

Blackpool Heritage Characterisation Studies

Blackpool Council



Historic Townscape Characterisation Assessment

Layton, Blackpool



AHP Architectural
History
Practice

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EXECUTIVE SUMMARY

Medieval Great Layton and the surrounding small settlements such as Hoohill and Little Layton developed and spread westward to amalgamate with the coastal town of Blackpool, which itself was spreading eastward, from the early 20th-century. Located approximately 1.5 miles east inland and easily accessible from Blackpool, Layton has retained its own identity and community. The boundary of the area covered by this report roughly covers an area bounded by the railway line to the north, St Walburga's Road to the east, Rathlyn Road to the south and Devonshire Road to the east, with a one-block-wide linear area to the south as far as Newton Drive with Layton Road at the spine. For the purpose of this survey the area has been divided into five sub-character areas defined by age, housing types and building use: the north residential area comprises mainly higher-quality semi-detached interwar housing with front gardens; the south residential area mainly has late 19th and early 20th-century terraces laid out in a ladder, comprising two-up two-down red brick cottages built up to the back of the footway; the commercial area is focused on Westcliffe Drive and includes the main and Jewish cemeteries; the west residential area flanks Talbot Road and has a less rigid street layout and a variety of housing qualities and designs; and Layton Road contains a variety of traditional late 18th-century properties mixed with typical interwar properties. As a whole, the area contains several significant late 19th-century and interwar public buildings.

Layton, as it is defined today, incorporates the settlements of Hoohill, Whinney Heys and Queenstown, but has its roots as a sparsely populated rural manorial holding from the 11th century until 1851. Encouraged by the opening of a main cemetery for Blackpool in 1873 and followed by the extension of the tramway in 1903, Layton developed as a suburban residential area for Blackpool's workers. To serve the grids of terraces and semi-detached houses mainly built between the early and mid 20th-century Layton's commercial centre developed on Westcliffe Drive, a spinal route through the area continuing north from Layton Road and Talbot Road. Great Layton, at the south end of Layton Road, was superseded as the focus of the community. The area's character is partly defined by buildings of Accrington red brick, the most prominent building material, although details such as a darker red brick and buff terracotta faience add interest to the area.

Alongside the residential development, Layton has a number of good public buildings, including two significant churches, a branch library, a primary school, and a railway station. The tram was discontinued in 1936 but the former tram stop has been retained and converted into public toilets. Many of these buildings were designed by the Borough Surveyor J. C. Robinson and are good, if typical, examples of his work. The cemetery is a significant historic landscape feature and an important open space and contains the only listed building in Layton. No part of the area is a conservation area, but despite the absence of additional statutory controls in the area the buildings, townscape and street layout retain significantly positive qualities,

identity and integrity. There are few areas of neutral townscape quality, and fewer buildings have a negative impact. The character of Westcliffe Drive and Talbot Road has been eroded by poorly-designed shopfronts, low quality public realm design and the accumulative impact of minor alterations to houses, but major modifications to buildings are limited and streets such as Lynwood and Norbury Avenues retain a coherent quality. Also contributing to the area's positive townscape merit are the open spatial character of the streets and the generous provision of recreation areas, including three bowling greens, which is in direct contrast to Blackpool town centre. The residential terraces between Talbot Road and Stirling Court have lower townscape merit.

The whole area was assessed for townscape and heritage merit as part of the study and 16 potential buildings chosen for a potential Local List. There is only one listed building in the area, the cemetery chapel of 1873, listed Grade II. None of the area is currently a conservation area but areas of particular historic or architectural interest (such as the cemetery, Westcliffe Drive, and the residential streets to the east of the latter which are built on a strict grid pattern) have the potential to be designated in order to manage development in a way that would preserve the distinctive architectural and historic character of the area. There are few buildings that have a negative impact on the townscape; these mainly comprise post-war infill or rebuilds, such as The Windmill pub.

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Note: all images AHP unless otherwise stated

JRULM – John Rylands University Library Manchester (map collection)

1.0 INTRODUCTION

1.1 Background

The Architectural History Practice Limited [AHP] was commissioned in March 2009 by Blackpool Council (The Council) to prepare a characterisation assessment of part of Layton in the context of future planning and regeneration.

1.2 The Brief

The brief for this project was issued by The Council in July 2008. The Brief explains the reasons for the assessment, the outputs, the local and national context, a summary of matters to be covered by the characterisation assessment, and resources available from The Council. The project has also been undertaken with reference to guidance from English Heritage on urban characterisation, including on the assessment of historic significance in areas of low demand housing.

1.3 Authors

This characterisation assessment was prepared by Samantha Barnes BA MA, Associate of AHP, with support from Marion Barter, BA MA IHBC, Director of AHP, and Clare Hartwell, BA MA, Director of AHP.

1.4 Acknowledgements

AHP is grateful for assistance and advice offered during this project, in particular from Carl Carrington of Blackpool Council; Ted Lightbown, local historian; Tony Sharkey and the librarians at Blackpool Library and John Rylands University Library, Manchester (JRULM).

1.5 Location of study area

Layton is an inland suburb of Blackpool, located to the east of the town centre, roughly bounded by the railway line to the north, St Walburga's Road to the east, Newton Drive to the south, and Devonshire Road to the west. The area covered by this survey is bounded by Kingscote Drive to the east, with a linear area to the south with Layton Road at the spine, terminating at Newton Drive, and Mansfield Road (following the boundary of Layton cemetery), Devonshire Road and Bispham Road to the west. Part of the Queenstown area is included within the boundary. The NGR for the centre of the area is SD322374.

Fig.1: Location of study area (to be added)

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2.0 METHODOLOGY

2.1 Assessment

The work was undertaken as an intensive assessment of the whole area. The project was divided into an initial research phase and a detailed fieldwork phase, which included photography, GIS mapping and an assessment of potential Local List buildings.

2.1.1 Research

Secondary research was carried out at the Local History Library at Blackpool Library. This consisted of a detailed review of historic maps and trade directories, a general review of works on the history of Blackpool, its architecture and housing, and its development through to the twentieth century. Relevant websites on the history of the area were reviewed, including the collection of historic photographs available at <http://www.blackpoolimagegallery.org.uk/>. Photographs in the Local History Library collections was also consulted, supplemented by images in Ted Lightbown's publications and reproduced with his consent from his personal collection. See the *Bibliography* for full details.

2.1.2 Fieldwork

Layton was physically assessed on foot in April and May 2009. The fieldwork took place after the research had been undertaken and took into account its findings. Where public buildings were of interest and accessible (i.e. churches and banks) the principal interiors were assessed; however, generally the assessment is based on what could be seen from the public highway and frontages.

2.1.3 Knowledge Gaps

There are a number of additional lines of research which might produce additional historical information on the history and development of Layton such as rate books, insurance and drainage records. However, whilst further research may provide greater detail and depth to an understanding of how the area developed, it is not considered that this will significantly alter the overall findings of this assessment.

2.2 Limitations

AHP were commissioned to assess the architectural and historic character of the buildings of Layton as part of a characterisation assessment, including the heritage significance of the area. This study has not assessed other important factors which may be relevant to a decision on the future of the area's buildings. Relevant factors which AHP has not assessed include the physical condition of the buildings, their internal or external facilities, thermal performance, repair costs and viability, market value, potential for adaptation, environmental consequences of demolition and rebuilding, and quality in relation to current standards or any other factors that are not directly related to their heritage value.

2.3 Consultation and Community Involvement

This draft report will be subject to community consultation, including with the Heritage Forum and may also be available on Blackpool's Council's website. Following initial consultation, the report may be amended to take account of any new information that emerges and of the views of local people, particularly in relation to significance.

3.0 PLANNING AND REGENERATION CONTEXT

3.1. The Blackpool Local Plan

The Local Plan was adopted in June 2006. The Local Plan map shows the following:

- Westcliffe Drive, south of Granby Avenue to Drummond Avenue off Layton Road, is a District Centre.
- The area around the junction of Foxdale Avenue, Mather Street and Talbot Road is designated a Local Centre.
- The bowling greens to the west of Layton Road are protected public open space.
- The two cemeteries are defined as 'Open Land Meeting Community and Recreational Needs'.
- Mansfield Drive and Layton Road are local distributor routes, and Westcliffe Drive a primary distributor route.

3.2. Heritage assets and regeneration

The protection of the historic environment is a Government priority, enshrined in planning legislation and guidance, such as PPG15 *Planning and the Historic Environment*. The level of protection depends on the value attached to the historic building or asset and Planning Policy Statement 1, *Delivering Sustainable Development* states that 'a high level of protection should be given to the most valued townscapes and landscapes...'; this encompasses designated heritage assets such as listed buildings, scheduled ancient monuments and conservation areas. There is also now recognition that local heritage merits attention, that people care about the historic environment (*Power of Place*, p.4) and the community should be consulted on masterplans and regeneration proposals. However, it is also recognised in national planning policy that not all aspects of the historic environment can be retained; PPG15 notes that 'the historic environment is all-pervasive, and it cannot in practice be preserved unchanged' (para 1.3). It is therefore important to understand the relative value of the historic environment before making decisions about the future of an area (*Power of Place* p.5).

