporting Documents

- Weeton Parish Plan
- The Green Infrastructure (GI)
- The Draft Infrastructure Delivery Plan
- The Fylde Local Plan to 2032 (Revised Preferred Options)

### Delivery and Procurement

Potential projects/initiatives would be development once the Neighbourhood Development Plan has been completed. This project is primarily to initiate that process.

### Cost Estimate

£35,000



Figure 56 Plan of Weeton

## 7.7.8 Little Eccleston

### Context

Little Eccleston is a Tier 3 Settlement

### Project

Neighbourhood Planning focuses on local issues. Strategic matters such as infrastructure will be dealt with within the Local Plan and the Infrastructure Delivery Plan for the Borough. The evidence base informing the Local Plan will be available for the production of Neighbourhood Development plan.

The Neighbourhood Development Plan will identify a series of environmental improvements and initiatives. These environmental enhancements shall be explored to identify how and where these enhancements could be carried.

### Project Aims

- i. To reinforce the rural character of Little Eccleston village centre.
- ii. To enhance the public realm of the village centre.
- iii. Create a 'Greener' environment, which connects with the surrounding countryside.

### Relevant Supporting Documents

- Little Eccleston Parish Plan
- The Green Infrastructure (GI)
- The Draft Infrastructure Delivery Plan
- The Fylde Local Plan to 2032 (Revised Preferred Options)

### Delivery and Procurement

Potential projects/initiatives would be development once the Neighbourhood Development Plan has been completed. This project is primarily to initiate that process.