The Government recognises that heritage assets can play an important role in the success of sustainable urban regeneration, helping to create distinctive places with a strong identity. English Heritage, the government's advisor on the historic environment promotes the re-use of historic buildings in regeneration; their published guidance includes *Regeneration and the Historic Environment*, *Low Demand Housing and the Historic Environment*, both issued in 2005 and *Regeneration in Historic Coastal Towns*, 2007. English Heritage guidance on townscape and heritage characterisation developed from a methodology used by EH in Anfield, Liverpool in advance of housing market renewal. In autumn 2008, CABE and English Heritage jointly issued guidance on townscape appraisals in housing market renewal areas, emphasising the importance of understanding and assessing an area before decisions are made on its future regeneration.

The contribution that historic buildings can make to sustainable development was investigated by a 2004 House of Commons Select Committee, which reported that 'it is simply better in sustainability terms to use and recycle old buildings than to demolish them and build new ones.' *Heritage Works*, a good practice document produced jointly by RICS, English Heritage, British Property Federation and Drivers Jonas in 2006 advises that 'there is a strong economic case for regenerating historic buildings', but also notes that 'critical to the success of regeneration is finding a viable economic use that can support initial refurbishment, provide the owner or developer with a reasonable return...and which generates sufficient income to ensure (the) long-term maintenance...'. Viability, as well as heritage value is therefore a critical factor in determining the future of an area.

4.0 HISTORIC DEVELOPMENT OF LAYTON

4.1. Location and brief description

The historic manor of Layton comprised mainly farmsteads and smallholdings, owned by various wealthy families from the 11th to the 19th century, and was independent of the then small coastal town of Blackpool. Located approximately 1.5 miles east inland from the centre of Blackpool, today Layton has amalgamated into the seaside resort, but retains its own identity and community. The boundary of the area covered by this report is shown on Fig. 1, and roughly covers an area bounded by the railway line to the north, St Walburga's Road to the east, Rathlyn Road to the south, but including the length of Layton Road, and Devonshire Road to the east. It is principally a residential area, with grids of terraces developed in the early 20th-century and higher-quality houses in the interwar period for Blackpool's workers, and also has its own commercial centre on Westcliffe Drive, including churches, a library and its own railway station at the north of the area. Layton's character differs from the townscape character of inner Blackpool in its lower density spatial character of the streets and the generous provision of open spaces and recreation areas, including three bowling greens and the cemeteries.

4.2. Historic development: Context

4.2.1. The historic development of Layton

Layton, as it is defined today, incorporates the historic settlements of Hoohill, Whinney Heys and Queenstown, defining a sparsely-populated rural area. This developed into a thriving urban suburb to Blackpool, with its own facilities and transport system. With Warbreck, Layton today designates the township in which Blackpool is situated, Layton-with-Warbreck.

The manor of Layton was mentioned in the Domesday Book (1087), and was held by the Butlers, barons of Warrington, from the mid 12th-century. The 19th century historian William Thornber notes that the village enjoyed the privileges of a weekly market and annual fair, obtained by Robert Botiller (Butler) in 1257. Cattle and small-wares were probably the principal merchandise. In 1543 the manor was sold to John Browne of London, who in 1550 sold it to Thomas Fleetwood, together with Blackpool, Bispham and Marton. In the late 16th-century the Fleetwoods began to create freeholds in the manor and much land was bought up by local farmers. They also sold off large parts of the estate, including in 1592 Layton Hall and its demesne which were sold to Edward Rigby. The Tudor hall was the oldest property in the area until 1750 when it was rebuilt; it was later demolished. The Fleetwoods continued to hold the manor until 1733 when Margaret Fleetwood married Roger Hesketh; the Heskeths then became lords of the manor. Sir Peter Hesketh Fleetwood, the builder of the town of that name, sold the manorial rights in Layton to Thomas Clifton in 1841, who already owned the Layton Hall estate. Manorial Layton was finally eclipsed in 1851 when the Layton-cum-Warbreck Board of Health was founded.

The medieval village of Great Layton was located to the south of the defined survey area, on Layton Road. The 1838 Tithe map shows in detail the buildings in the area (Fig.2), including Layton Manor and, although not named, the Number 4 inn at the junction with Newton Drive. The varying width of the road is noticeable, a feature that survives today. Long narrow fields run to the east of the road, with smaller plots to the west, some with houses.

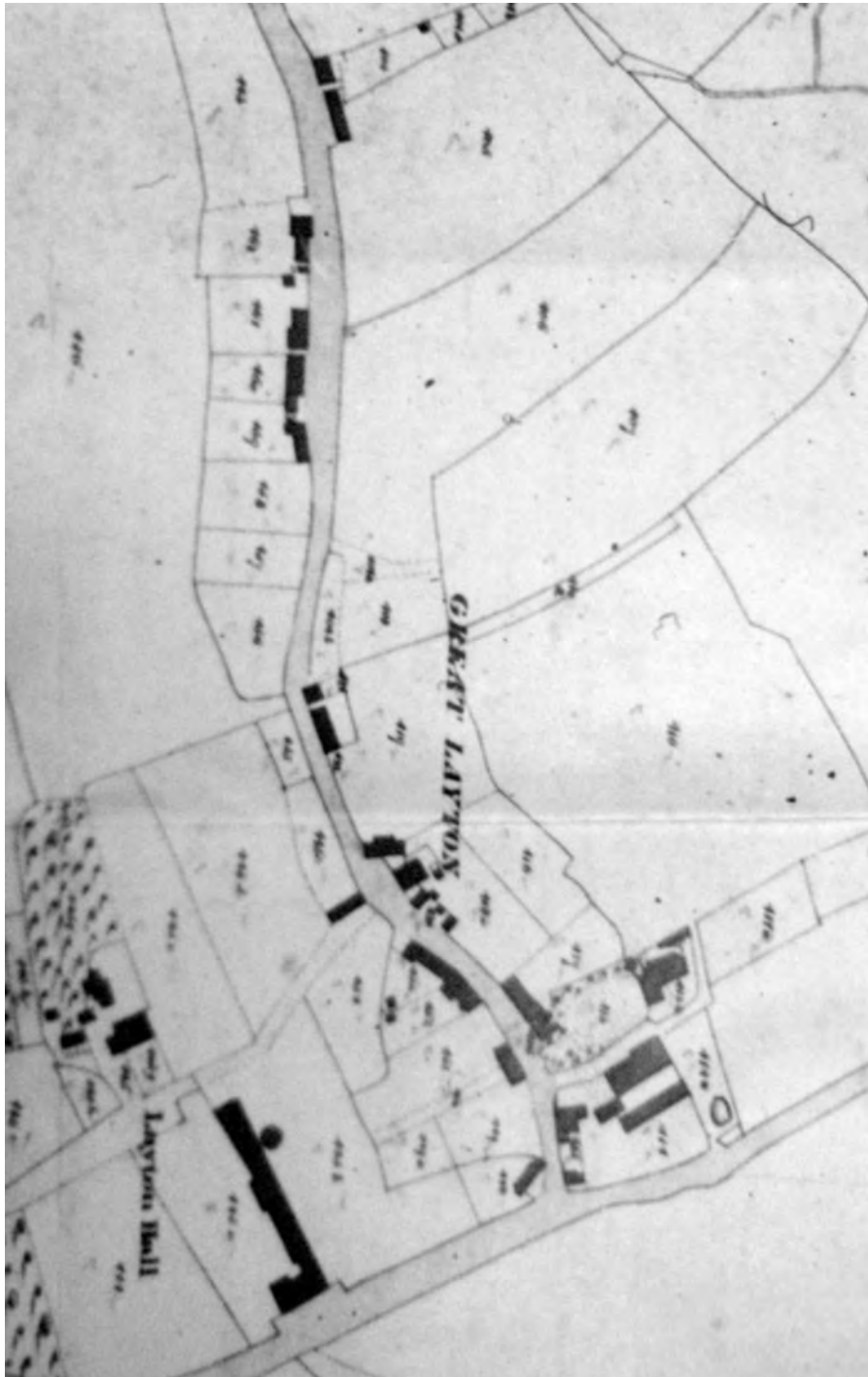


Fig. 2: Detail of the 1838 Tithe map of Layton with Warbreck, showing the older settlement of Great Layton (Blackpool Library)

Further detailed mapping from 1847 shows a north-south road connecting Layton village to 'Mill Inn' to the north, with a road to the west halfway along leading to Blackpool (Fig. 3). It is clear from this map and the 1847 1st edition OS (1:10560) that there was little settlement or development in the area north of this junction, where Layton was a defined settlement. The 1847 OS also shows Hoohill windmill, located opposite the Inn (Fig. 123), and it is also shown as a circle on the 1892 OS (Fig. 4).



Fig. 3: Detail from the 1847 David & Charles map of Lancashire, showing the section between the village of Layton and the railway line to the north (JRULM)

The 1892 OS (1:2500) shows a very similar scene, with large or relevant buildings named, such as the Mill Inn (named the Mill Wheel in 1882), Layton Villa, Hoohill Farm and, notably, a signal box and railway line at the north of the area (Fig. 4). The two easterly roads are Poulton Road and St Walburga's Road, the latter leading to Little Layton, where a further settlement was centred. South of the junction with Talbot Road there was little development, although two streets had been laid out in Queenstown in the 1880s; this was a notorious poor area with its own Mission, today it is the site of the Stirling Road flats, outside the survey area.

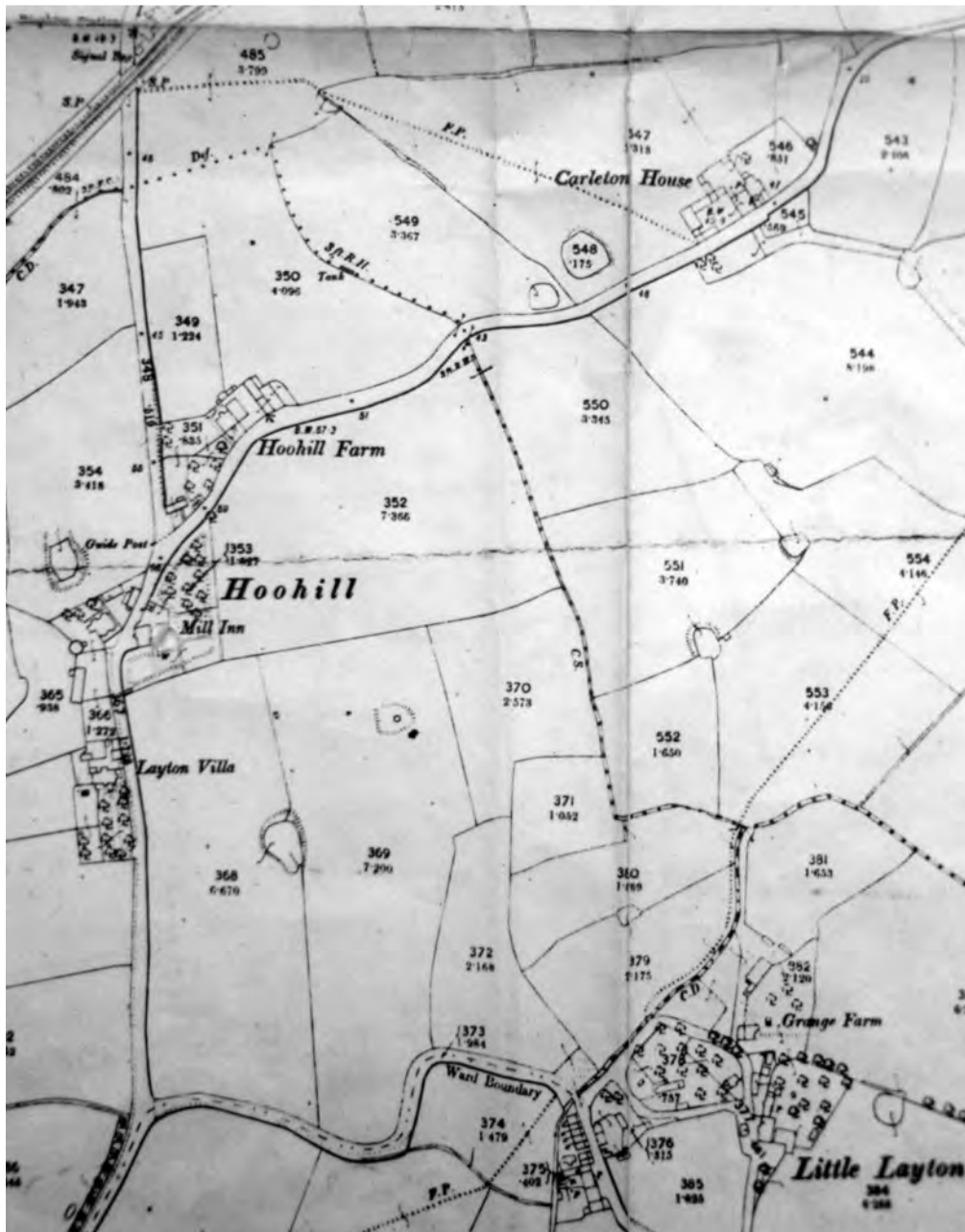


Fig. 4: Detail of the 1892 OS map (1:2500, surveyed 1891) showing the area of Layton north of Talbot Road (Blackpool Library)

The earlier settlement of Layton village, to the south, was the only true residential settlement (Fig. 5). The 1893 OS shows a clear distinction between larger houses with gardens, such as Layton Hall and Layton Lodge, and densely-built terraces close to the road. Between the two areas was a farm with barns, originally owned by the Elston family, characterising the agricultural area to the north which remained until the first decade of the 20th century. A track near the farm, now Camden Road, defined the northern boundary of Layton village.

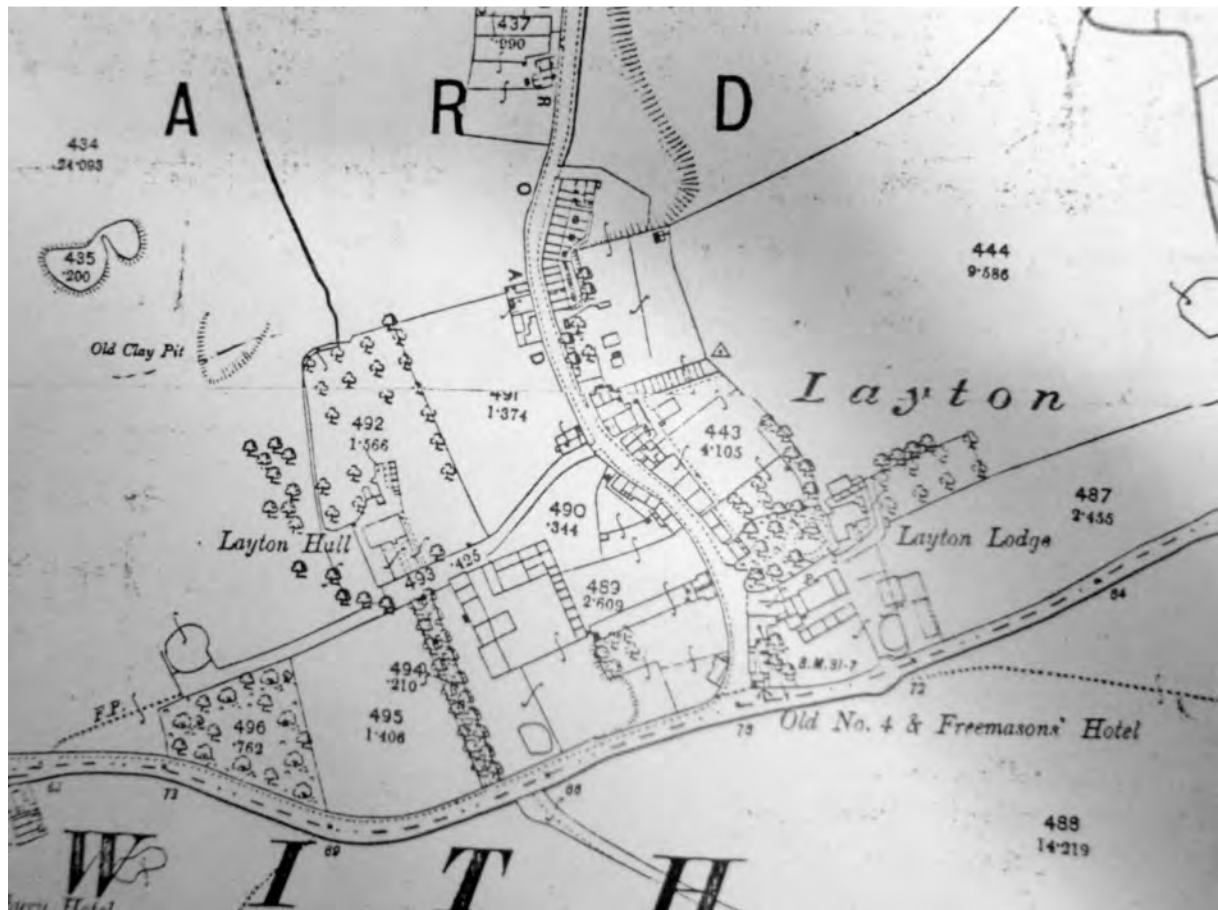


Fig. 5: Detail of the 1893 OS map (surveyed 1891; 1:2500) showing Layton village (Blackpool Library)

First shown on Harding's town plan of 1877, Layton Cemetery opened in 1873 after the closure of the graveyard at St John Evangelist in Blackpool (Fig. 144). The influx of tourism into Blackpool also led to a rise in the permanent residential population, and a proportionate rise in deaths. St John's graveyard could not cope with the demand for burial space, so a new cemetery was built outside of the town centre. In turn this bought a tram line to Layton, which attracted residential development in the area, aimed at Blackpool's workers. The cemetery was located on the north side of Talbot Road, then New Road, a vital communications link to Blackpool. When it opened the cemetery had three chapels, for Roman Catholics, Nonconformists, and Church of England; the latter was designed by Garlick, Park and Sykes. Also shown on the 1877 plan on Talbot Road was the Queen's Hotel, opened in 1864 and having a

bowling green and croquet lawn. The 1880's Slater's trade directories described Layton as being 'poor in appearance', although this referred to Layton village itself where the buildings were generally of cobble construction and would have been in sharp contrast to the new developments in Blackpool. The opening of the Jewish cemetery in 1898 reflected Blackpool's growing Jewish community.