### Cost Estimate

£35,000



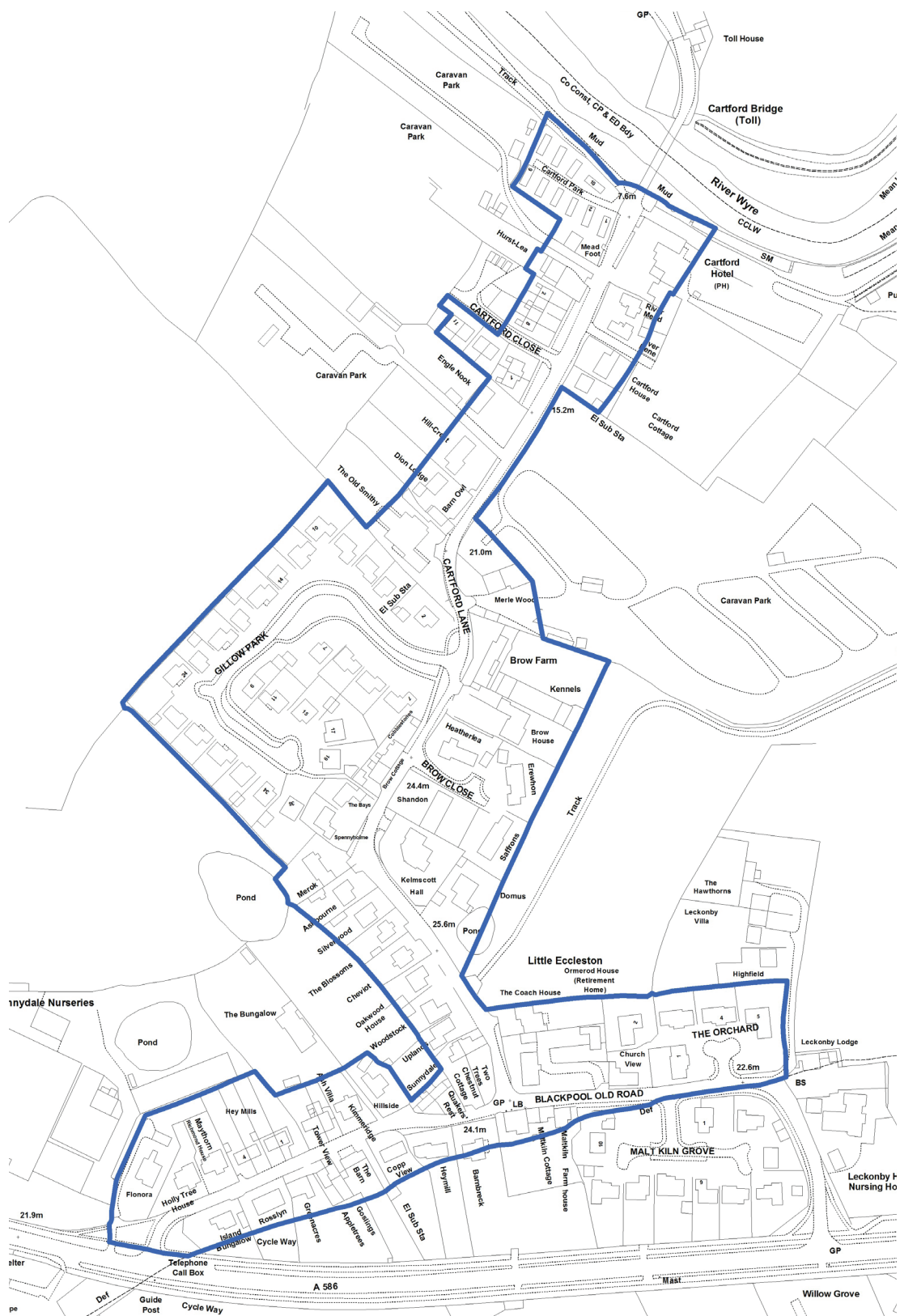


Figure 57 Plan of Little Eccleston

## 7.7.9 Treales

### Context

Treales is a Tier 3 Settlement.

### Project

Neighbourhood Planning focuses on local issues. Strategic matters such as infrastructure will be dealt with within the Local Plan and the Infrastructure Delivery Plan for the Borough. The evidence base informing the Local Plan will be available for the production of Neighbourhood Development plan.

This Plan should identify a series of environmental enhancements which could be carried out to enhance the Village.

### Project Aims

- i. To reinforce the rural character of Treales village centre.
- ii. To enhance the public realm of the village centre.
- iii. Create a 'Greener' environment, which connects with the surrounding countryside.

### Relevant Supporting Documents

- Treales Parish Plan
- The Green Infrastructure (GI)
- The Draft Infrastructure Delivery Plan
- The Fylde Local Plan to 2032 (Revised Preferred Options)

### Delivery and Procurement

Potential projects/initiatives would be development once the Neighbourhood Development Plan has been completed. This project is primarily to initiate that process.