By the 1912 OS map, some residential development had begun to occur to the north of Talbot Road, encouraging the construction of a permanent station at the north end of Bispham Road adjacent to an earlier signal box; it was originally called Bispham Station (Fig.6).



Fig. 6: Bispham (now Layton) Station in the early 20th-century; the station house and adjacent single-storey buildings are still extant (courtesy Ted Lightbown).

Housing development took the form of residential avenues to the east of Westcliffe Drive, such as Brooklyn, Highbury and Norwood Avenues. Opposite these streets, Layton Villa was still extant, as was the Mill Inn. Further south along Westcliffe Drive, an island site was developed by inserting a straight street across the historic bend on St Walburga's Road; this was Onslow Road, and the curved section of road later became known as Lyncroft Crescent. Other residential streets which had been developed in the early 20th-century include a grid of short terraces comprising Huntley Avenue, Jackson Street and Wilford Street, all east of Westcliffe Drive. This eastward development already showed signs of obliterating the settlement at Little Layton. Notably, the cemetery had been extended north and a tram line was added in 1902 to link Layton and Blackpool, terminating at Layton Square where there was a shelter (the tramway was discontinued in 1936).



Fig. 7: Looking north along Westcliffe Drive from Layton Square, with the tram terminus on the left, c.1915 (courtesy Ted Lightbown)

South of Talbot Road a further range of dense terraces was developing, in the notorious Queenstown area: Healey, Laburnum and Mather Street and Rossall Road. Also along Talbot Road was a laundry, police station and drill hall, all built since the 1891 Ordnance survey (Fig. 8).



Fig. 8: Detail of the 1912 OS map (1:2500, revised in 1909-10) showing the Queenstown area south of Talbot Road (Blackpool Local Studies)

At the north end of Layton Road, terraces built in the late 19th-century began to spread down Layton Road, although the historic elements of Layton village remained isolated. These terraces formed a new layer in the historic phasing of this earlier area, and contrasted with the larger properties such as Layton Lodge and Layton Mount (Fig. 150).

Following the First World War Layton boomed. This dramatic development can be seen by comparing the 1912, 1932 and 1938 OS maps, especially in the area south-east of Talbot Road (Figs 9 & 10), and in Layton village where Layton Road was swallowed by new development (Fig.153)

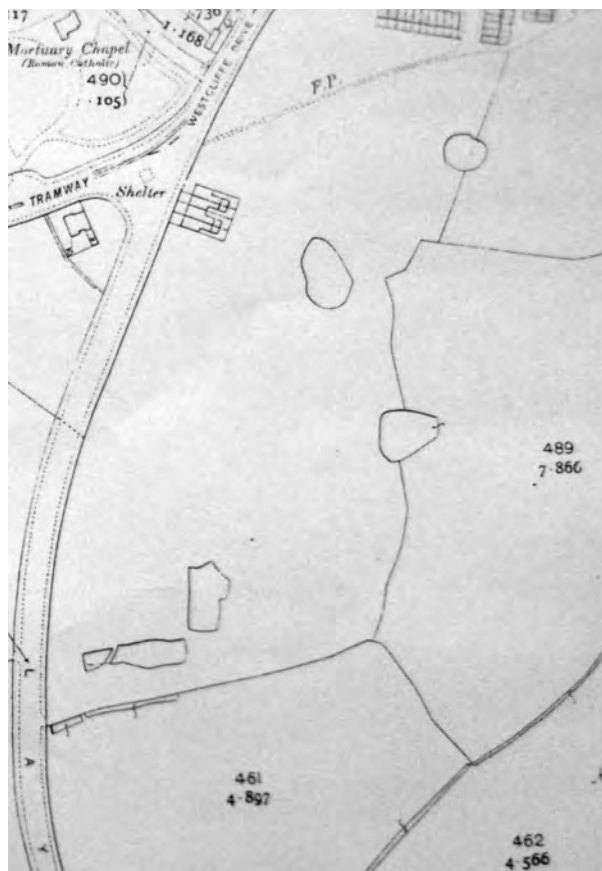


Fig. 9: Detail of 1912 OS map (1:2500, revised 1909-10) showing fields to the east of Layton Road (Blackpool Local Studies)



Fig. 10: Detail of 1938 OS map (1:2500, revised 1938) showing the same area (Blackpool Local Studies)

Comprising terraces of two-up two-down houses, these streets were characterised by straight building lines, giving a distinctive linear quality to the streets, with cheap pressed red brick and Welsh slate as the principal building materials (Fig. 11). As the terraces were built up to the back of the footway and rear yards were small, local children were forced to play in the street until recreation grounds were developed in the 1930s. Historic photographs suggest that most of the south-east residential terraces were built before 1915, placing them between 1909 (the survey date of the OS map) and 1915.



Fig. 11: Drummond Avenue from the east, probably shortly after construction and dated c.1915 (courtesy Ted Lightbown). Compare with Figs 84 & 85.

Based on Ordnance Survey revision dates, a grid of streets north-east of Layton Square was also constructed between 1909 and 1930 (Fig. 12). Here the streets were wider and the houses planned on a looser building grain; they were given front and rear gardens and most were of a higher quality aimed at the middle classes. These streets were lined mainly with pairs of red-brick semi-detached houses with architectural details such as arched stone doorways or mock-timbered gables (Fig. 13). Almost every house had a bay window, and the material used for these reflects the quality of the house types (see *Section 5.5. Architectural Character*). Front gardens are bounded by brick and terracotta walls and gate piers. Poulton Road was straightened and widened in 1923, and good-quality semi-detached houses built along its length for middle-class families. These houses are similar to those described above, and are all likely to date from the mid 1920s. Houses and shops on Westcliffe Drive were also constructed, and by the outbreak of World War Two the development of Layton was virtually complete.

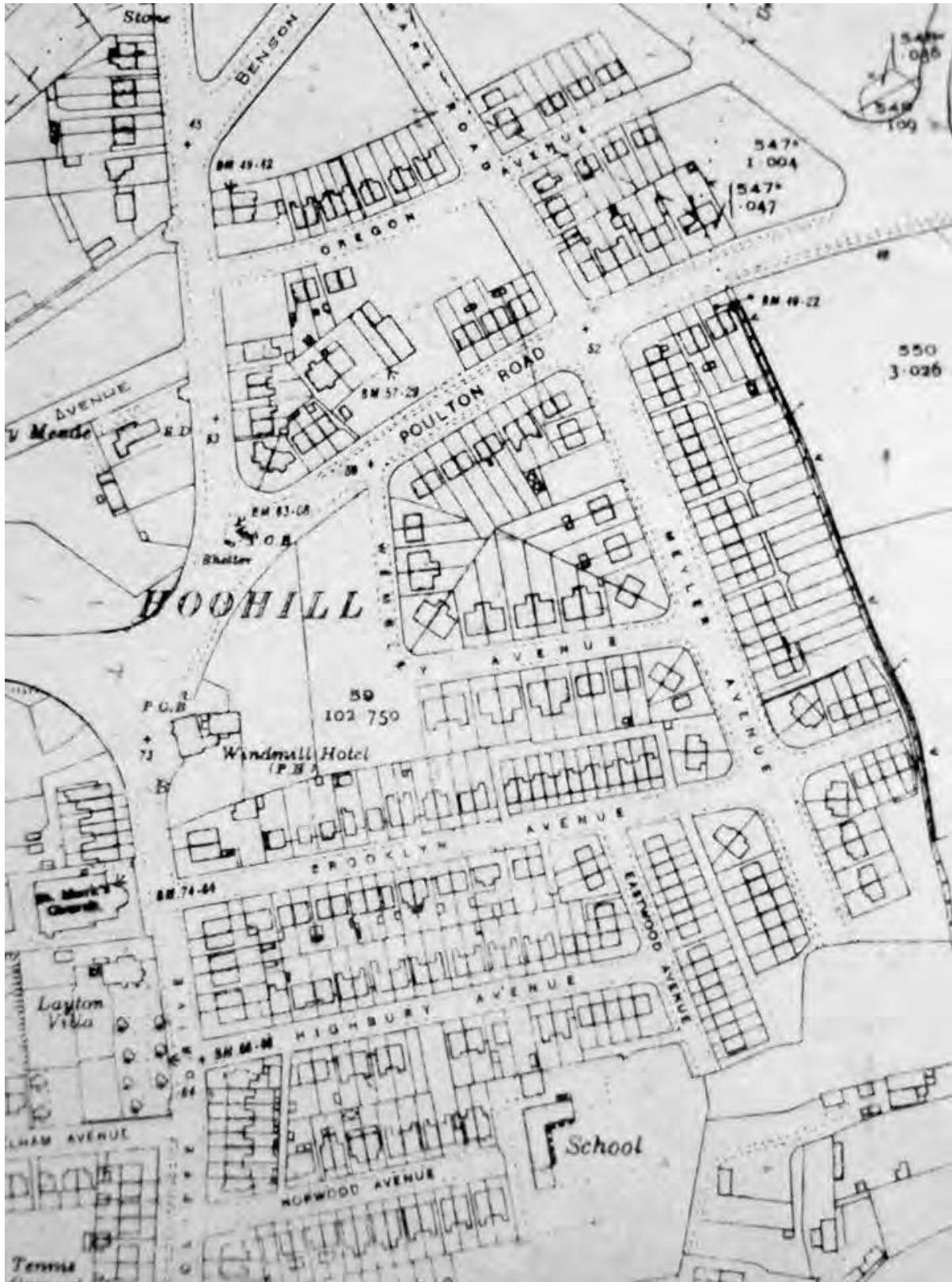


Fig. 12: Detail of 1932 OS map (1:2500, revised 1930-1) showing the higher-quality semis to the north of Layton Square on Brooklyn and Highbury Avenues (Blackpool Local Studies)



Fig. 13: Highbury Avenue in c.1929 (courtesy Ted Lightbown)

By 1938 the growth of these residential streets was merging with the historic settlement of Little Layton, and in the post-war period the village was obliterated by further housing and a by-pass added along a historic field boundary. Development was limited to the east by Layton Flashings, a medieval mere. To the west of the by-pass, Kingscote Drive was formed after 1932 as infill to the east ends of terraced streets such as Drummond Avenue, and comprised high-quality semis, terraces and detached houses. The properties had the advantage of overlooking land that would never be developed as it was prone to flooding; it is now a park.