### Cost Estimate

£35,000

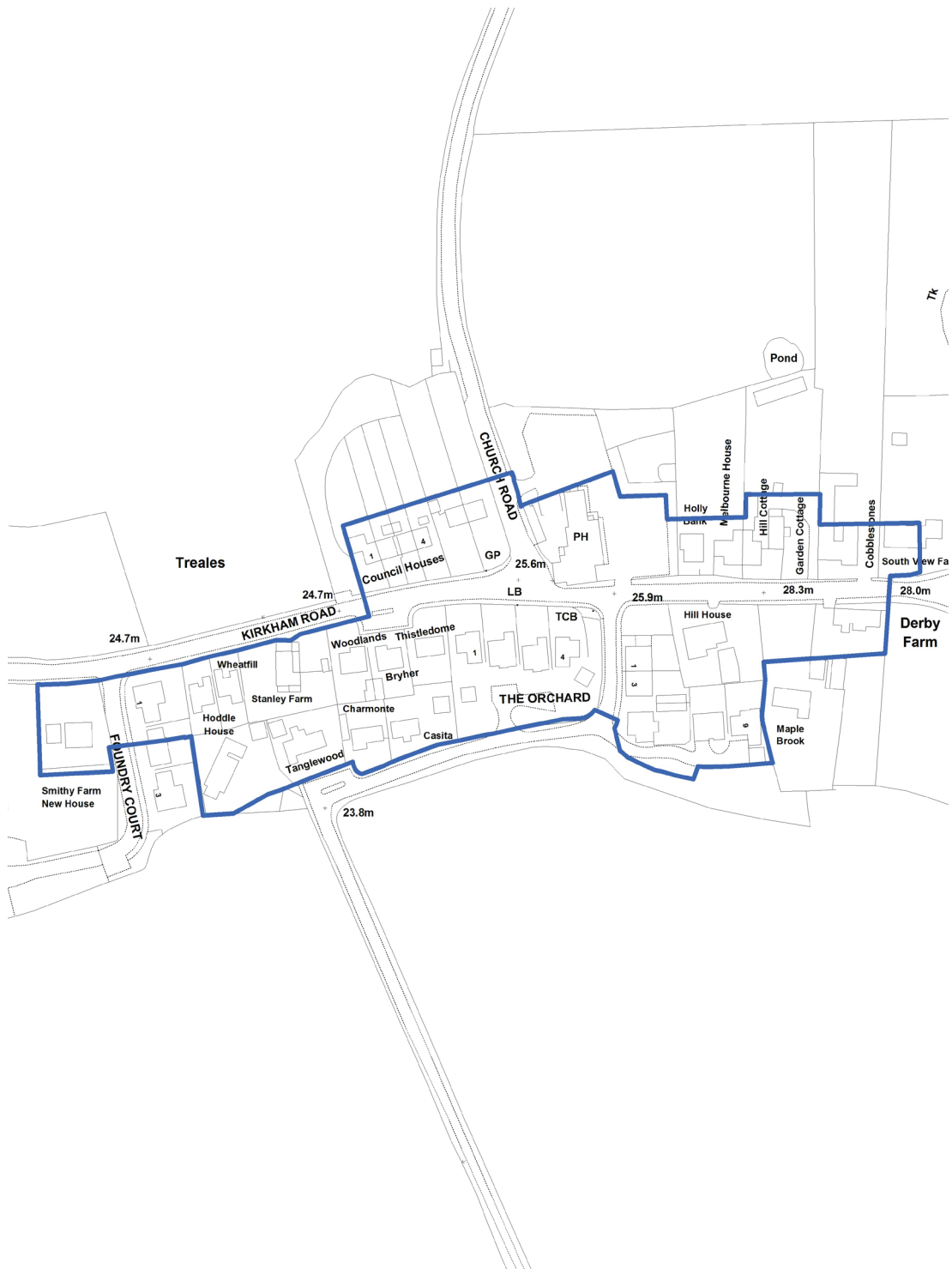


Figure 58 Plan of Treales

## 7.7.10 Wharles

### Context

Wharles is a Tier 3 Settlement

### Project

The Neighbourhood Development Plan will identify a series of environmental improvements and initiatives for Wharles. Neighbourhood Planning focuses on local issues. Strategic matters such as infrastructure will be dealt with within the Local Plan and the Infrastructure Delivery Plan for the Borough. The evidence base informing the Local Plan will be available for the production of Neighbourhood Development plan.

A series of environmental enhancements should be explored to identify how and where these enhancements could be carried.

### Project Aims

- i. To reinforce the rural character of Wharles village centre.
- ii. To enhance the public realm of the village centre.
- iii. Create a 'Greener' environment, which connects with the surrounding countryside.

### Relevant Supporting Documents

- Wharles Parish Plan
- The Green Infrastructure (GI)
- The Draft Infrastructure Delivery Plan
- The Fylde Local Plan to 2032 (Revised Preferred Options)

### Delivery and Procurement

Potential projects/initiatives would be development once the Neighbourhood Development Plan has been completed. This project is primarily to initiate that process.

### Cost Estimate

Approximately £35,000





Figure 59 Plan of Wharles

## 7.8 Fylde Periphery

### 7.8.1 Whitehills Business Park

#### Context

Whitehills Business Park is Fylde's largest multi-use development and employment site. The estate comprises a range of uses including residential, office, industrial, retail warehousing, trade counters, and hotel and car showrooms.

Whitehall's spans the boundaries of Blackpool and Fylde and represents key strategic employment locations for both of these local authority areas. It is a mix of established and future build development opportunities. It extends to 714 acres Whitehills also includes residential provision, with Redrow Homes having recently completed the final phase of their Whitehills Meadows housing scheme.

#### Project

To carry out environmental improvements within around Whitehills Business Park. The proposals will include the streetscapes approaching the Park as well as improving the existing properties within the Business Park.

#### Aims and Objectives

To define major intersections and provide visual identification and sense of arrival to Whitehills Business Park. Gateways are programmed primarily to provide visual identification and sense of arrival to Whitehills. They shall define major intersections and entrances to the site. These visual landmarks function as way finding elements and will also contribute to the unique character of the streetscape and the overall public realm.

One of the fundamental aims of public realm design is to create a robust and sustainable scheme that stands the test of time and keeps future maintenance to a minimum. The public realm design, intends to provide a visually cohesive identity to the Business Park and to the streetscapes to the perimeter. Which shall link the Business Park and the neighbourhoods via a unified and coherent palette of materials which defines key edges and links key spaces.

#### Key Design Principals

There are Primary and Secondary Gateways proposed and strategically located. The Gateways shall reflect the identifiable features of the surrounding neighbourhoods, such as the central business district, heritage features, tourism and natural areas.

#### Gateways

- i. The Gateways shall incorporate signature focal points such as art installations, sculpture, and unique landscape features.

- ii. Signage and way finding, a signage strategy is required guiding visitors from the M55 and other routes to Whitehills and then around the Business Park.
- iii. Feature street lighting, to form a strong landscape framework to the streets and a series of public art work strategically located at the Gateways/roundabouts.

### Streetscapes

- i. Main Boulevards: Preston New Road and St Anne's Way from the main links through and the site approach.
- ii. Access Boulevards: Provide the internal linkages within Whitehills Business Park.
- iii. Rural Boulevards: These streets bound Whitehills Business Park / Neighbourhoods. The overall design aim is to promote and enhance the rural character.

### Supporting Documents

- Fylde Councils Leisure, Culture and Tourism Proposals
- Lancashire County Economic Assessment 2011
- The Lancashire County Council's Economic Development Framework 2010
- The Green Infrastructure (GI)
- The Draft Infrastructure Delivery Plan
- The Fylde Local Plan to 2032 (Revised Preferred Options)

### Procurement and Delivery

It is anticipated that the delivery of the project will be carried out over a period of time. The delivery of the project is challenged by the various landowners, public/private sector ownerships, the size of the project and that much of the land has been developed. Therefore parts of the improvements will be a retrofit and parts will form the planning brief for future developments.

Monies will sought from the private sector and Section 106 monies.

### Cost Estimate

£850,000



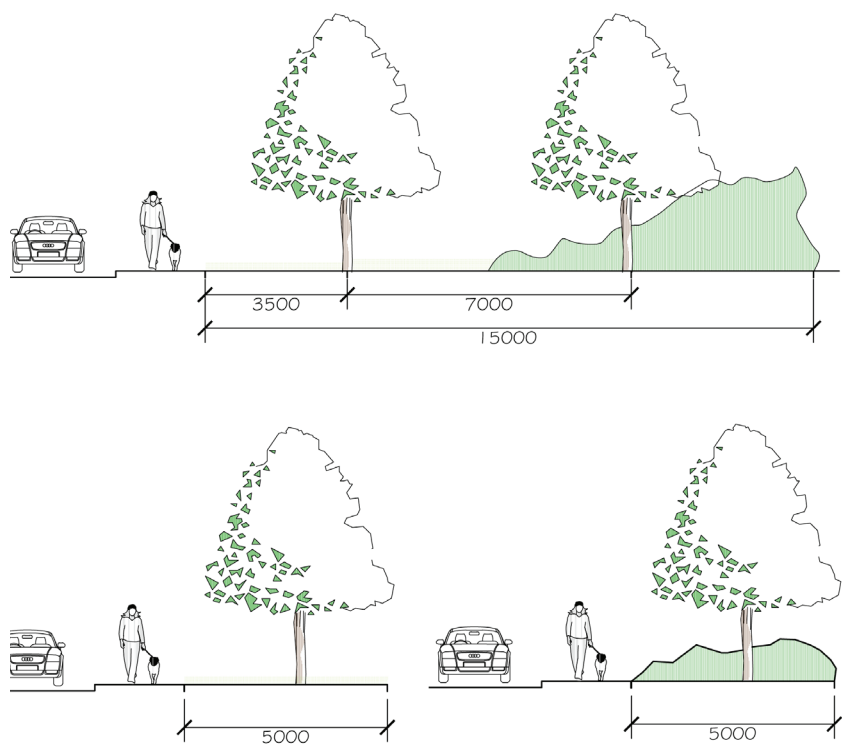


Figure 60 Typical Streetscape Sections

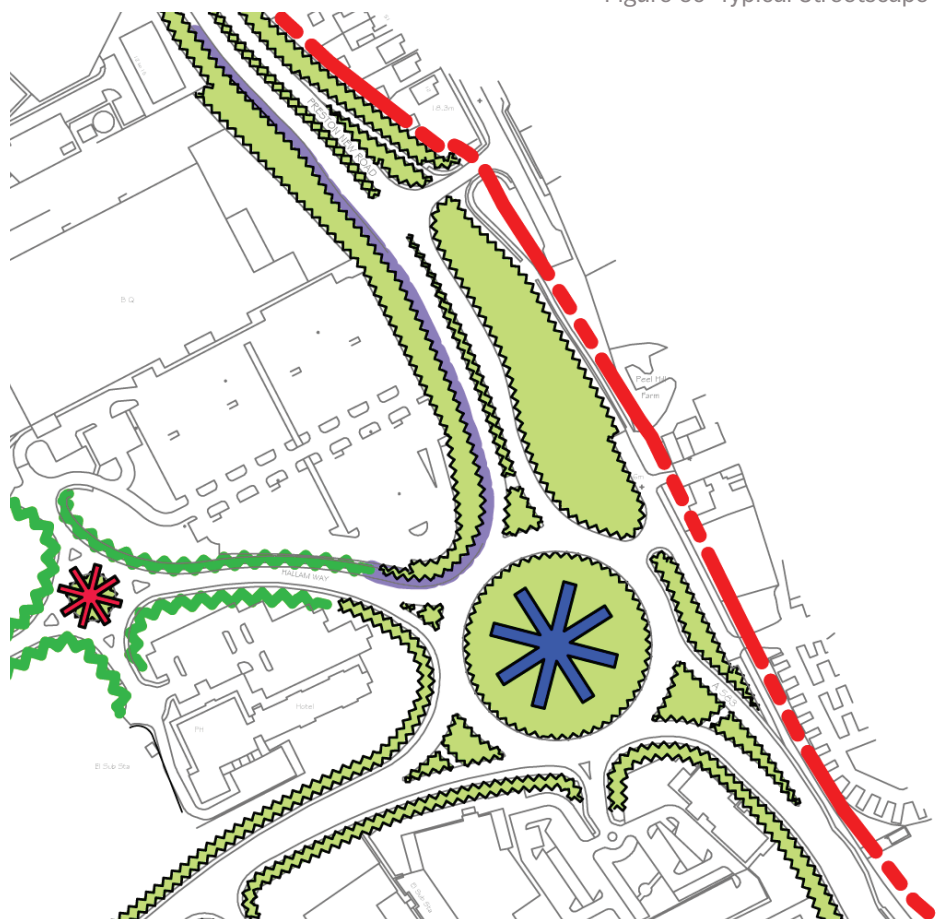


Figure 61 Whitehills Business Park - Gateway Features





Figure 62 Whitehills Master Plan









## Part III

### Appendices

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Appendix 1 - The Good Place Guide

Appendix 2 - Proposal Pro Forma

Appendix 3 - Abbreviations

Appendix 4 - Stakeholders

Appendix 5 - Planning Policy Documents

Appendix 6 - Tree Species



# Appendix 1

## The Good Place Guide

The refurbishment of public spaces and design of buildings as outlined in the proposals will be commensurate with contemporary urban design theory, policy and practice, taking into account the principles of sustainable design and building on the distinctive character and quality of the resort. The 'Good Place Guide' will instruct the approach to the design of the public realm.

The Guide is based around six key design objectives or principles. These are clarified by outlining the objective of each of them and how they will influence the approach to design of buildings and spaces. The matrix is a summary.