Layton village was also obliterated in the interwar period and Collingwood Avenue replaced Layton Road as a major thoroughfare. Despite the intense development which occurred in the area, buildings such as the Number 4 inn and a few traditional cottages south of Bailey Court can be identified on the 1938 OS map, alongside the historic road pattern (Fig. 14). Layton Lodge was demolished between 1930 and 1938 as it is not shown on the latter map. The new houses along Layton Road were typical interwar properties, similar to those in the north of the area.



Fig. 14: Detail of the 1938 OS map (rev. 1938; 1:2500) showing Layton Road snaking through the centre of interwar housing (Blackpool Library)

Also shown on the 1932 OS is a primary school, built in 1928 to designs by the borough surveyor J. C. Robinson (Fig. 12). Its original L-shaped form was augmented in 1932 to form a figure of eight, with two internal courtyards with glazed walkways, and it was further extended in 1948. By 1932 the cemetery had also been extended again, with Mansfield Road forming the northern boundary. Layton Villa and the historic Mill Inn, renamed the Windmill Hotel, were extant. St Mark's Church and the school were constructed to cater for the growing population of Layton.



Fig. 15: The historic Mill Inn at Hoo Hill, c.1875 (courtesy Ted Lightbown)

In line with this growth, several new public buildings were built in Layton from the late 1920s, most of which were designed by J. C. Robinson. Located to the north of the Talbot Road junction, these included a new tram stop, on the western apex of Layton Square, with a public library adjacent on Talbot Road. Similar to one built in Fleetwood in 1921, the tram stop was not shown on the 1930 revision to the OS map, although it had opened in 1928. Layton Library was built in 1937 to the same design as one in Bispham, and replaced a reading room on the site. By the early 1930s two bowling greens had been built to the rear of the library, adding to that at the Layton Institute, opened in 1926. A bowling green to the rear of Queen's Hotel on Talbot Road was built over in the interwar period. Further provision of public recreation grounds in Layton included Queenstown recreation ground developed by 1932. These spaces were especially vital for families occupying the terraces in the area. The Number 4 inn was also extended on the Newton Drive side, and Layton Lodge demolished.

Escaping enemy bombing during World War Two, Layton retained its interwar character. Post-war development included the demolition of Layton Villa, replaced by apartments typical of their date, and No. 5 Westcliffe Drive (Layton House), built as a bank. The historic Mill Inn was also demolished in the 1970s and replaced with The Windmill public house; although on the same site, the replacement building's setting at the north end of Westcliffe Drive is notably different to its predecessor, and was again a typical design for the date. As noted previously, the insertion of a by-pass and housing development east of St Walburga's Road impacted on Little Layton as

Layton expanded further as a residential area. Westcliffe Drive was improved in 1963, although its present character derives from recent public-realm improvements. Historic elements at the west end of Talbot Road were also demolished and replaced with poor-quality commercial premises and the tower blocks at Stirling Court (outside the survey area). It is unknown when the Catholic and Non-conformist cemetery chapels were demolished; the earliest gravestones on the buildings' sites date from the early 1970s. Late 20th-century development occurred with the expansion of the library, and considerable extensions to Layton Primary School. There is also some c.1990s housing infill on Devonshire Road and Bispham Road. Despite these post-war developments, Layton retains the character it acquired in the interwar years, with elements of earlier construction along Layton Road, and continues as a separate community to the holiday resort of Blackpool.

5.0 LAYTON: CHARACTERISATION ASSESSMENT

5.1 Character and appearance

Layton is a primarily residential area mainly developed in the early to mid 20th-century, encouraged by the opening of Layton Cemetery in 1873 and the consequent transport links which developed to serve the area. The commercial and public core is centred along Westcliffe Drive and Layton Square, and is an important aspect of the area's community. Layton can be divided into five sub-character areas determined by the historic development and use of buildings; these are shown on Fig. 16 (to be added):

- 1) The *north residential* area covers east-west streets between Westcliffe Road and St Walburga's Road, mainly comprising substantial, good-quality pairs of early 20th-century and interwar semi-detached houses planned on a loose building grain. The historic Hoohill road junction and Layton railway station are also included.
- 2) The *south residential* area also consists of east-west streets, with Layton Road and Westcliffe Drive to the west and Kingscote Drive to the east. However, in contrast these streets were developed with two-up two-down terraces in the early 20th-century on a much tighter building grain. They are characterised by their linear qualities, enhanced by the strong visual impact of red brick as a building material.
- 3) The *commercial area* is focused on Westcliffe Drive and Layton Square and includes the library and two churches. This sub-area also includes the Layton and Jewish Cemeteries and three bowling greens which are important open spaces.
- 4) The *west residential* area comprises mainly interwar semi-detached and terraced houses planned on a grid pattern of streets. The area stretches north from Queenstown to Mansfield Road, with Devonshire Road to the west, and including Talbot Road. There are some late 19th-century terraces to the south-west, in Queenstown.
- 5) *Layton Road* represents the earliest phase of settlement in the Layton area. Stretching from the junction with Collingwood Avenue at the north to Newton Drive at the south, the road was sparsely developed until the late 19th-century, when typical red-brick terraces were added to several existing earlier cobble-built cottages. The street is terminated at the south by the Number 4 inn.

Fig. 16: Layton sub-character areas (to be added)

5.2 Spatial attributes, views and open spaces

Due to the inland position of Layton and its planned use as a residential suburb, open spaces are common and the general layout of the built environment is given a lower-density spatial quality. The importance of open spaces in the area is reflected in Appendix 2, where the significance values of open spaces are assessed.

The defining spatial feature of most late 19th-century terraced streets is their consistent width and linear character, where the terraces are built on a tight grain up to the back of the footway with small rear yards to service streets. This creates a positive homogenous character to streets, enhanced by few alterations to the front of houses (Fig.17).



Fig. 17: Broughton Avenue

Early 20th-century higher-quality houses built for the middle classes on avenues have front gardens; combined with the greater street widths, these streets form attractive wide vistas. On the east side of the area these residential east-west streets form grids or ladders, framing views both east and west between Kingscote Drive and Westcliffe Drive. The spire of the Layton mortuary chapel, the tower of the Salem Methodist Church and St Mark's church are prominent in these westerly views (Fig.18).

Layton Road runs southwards from Layton Square, and the snaking character of the road limits long reaching views north to south. However, views of Blackpool Tower are important along westerly streets.

Blackpool Tower is an important landmark and can be seen from several points, especially in views down Benson Road which has the advantage of being on slightly higher ground (Fig. 19). There are also a number of locations where Warbreck water tower can be seen in long-reaching views to the north.



Fig. 18: View west along Grange Road towards the cemetery chapel and Salem church



Fig. 19: View west down Benson Road towards the Tower

Aside from these attractive landmarks, the tower blocks at Stirling Court are also a prominent feature in the landscape; their poor architectural qualities and location on Layton's skyline detract from the better qualities of interwar residential streets and are especially dominant in the south-west of the area (Fig. 20).



Fig. 20: Looking west towards Stirling Court along Campbell Avenue

There are a large number of open spaces in the area, supplemented by small patches of green at road junctions and ends. Kingscote Park is located on the east side of the prescribed boundary, and the spacious siting of interwar houses on Kingscote Drive and its wide aspect, including wide grass verges, combine to form a sweeping and attractive vista with good views to the east (Figs 21 & 22).



Fig. 21: View north along Kingscote Drive



Fig. 22: View east from Broughton Avenue over Kingscote Park

The park was created from fields and marshland, probably in the later 20th-century after the residential area to the east of St Walburga's Road had been developed. Queenstown Recreation Ground to the south, however, was provided to serve the residential development of this western area in the interwar years.

Layton Cemetery comprises the largest amount of open space in the area but is separated from the surrounding streets by its boundary walls and planting. Short views out include the Salem Methodist Church, and more distant views take in Warbreck water tower. The small scale of memorials in the cemetery allows for attractive views around the site, enhanced by avenues of trees (Fig. 23). Although enclosed by residential development, the cemetery is an important spatial asset to the area.



Fig. 23: View east through the cemetery, with avenues of trees and the chapel spire in the distance

Vistas of tree-lined avenues are common in the area, and are particularly attractive when the trees are in leaf. An example of this is Poulton Road (Fig. 24). These vistas are often enhanced by well-maintained gardens containing a variety of shrubs, trees and garden plants. A few properties have grassed lawns at the front.



Fig. 24: Looking east down Poulton Road

Other important green spaces are the three bowling greens which were provided for recreation in the interwar years and are still in use: two on Layton Road and one behind Layton Institute (a further green and croquet lawn behind the Queen's Hotel on Talbot Road is now a surface car park) (Fig. 25). The retention of these spaces not only adds to the character of the area, but is an ongoing reminder of the facilities provided for residential areas in the 1920s and '30s. They have a strong local and social significance. Other smaller green spaces are notable, particularly at road junctions. The triangular site formed by Cambrian Avenue, Talbot Road and Layton Road has green space adjacent to the footway, and other areas such as the south end of Rathlyn Avenue and east end of Poulton Road contain managed green spaces with trees (Fig. 26).



Fig. 25: Layton Institute bowling green



Fig. 26: Looking north along Poulton Road from the roundabout

Layton Square is a busy junction but can also be counted as an open space; here there are several landmark buildings, and it is well-managed with attractive planting. Layton Primary School also has extensive playing fields next to St Walburga's Road, and although these are not public they contribute to the open spatial quality of the area.

5.3 Historic and current uses

Layton village was historically mainly agricultural, and although Layton's farming character has long gone, there has been a continuity of historic uses with Layton's extant buildings retaining a mix of commercial and residential uses on Layton Road, Talbot Road and Westcliffe Drive. Trade directories from the 1930s demonstrate the types of employment for the residents; most were skilled labourers such as plumbers, foremen and masons, but occupations such as 'amusement caterer' show the relationship Layton's residents had with the holiday trade in Blackpool. The small differences in social scale between the two-up two-down terraces and the semi-detached houses were reflected in occupations, with coal deliverers and poultry dressers mixed with architects, a police constable and a dressmaker in the larger houses.

Individual public buildings have rarely changed their use and most of the commercial premises remain in the same use, with the addition of end-of-terraces on Layton Road which have been converted to shops on the ground floor. The Co-operative store on Westcliffe Drive is shown in a series of 1950s photographs in the collection of Ted Lightbown as being 'self service'. It may have been built as a small Co-op in the early 20th-century and gradually enlarged in later years.

The two historic public houses in Layton are still in use, despite the Mill Inn being rebuilt in the 1970s and Queen's Hotel losing its bowling green to housing development. Surprisingly for such a large residential area these are the only pubs known to ever exist in Layton, supplemented perhaps by the No 3 and No 4 on the outskirts of Layton to the south. The presence of several recreation areas, principally bowling greens, and lack of public houses may indicate that temperance was in the area.

The discontinuation of the tram between Blackpool and Layton in 1936 made the then almost new tram shelter at Layton Square redundant. It is unknown what it was used for during the rest of the 20th-century, but it has now, quite successfully, been converted into public toilets.

The churches, pubs, Institute, cemeteries, school, railway station and library continue in their original uses, and fortunately there seems no sign of underuse for any of these local assets, most of which have local list potential.

5.4. Materials and construction

5.4.1. Elevations and roofing

Red brick is the principal material used for buildings in Layton, although variants on the common pressed brick such as a high-quality dark-red brick and drag-wire brick also feature. Linear terraces were constructed as suburban workers' housing of modest architectural quality and decorative features are few. However, the strong linear quality of the terraces is enhanced by continuous pitched roofs in Welsh slate, with brick chimney stacks and some pots still extant. The rhythm of the terrace frontages is intact which adds a sense of homogeneity (Fig. 27), with openings unaltered although doors and windows have been renewed. Stone lintels to windows and doors are usually painted.



Fig. 27: The north side of Rathlyn Avenue, punctuated by a small gable

On both early 20th-century and interwar houses it is common for the front elevation of a house to be in Accrington pressed red brick or dark-red brick, and the side elevations to be of a much softer common brick (Fig.28). Brick laid in a herringbone pattern features on interwar properties to embellish the front elevation, a feature also seen on the parade of shops on Westcliffe Drive (Fig. 64).



Fig. 28: Nos 2-4 Annesley Avenue

Mock timber framing is used on interwar houses to embellish gables, and buff terracotta faience is used on the Institute (Fig. 29). Red terracotta decoration is sparsely used, although a good example is the terrace at Nos 273-291 Talbot Road.



Fig. 29: Buff faience to the Granby Avenue entrance to Layton Institute

There are few buildings of stone construction in the area, and only a couple of traditional cobble construction; the best example is No. 239 Layton Road which also retains a cobble stone boundary wall (see *Section 5.4.5.*) (Fig.30). Partial sections of cobble construction, now increasingly rare in the area, survive at No. 251 Layton Road and the Old Farm Garage.



Fig. 30: No 239 Layton Road, cobble construction

St Mark's church is built of red sandstone and is the only building faced in this high status material in the area. Rendering is also popular, and is original on some early interwar houses. It is common on Eastwood Avenue, and also several good examples of semi-detached houses with M-shaped gables on Meyler Avenue, Nos 47-55 for example. More standardised terraces on the east side of Meyler Avenue are rendered to the first floor, which is repeated at Nos 2-31 Onslow Road; this range is shown rendered in a 1915 photograph (Figs 68 & 69).

Roofs are usually pitched and generally covered in Welsh slate, although there are some examples of hipped roofs with red terracotta tiles, especially to 1920s and '30s buildings, such as the former tram stop and terraces on Kingscote Drive. In places roofs have been replaced with modern pantiles, but distinctive green pantiles are original to a pavilion at the Layton Road bowling greens. The eastern apse of St Mark's church is covered in lead. There are also several flat-roofed buildings, but these date from the late 20th-century are of no merit (e.g. Layton Carpets and Layton House). As mentioned above, brick chimney stacks are a prominent survivor in the area, and some have the added feature of terracotta pots (Fig. 31). The clock tower of the former tram stop, and a pierced cupola to the library are significant landmark rooftop features (Fig. 32).



Fig. 31: Grange Road, retained chimney stacks and pots



Fig. 32: The fretwork cupola to the library

5.4.2 Doors and windows

Fenestration patterns create rhythms within the streetscene. For example, a terraced house will have one rectangular window to one side of the door, and two identical windows to the upper floor, reflecting the two-up two-down plan. This regular spacing creates a regular repeating pattern, which is created in larger houses by bay windows. The construction quality of houses is often distinguished by the materials used for bay windows. This ranges from stone rectangular full-height bays, to timber ground-floor bow bays, often now replaced with uPVC casements (Fig. 33). Some bay windows are merely shallow brick projections at the ground floor, such as on Larbreck Avenue. Bay windows were usually provided in the room used as the 'parlour', to provide lots of light and also as an architectural statement of status. This space is now usually used as the front or living room, where the bay windows' practical function is still enjoyed today.



Fig. 33: Different styles of bay windows on Grenfell Avenue

Although uPVC has been widely used as a replacement material for windows, there are still many good examples of original or early 20th-century glazing in the area. This usually comprises timber casements with a lower plain or bordered light, with an upper transom light of geometric coloured glass in leadwork. An excellent example can be seen at Nos 22-24 North Road (Fig. 34). These features are often complemented by a panelled timber door with coloured-glass panels.



Fig.34: Original windows and glazing, and doors, at Nos 22-24 North Road

Similar glazing was used in bow bay windows, although fewer examples of these survive. Replacement casements often result in a cruder, appearance to the window. Good examples of original bow-window glazing can be seen on Kingscote Drive and Grange Road, and pictorial coloured and leaded glass also survives in some cases (Figs 35 & 36).



Fig. 35: Original glazing to doors and windows on Grange Road



Fig. 36: Pictorial glazing to the first floor corner of No. 189 Devonshire Road

Like windows, historic doors have generally been replaced with modern joinery or uPVC alternatives. However, there are some excellent examples of panelled timber doors which retain original glazing, such as those mentioned above. Door surrounds are an integral part of the frontage, most are semi-circular headed with recessed doors, creating an internal porch. Some owners have moved the door forward, filling in this space, but there are places, again for example on Grange Road, where the added doorway is a positive feature of the property. There are varied treatments to doorways, with stone or brick decorative surrounds, and some have added timber canopies with finials (Fig. 37).



Fig. 37: Timber canopies to Nos 12-14 Grange Road

5.4.3. Shopfronts and fascias

Westcliffe Drive is the principal shopping street in Layton, although there are also commercial premises on Layton Road and Talbot Road. The survival of historic joinery to shop fronts is low and almost all signage is modern and of poor-quality design. An example of this is on the east side of Westcliffe Drive, Nos 37-51, where deep fascias and obtrusive signage detract from positive buildings. These changes, another example being to Nos 47-51 (Bargain Store), are only superficial and the buildings retain positive qualities within the streetscene. Modern galvanised roller shutters are a further intrusion to shopfronts, such as at No. 24 Westcliffe Drive.