The guide will be used to inform or consider design concepts and proposals. It can be used to inform master plans for particular areas or locations or in the preparation of design proposals for individual public realm schemes. The matrix also takes account of the NWDA Place Shaping Sustainable Buildings Policy (2009).

DESIGN PRINCIPLE	OBJECTIVE	DESIGN IMPLICATIONS
<b>Character</b>	To build on and enhance the architectural, historical and significance of the resort area.	<p><b>Protect and enhance:</b></p> <ul style="list-style-type: none"> <li>▪ The historic street plan and morphology.</li> <li>▪ Views and vistas.</li> <li>▪ Topography, panorama's and skylines.</li> <li>▪ Historic uses and development.</li> <li>▪ Important open spaces.</li> <li>▪ Height, scale and enclosure of streets / spaces.</li> <li>▪ Develop conservation area appraisals and management plans.</li> </ul>
<b>Buildings</b>	<p>To protect and enhance buildings for their individual or townscape value, including their architectural qualities and group value</p> <p>New Build, in exceptional circumstances</p>	<p><b>Through policy and a management plan, identify key building/townscape quality issues to:</b></p> <ul style="list-style-type: none"> <li>▪ Protect the setting of key buildings within the hierarchy of the townscape.</li> <li>▪ Recognise the importance of building materials, modelling, ornament and decoration, rhythm and grain, skyline, roofscape and unity.</li> <li>▪ Utilise approved guidance to protect and achieve authentic shop fronts and fenestration within appropriate buildings.</li> <li>▪ Illuminate key buildings.</li> <li>▪ Ensure the display of advertisements are appropriate.</li> <li>▪ If new build is appropriate, particular attention should be paid to its setting and design statements should demonstrate that the building.</li> <li>▪ Is of an appropriate scale and massing.</li> <li>▪ Addresses viewing distances and angles.</li> <li>▪ Reflects the unity, grain and rhythm of the historic townscape.</li> <li>▪ Is well articulated.</li> <li>▪ Is of an appropriate proportion, including its constituent elements.</li> <li>▪ Continues an eaves and roofline that complements its surroundings is faced in appropriate materials and has an appropriate degree of ornamentation.</li> </ul>

DESIGN PRINCIPLE	OBJECTIVE	DESIGN IMPLICATIONS
<b>Open Spaces</b>	To ensure that spaces are appropriately designed and developed as attractive and successful outdoor areas.	<p>This will be achieved by:</p> <ul style="list-style-type: none"> <li>▪ Categorising the quality and nature of spaces be they active, passive, for rest, relaxation and contemplation etc. and design appropriately to reinforce the sense of place.</li> <li>▪ Understanding the historic quality of spaces and designing/enhancing them accordingly.</li> <li>▪ Creating spaces that will encourage social interaction.</li> <li>▪ Identifying areas for specific activities and uses.</li> <li>▪ Providing appropriate planting and landscape.</li> <li>▪ Providing features, enclosure, and street furniture that are appropriate to the open space context.</li> <li>▪ Minimising the impact of traffic.</li> <li>▪ Taking account of micro climate issues.</li> <li>▪ Using high quality materials and colour palette to support local distinctiveness.</li> <li>▪ Ensuring appropriate lighting levels.</li> <li>▪ Ensuring spaces are safe and secure.</li> </ul>
<b>Diversity: Mixed Uses</b>	To provide the resort with variety, choice, opportunity and experiences to maximise its attractiveness. To create the appropriate level of vitality and ambience in appropriate circumstances.	<p>This will be achieved by:</p> <ul style="list-style-type: none"> <li>▪ Creating a design mosaic (character area and specialist zones) for vitality, animation or of a quieter ambient nature. Active and static spaces.</li> <li>▪ Creating areas for events and festivals.</li> <li>▪ Grouping uses into clusters and branding them.</li> <li>▪ Providing facilities to support particular uses.</li> <li>▪ Use of upper floors for mixed use/tenure including residential.</li> <li>▪ Protecting key retail areas from non-retail uses.</li> <li>▪ Urban design supporting uses and type of location, with its particular theme.</li> <li>▪ Richness of experience.</li> </ul>

DESIGN PRINCIPLE	OBJECTIVE	DESIGN IMPLICATIONS
<b>Legibility</b>	To create a place where its users find it unique, recognisable and memorable and, easy to understand and navigate.	<p>Legibility will be achieved by:</p> <ul style="list-style-type: none"> <li>▪ Enhancing the sense of arrival</li> <li>▪ Strengthening the character of individual streets and spaces within the overall design plan for the resort.</li> <li>▪ Maintaining the setting of important landmarks and including features on new buildings or within the streets that act as landmarks.</li> <li>▪ Enhancing nodes and junctions, possibly with the use of gateways or demarcations to strengthen the character of particular streets or spaces.</li> <li>▪ Using paving, street furniture and planting to individualise particular locations.</li> <li>▪ Creating and implementing a signage and way marking strategy.</li> </ul>
<b>Connectivity</b>	The way in which the place is easy to get to and move around including addressing issues of convenience, safety and comfort	<p>Maintaining accessibility by providing for a variety of means of reaching the resort centre, including on foot, cycle, public transport and car. Maintaining attractive public transport 'stops' and cycle parking.</p> <p>Enhancing pedestrian movement around streets and spaces by ensuring:</p> <ul style="list-style-type: none"> <li>▪ Attractive paved areas within a pedestrian dominated environment are created with strategically positioned crossing points.</li> <li>▪ Traffic speeds are minimised.</li> <li>▪ High quality lighting is provided</li> <li>▪ The perception of a safe environment is created.</li> <li>▪ A clear structure of paths and routes is created.</li> <li>▪ A strong link between key areas such as the retail core and the promenade frontage is created.</li> </ul>



DESIGN PRINCIPLE	OBJECTIVE	DESIGN IMPLICATIONS
<b>Inclusive Design</b>	To include within all design projects, the needs and requirements of all users of the public realm irrespective of age, gender, mobility or disability. To build on the principles of social capital, to encourage a variety of users to benefit from an accessible public realm.	<p>To create an inclusive public realm to include:</p> <ul style="list-style-type: none"> <li>▪ Maintaining an attractive mix of uses and facilities that are attractive to large sections of the public.</li> <li>▪ Accessibility to buildings and spaces, including ramps, tactile paving and kerbs.</li> <li>▪ Creating a safe and secure environment.</li> <li>▪ Producing information, taking account of potential disability e.g. sight.</li> <li>▪ Designing street furniture to take account of mobility considerations.</li> <li>▪ Easy access to shops and public buildings</li> <li>▪ Adequate and easy parking for disabled motorists.</li> <li>▪ Shop mobility</li> </ul>
<b>Sustainability</b>	To maintain the attractiveness of the resort in the long term.	<p>To be achieved by:</p> <ul style="list-style-type: none"> <li>▪ The use of high quality durable materials.</li> <li>▪ Maintenance and management agreements.</li> <li>▪ The use of the various public bodies and the third sector to take ownership of public spaces, buildings and their ongoing management.</li> <li>▪ Agreeing quality standards with stakeholders.</li> <li>▪ Using distinctive planting appropriate to the maritime climate of the coast.</li> <li>▪ Aspiring to and achieving quality standards and hallmark awards to maintain high environmental standards.</li> </ul>