Fig. 38: Intrusive signage to Nos 37-51 Westcliffe Drive

Independent shops such as Steve Hope butchers (No. 35 Westcliffe Drive) and especially Clarke's butchers and the Fruit Market on Layton Road have smaller signs augmented by striped Dutch blinds, which are a cheery positive feature. The Merry Cat, No. 39 Layton Road, originally had a hand painted sign to a timber cornice (Fig. 39), but this was replaced during the survey with a flat sign board which unfortunately covered up the timber mouldings. The Co-op on Layton Road retains two timber console brackets flanking the modern fascia (Fig. 40), which may exist from an original Co-op store in this location.



Fig. 39: Street-name sign and historic shop signage at the corner of Drummond Avenue



Fig. 40: Part of a historic shop front on Layton Road, possibly part of the original Co-op store. Two good examples of shopfront design can be seen at No. 1 Layton Road (Ragamuffins) and the RBS Bank at Nos 2-6 Westcliffe Drive. The former retains its timber cornice and pilasters, and the colour scheme, signage and retained corner

entrance are all positive features (Fig. 41). A timber door would enhance it even further. Signs for the RBS bank are minimal, and again the corner entrance with its stone surround has been retained. Along the east side of Layton Road there are further retained shop-front cornices and pilasters. Nos 161-165 are a good example where the original form has been incorporated with modern signage; unfortunately the glazing and stall risers have not been retained (Fig. 42).



Fig. 41: No. 1 Layton Road, a positive shopfront design



Fig.42: Retained pilasters and cornice to shopfront at No. 163 Layton Road

5.4.4. Street signs and architectural details

In common with Blackpool, Layton has many street-name signs which date from a period of re-naming in the 1920s, and may also be contemporary with the construction of some of the streets such as Norwood Avenue. The most attractive signs are composed of individual ceramic lettering held in metal frames of various designs (Fig. 43). Pointing hands are an interesting addition to these signs (Fig. 44), and are a later version of similar late 19th-century signage in the town centre, where they generally direct towards the train stations.

These distinctive interwar signs are common throughout the area, although there are cases where they have been replaced with modern steel signs, at footway level (Fig.45). All directional roadway signs are modern, and footpaths and cycle routes are clearly signposted.



Fig. 43: Individual ceramic lettering to street-name sign



Fig. 44: Pointing street signs at the junction of Ramsey Avenue and North Avenue



Fig. 45: Modern street-name sign to Wembley Avenue

There are few other historic signs in the area, those that are retained are associated with good shopfronts, but most have been replaced with laminated signboards (such as at Layton railway station). In some cases these signs are of a scale not suited to the building, such as the over-large signs on the Yorkshire Bank on Westcliffe Drive (Fig. 46).



Fig. 46: Intrusive signage on Westcliffe Drive

One further historic example is a pediment sign with relief lettering on the Queen's Hotel which advertised its bowling green; this sign is a positive architectural detail, alongside the hotel's timber bracketed eaves (Fig. 47).



Fig. 47: Pediment detail to the Queen's Hotel

Architectural details to residential properties are generally confined to doors and window surrounds. There are few embellishments, although some terraces have bracketed timber eaves or terracotta ridge cresting, and one further good example can be seen at Nos 273-291 Talbot Road where the window and door architraves have red terracotta decorative lintels (Fig. 48).



Fig. 48: Terracotta decoration to terraces on Talbot Road

Public buildings are fairly plain, although good examples of subtle decorative details include carved lettering to the gateposts of St Mark's Church (Fig. 49). The entrance to the 1938 extension to Layton School has an architectural surround with urns flanking raised lettering, 'LAYTON SCHOOL', and art-deco motifs to the door surround. Similarly Layton Library has the name in recessed lettering over the original entrance opening.



Fig. 49: Carved gatepost to St Mark's Church

5.4.5 Boundaries

The survival of garden boundary walls is very high in Layton. In other residential areas of Blackpool it is common for front gardens to have been built on or for walls to be removed to provide off-street parking. In contrast in Layton, red-brick boundary walls, often with evergreen hedges and gatepiers, make a positive contribution to the streetscene in all of the residential areas (Fig. 50). Some gatepiers are inscribed with the historic name of the property, or are embellished with terracotta ball finials.



Fig. 50: Retained brick front boundary walls and gatepiers, with attractive hedges on Grange Road.



Fig. 51: House names to terracotta gatepiers on Lynwood Avenue

Other boundaries, such as the railings to the two cemeteries, are high-quality cast-iron; those to Layton Cemetery have local list potential. The original boundary wall to the cemetery was rebuilt as the site expanded, but it remains a positive feature on Annesley Avenue (Fig. 52). The Mansfield Road boundary is typically interwar, and has concrete 'railings' between brick and concrete piers (Fig. 53). These boundaries are augmented by planting and trees; this is also common in the residential areas and adds a leafy suburban character to the streets.



Fig. 52: Boundary wall and hedge to Layton Cemetery, on Annesley Avenue.



Fig. 53: Boundary treatments to the Mansfield Road edge of the cemetery

At the south-west corner of the area at Queenstown there is a higher element of development. Especially along Talbot Road and Layton Road, front boundary walls have been removed as residential premises have been converted into shops (Fig. 54). Other modern boundaries include galvanised safety barriers at The Windmill pub junction, and steel bollards to footways, for example outside the Queen's Hotel.



Fig. 54: Nos 460-470 Talbot Road have their front boundary walls removed

Exceptionally in Layton there are several surviving sections of cobble-stone wall to building elevations and to boundary walls. This traditional vernacular material has not survived well in Blackpool due to weathering, poor maintenance and vandalism, but there are two good examples in Layton; one to the footway boundary of No. 239 Layton Road, and one at the west side of the Newton Drive/Layton Road junction to the south. From a low boundary wall, the latter is now extensive as it has been added to in the 20th-century; it is a strong surviving element of the historic townscape in Layton and has local list potential (Fig. 55).



Fig. 55: Extant cobble wall at the south-west end of Layton Road

5.4.6 Roads and footways

Modern materials are used throughout the area for surfacing to roads and footways, ranging from asphalt and Tarmacadam, through to modern stone pavements and concrete slabs. There are some areas where historic stone setts are revealed through broken-up asphalt (Fig. 56), and natural stone kerbs are mixed with concrete kerb stones on the residential streets. To the rear of Talbot Carpets on Talbot Road there is a complete section of setted road which historically formed a rear lane to Whittaker Avenue (Fig. 57).

Of note are the recent public realm improvements to the central island along Westcliffe Drive. Here there is a pedestrian zone in the centre of the road, which is laid with a different coloured asphalt and has benches and other street furniture. There is no kerb between the zone and the roadway, providing a continuous level surface (Fig. 58).



Fig. 56: Setts below tarmac on Alder Grove



Fig. 57: Setted surface to the rear of Whittaker Avenue



Fig. 58: Central island pedestrian area on Westcliffe Drive

5.4.7 Street furniture

There is no historic street furniture in Layton; most has been replaced with modern metal, timber or plastic items as part of recent public realm improvements. These include large metal litter bins, timber and steel seating, and tall street lamps with illuminated metal banners pierced with 'Layton' (Fig. 59). This successfully reinforces a sense of local identity.



Fig. 59: New street furniture as part of improvements on Westcliffe Drive

Older street furniture, dating from the 1970s and '80s, is typical of its period; concrete or galvanised lamp standards and concrete or steel bollards are common. The bus network is an important factor in connecting Blackpool Town Centre and its outer suburbs, so modern glass and steel bus-stop shelters are common in the area. Bus stop signs and modern litter bins are usually related to the bus stops (Fig. 60).



Fig. 60: Modern bus-stop shelter on Benson Road

5.5. Architectural character

The architectural character of Layton can be simply defined as residential and commercial, with a scattering of public buildings, and the main and Jewish cemeteries adding to areas of green space. These character areas are laid out in [Fig. 16](#), and described in *Section 5.1*. The 18th-century cottages of cobble construction on Layton Road would historically have typified the area, although these are now very few and except for No. 239 Layton Road have been altered, eroding their external historic character. This early character has also been swept away by extensive development from the late 19th to mid 20th-century. Generally speaking, it is architecture from the interwar years that now characterises Layton.

The two main housing types in Layton are two-up two-down cottages laid out in terraces, and pairs of semi-detached houses or ranges built in a similar style. As described in previous sections, the red-brick terraces built up to the back of the footway are typical of low-cost workers' housing built in the early 20th-century ([Fig. 61](#)). Although no interiors of these cottages have been seen, this housing type usually has two rooms on the ground floor, possibly leading straight into the front room or 'parlour', with a narrow hallway leading to stairs at the rear of the house with two further rooms above. A lean-to at the rear would house the kitchen, with a small yard leading to a back service lane.



Fig. 61: Typical two-up two-down cottages on Rathlyn Avenue

Slightly further up the social scale, larger terraces are similar in design but have front gardens and projecting bay windows, and have a higher build-quality.