## Appendix 2

### Proposal Pro Forma

This Regeneration Framework is intended to be a document that is capable of being regularly updated by the communities of the Borough. Therefore the following pro-forma is provided for community groups or other community representatives to provide information to the Council on town centre/public realm schemes which they feel may be suitable for inclusion in the Regeneration Framework.

## Regeneration Framework Project Proposal Form

Please use this form to submit proposals for Public Realm projects in accordance with the Regeneration Framework.

<b>Project/Document Title</b>
<i>Please give a short title to your project or document.</i>
<b>Sub Project (where relevant)</b>
<i>If this proposal relates to a project which forms part of a larger project or scheme then please give the specific title for your project e.g. Orchard Road Improvement Scheme.</i>
<b>Description</b>
<i>Please describe your project in approx. 50 words.</i>
<b>Project Objectives</b>
<i>Please give the objectives your project is seeking to deliver.</i>
<b>Corporate Objectives Delivered</b>
<i>Please describe how your project relates to the Council's Corporate Objectives.</i>
<b>Partner Organisation Objectives Delivered</b>
<i>Please describe how your project relates to any objectives of other organisations.</i>
<b>Relevant Development Plan Policy</b>
<i>Please describe how your project relates to relevant Development Plan Policies.</i>
<b>Sustainable Communities Strategy Objectives</b>
<i>Please describe how your project relates to the Sustainable Communities Strategy.</i>

### Area(s) of Influence

*Projects may vary in size and therefore areas of influence. Please give an indication of the area(s) of influence for your project e.g. a street, an area of housing, a village, shopping centre, a town centre, etc.*

### Readiness of Project to be Delivered

*It is important that the Council is aware of the readiness of your project to be delivered. Please give enough information for this to be assessed. E.g. is planning permission needed, have sketches been prepared, or idea needing further evaluation.*

### Cost Estimate

*Please give an indication of the amount of funding necessary for your project. If detailed costs are available then please provide these, if not a 'best guess' will be sufficient.*

### Land Ownership

*Please list all landowners which may have an interest in your project, i.e. Lancashire County Council, Fylde Council, a Parish Council, private Individuals or Businesses. Please also give an indication of your engagement with these bodies in relation to the proposed project.*

### Is Other Funding Available

*Funding provided through the Regeneration Framework may be insufficient to fully fund your proposal. Please give an indication of possible funding partners to which you have spoken to or have identified as potentially interested e.g. Heritage Lottery Fund, Regional Growth Fund or Parish Council.*

### Community Engagement

*Please explain how the community has been/will be involved in the development of your proposal.*

### Project Proposer and Supporters

*Please provide details of the person(s) and/or organisation(s) proposing this project and person(s) and/or organisation(s) supporting this project.*

For Office Use Only	
Date added to Regeneration Framework	
Project Reference Number	
Date Completed	



## Appendix 3

### Abbreviations

BAE	British Aerospace
BHS	Biological Heritage Site
CIL	Community Infrastructure Levy
DLG	Department of Communities and Local Government
FCCS	Fylde Coast Cultural Strategy
FEDS	Fylde Economic Development Strategy
FBLP	Fylde Borough Local Plan (As Altered: October 2005)
GI	Green Infrastructure
HTNW	Heritage Trust for the North West
IDP	Infrastructure Delivery Plan
LCC	Lancashire County Council
LDO	Local Development Order
LEP	Local Enterprise Partnership
LNR	Local Nature Reserve
LES	Lancashire Economic Strategy
LNR	Local Nature Reserves
LPA	Local Planning Authority
LTP	Local Transport Plan
NERC	Natural Environmental and Rural Communities
NPPF	National Planning Policy Framework
NWDA	North West Development Agency
POS	Public Open Space
RCW	Ribble Coast and Wetlands
RES	Regional Economic Strategy
RCW	The Ribble Coast and Wetlands Regional Park
SA	Sustainability Appraisal
StARS	Strategy Appraisal Report
SEA	Strategic Environmental Assessment
SPA	Special Protection Area
SSSI	Site of Special Scientific Interest
STEP	St Anne's Enterprise Council
THI	Townscape Heritage Initiative

# Appendix 4

## Stakeholders

North & Western Lancashire Chamber of Commerce

Fylde Coast Federation of Small Business

Blackpool Bay Area Company

Lancashire County Council/Lancashire County Developments Limited

Lancashire Enterprise Partnership

The organisations below operate within the economy at the local (Fylde) level.

Social Enterprise Solutions

Hotel Association of Lytham St Anne's

Kirkham & Wesham Business Group

St Anne's Chamber of Trade

Lytham Business Partnership

## Appendix 5

### Planning Documents

<b>National</b>	<ul style="list-style-type: none"> <li>Coastal Access - Natural England's Approved Scheme 2010</li> <li>Enterprise Zones</li> <li>Economic development in coastal and seaside areas March 2015</li> <li>Lancashire County Economic Assessment 2011</li> <li>Natural Environmental and Rural Communities (NERC) Act 2006</li> <li>National Nature Reserve</li> <li>Ramsar Sites</li> <li>Special Protection Areas (SPAs)</li> <li>Sites of Special Scientific Interest (SSSIs).</li> <li>The National Planning Policy Framework</li> <li>The Portas Review and the Government's Response</li> <li>The Skills for Growth White Paper</li> <li>The Plan for Growth</li> <li>The Regional Growth Fund</li> <li>The Coastal Communities Fund</li> </ul>
<b>Sub-Regional Policy</b>	<ul style="list-style-type: none"> <li>Lancashire Local Transport Plan 3 2011 – 2021</li> <li>Lancashire County Economic Assessment 2011</li> <li>North West England and North Wales Shoreline Management Plan 2 (2011)</li> <li>River Basin Management Plan Strategy and Action Plan</li> <li>The Economic Development Strategy for the Borough (2008-2021)</li> <li>The Fylde Borough Council Open Space, Sport and Recreation Study</li> <li>The Lancashire County Council's Economic Development Framework 2010</li> <li>The Lancashire Visitor Economy Strategy</li> <li>The Ribble Coast and Wetlands (RCW) Regional Park</li> </ul>

<b>Local Policy</b>	<ul style="list-style-type: none"> <li>Biological Heritage Sites</li> <li>Blackpool and Fylde Coast Protection Strategy (2011)</li> <li>Coastal Strategy 2015 - 2032</li> <li>Classic Resort Concept</li> <li>Fylde Sustainable Community Strategy (SCS) 2008-2018</li> <li>Fylde Green Infrastructure Strategy (GI) June 2011</li> <li>Fylde Council Authority Management Report 2014 (Draft)</li> <li>Fylde Councils Leisure, Culture and Tourism Proposals</li> <li>Local Nature Reserves (LNRs)</li> <li>Fylde Coast Highways and Transport Master Plan</li> <li>Fylde Sand Dunes Management Action Plan (2008)</li> <li>Lytham St Anne's 2020 Vision</li> <li>Marketing Lancashire</li> <li>St Anne's Seafront Master Plan</li> <li>Shoreline Management Plan (SMP2)</li> <li>Strategy Appraisal Report (StARS)</li> <li>St Anne's on Sea Neighbourhood Development Plan 2015</li> <li>The Asset Management Plan 2013</li> <li>The Infrastructure Delivery Plan for Fylde 2015</li> <li>The Heritage Strategy 2015 - 2032</li> <li>The Fylde Local Plan – to 2032 (Revised Preferred Options)</li> <li>The Fylde Coast Employment and Skills Strategy 2010</li> </ul>
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# Appendix 6 Tree Species

Boulevard Trees located adjacent to the Highway or within open spaces		Focal Points / Contrast Foliage		Smaller trees for road side Front Gardens	
Tilia cordata	Small leaved lime	Acer rubrum	Red Maple	Prunus avium Plena	Wild Cherry
Platanus x acerifolia	London Plane	Pinus maritime	Maritime pine	Sorbus aucuparia	Mountain Ash
Ulmus lobel	Elm	Prunus avium Plena	Wild Cherry	Ulmus Clusius	Elm
Corylus colurna	Turkish Hazel			Pyrus calleryana	Chanticleer Pear
Norway Maple	Acer Platanoides			Sorbus intermedia	Swedish White-beam
Common Hornbeam	Carpinus betulus				

Focal Point, (Pinus maritime)



Focal Point, provides contrasting coloured foliage (Acer rubrum)



Boulevard Trees, (Platanus x acerifolia)



Smaller street trees, (Prunus avium)