The second housing type, the early 20th-century and interwar semi-detached house, has previously been described in terms of its component parts. Ranges of four or six similar properties built as reflected pairs are also common in Layton. Built of good quality materials, these houses have a similar plan to the terraces, but have the advantage of well-lit larger rooms and an integral kitchen. Some have an attached garage (such as those on the west side of Westcliffe Drive) and all have a good-sized front garden. There are many different designs of semi-detached house due to the imaginative efforts of speculative builders who wanted 'no two houses alike'. An obvious notable feature is the bay window, but mock timber or 'Tudorbethan' gables were also common in the early 20th-century and through the interwar years. Other variations on gable styles are shown in Fig. 62 and all of these types can be seen in Layton.



Fig. 62: Four of 'The seven styles of non-Tudorbethan semi' as defined by Finn Jensen (image from Jensen, p.107)



Fig. 63: A typical range of semi-detached houses on Grange Road

Notable detached residential properties are relatively rare, although there are several singular detached houses at the ends of most of the east-west terraces, built as part of the same phase as the street. Other examples of large detached houses include No. 5 Bispham Road which is set within a large garden, and St Mark's Vicarage on Kingscote Drive. These generally date from the early to mid 20th-century. There are no larger 'villa' type houses surviving in Layton. Although the residential properties are generally two-storey, there are some bungalows, particularly in the north and west of the area which reflect the semi-detached house plan and have similar details.

Commercial premises are generally purpose built, and reflect the styles and designs seen in Blackpool town centre, with shops to the ground floor and accommodation above. The commercial areas of Westcliffe Drive, Layton Road and Talbot Road also contain former residential premises converted with shops to the ground floor. Purpose-built interwar parades such as on Westcliffe Drive are a typical stripped down revival style.



Fig. 64: Interwar parade of shops on Westcliffe Drive

There are three churches in Layton, each of a distinct style reflecting the different dates of construction. St Mark's is Layton's Parish Church, built in 1926 in a Romanesque style in red sandstone; it is distinctive in the townscape and would have been more so if a planned square tower on the south elevation had been built. The related Sunday school to the rear is of little architectural merit, in contrast. The Salem Methodist Church was constructed adjacent to the site of an iron chapel and Mission hall and opened in 1939; it is of red-brick construction with white stone dressings and has a blocky corner tower which is a strong townscape feature. In complete contrast, St George's church in Plymouth Road is a typical 1970s construction and has little architectural merit but is a landmark on the road (Fig. 65).



Fig. 65: St George's Church, Plymouth Road

In addition to these ecclesiastical buildings are the two cemetery chapels: the main cemetery chapel by Garlick, Park and Sykes (1873) is idiosyncratically Gothic Revival, while the 1920s Jewish cemetery chapel has restrained architectural qualities.

The range of interwar public buildings in Layton reflects its residential growth over a short period. Layton Institute has elements of Classical Revival detail in the terracotta faience, and the former tram shelter and bowling green pavilions have elements of vernacular architecture in their steep hipped roofs. Layton Primary School and the library are more modernist, with squat front elevations with art-deco style ornamentation.

The range of post-war architecture is limited, and there are no outstanding examples. The housing is typical of its time, usually detached and brick-built or generic versions of the interwar semi complete with Tudorbethan gables (Fig. 67).



Fig. 66: The former tram shelter in Layton Square



Fig. 67: Late 20th-century houses on Devonshire Road

5.6. Degree of completeness

As previously described, Layton developed in the interwar years from several small settlements along historic routes. The early road layout and later 20th-century street layouts have all been retained, despite the widening and improving of Westcliffe Drive and the insertion of a roundabout and by-pass to the east (St Walburga's Road). The architectural character too has been largely preserved and early 20th-century photographs compare well to views of the streets today (Figs 68 & 69).



Fig. 68: Nos 2-31 Onslow Road in c.1915 (courtesy of Ted Lightbown)



Fig. 69: Nos 2-31 Onslow Road today

The overall retention of architectural details such as bay windows, boundary walls and chimneys, and the lack of extensive extensions or alterations, supplemented by mature planting to many front gardens in the north of the area, gives residential Layton its character. It should also be noted that the area is generally very well maintained, although the Queenstown area and parts of Talbot Road have a distinctly run down feel.

Commercial premises have been adapted to suit modern uses, with signage being changed to suit the business and tenant. This has resulted in the loss of detail to shopfronts particularly. Complete losses include the predecessor to the tram stop at Layton Square, as shown in Fig. 7, but luckily the 1930s building remains; and the historic Mill Inn and Layton Villa where both have been replaced with typical 1970s brick buildings. These are blots on an otherwise largely intact historic townscape.



Fig. 70: The Windmill pub



Fig. 71: No 62 Westcliffe Drive

5.7 Archaeological potential

Early mapping suggests that before the early 20th century Layton was mainly farmland, with a pattern of fields and few settlements. The remains of any pre-C18 structures along the principal historic routes are unlikely to have survived constant building and rebuilding, and the current state of knowledge suggests that the archaeological potential is low. The site of Layton Hall may be sensitive (although it was built on in the 1970s), and there are records of a 13th-century chantry chapel in Layton. The medieval core of Layton may also retain archaeological evidence. The sites of Hoohill windmill, the Mill Inn and Layton Villa require further research. Further advice on specific sites should be sought from Lancashire County Council in advance of major redevelopment.

6.0 SIGNIFICANCE

6.1 Assessing significance

The relative significance of buildings in the study area has been assessed using a variation of the assessment criteria developed and used in the AHP characterisation assessment of The Welsh Streets, Liverpool in 2007. The key issues that contribute to heritage significance are the historic context and the architectural merit of the buildings. The following factors have been taken into account:

- Buildings surviving from the earliest phases of development (prior to 20th century) and as part of the early 20th suburban development, and surviving in anything like their original form;
- Intrinsic architectural or historic merit, including association with significant event or individual;
- Relationship with other groups of significant buildings or landscapes, which have a designated merit, e.g. conservation areas;
- The relationship between otherwise unremarkable buildings and the wider urban landscape, to create townscape of value in the context of the wider area.

These attributes in some cases overlap. They have been used to determine significance values of buildings and groups of buildings or spaces, according to the following five categories of significance.

- **Protected:** buildings, features or spaces that are protected by way of listing, scheduling or being within a conservation area or registered park. There is only one listed building in the surveyed area: Layton Cemetery Chapel, which is listed Grade II.
- **Local List Potential:** buildings, features or spaces of clear local interest. Although not candidates for listing, they make a positive contribution to the street scene and should be retained unless it can be demonstrated that redevelopment would be of greater benefit to the character of setting of adjoining buildings and spaces or that there are overriding social or economic factors. The majority of potential local list buildings in the Layton area are public buildings including the library, a former tram shelter, two churches and a hotel. 16 separate assets have local list potential.
- **Positive value:** buildings, features or spaces of clear local interest, but of lesser quality than potential Local List buildings, or altered superficially. They make a positive contribution to the street scene and should be retained as part of future regeneration, if practicable. Shops which have been altered at the ground floor but retain good architectural detail or character to the upper floors are an example of this. Most of the red-brick terraces and semi-detached houses are a positive contribution to the streetscape. Maintained public open spaces and

patches of green fall into this category. Extant older buildings which retain some historic detail, such as cobble-construction, are also recognised as of positive merit.

- **Neutral:** buildings, features or spaces which although of little individual merit, for example due to the level of later alterations, combine with other buildings and spaces to create a townscape of value, which could be recreated through careful new development that complements the townscape.
- **Negative value:** buildings, features or spaces which have an adverse impact on any aspect of the significance or heritage value of the townscape or other buildings, and where redevelopment or removal is positively encouraged. There are only a few negative buildings in the surveyed area, which have replaced historic buildings.

6.2. Summary of significance of Layton

6.2.1. Character summary and designation status of the area.

Although having much earlier roots, today Layton is primarily a residential area mainly developed in the early to mid 20th-century, due to the opening of Layton Cemetery in 1873. As such, commercial premises and transport links developed contiguously with the area's community. Layton can be divided into five sub-character areas: north residential, south residential, commercial, west residential, and Layton Road. There are no conservation areas in Layton, and the Layton Cemetery chapel of 1873 is the only listed building, designated Grade II. Several buildings have potential to be included on a local list of buildings of local interest. These are mainly public buildings, with several examples from the interwar period by J.C. Robinson.

The north residential area covers east-west streets between Westcliffe Road and St Walburga's Road (the former not included in this area) mainly comprising substantial, good-quality pairs of early 20th-century and interwar semi-detached houses planned on a loose building grain. The historic Hoohill road junction and Layton railway station are also included in this area.

The south residential area also consists of east-west streets, with Layton Road and Westcliffe Drive to the west and Kingscote Drive to the east; the west side of the latter only is included in the survey area. In contrast the grid of streets was constructed as ranges of two-up two-down terraces in the early 20th-century on a much denser building grain. They are characterised by their linear qualities, enhanced by a strong presence of red brick as a building material. Kingscote Drive was constructed as interwar 'infill' and comprises higher-quality semi-detached and ranges of houses.

The commercial area is focused on Westcliffe Drive and Layton Square, where most of Layton's shops and businesses are based, including the library and two churches. The sub-area also includes the Layton and Jewish Cemeteries and three bowling greens which are important open spaces. Some residential properties at the north ends of Westcliffe Drive and Layton Road are included.

The west residential area comprises mainly interwar semi-detached houses and ranges set within a grid pattern. The area stretches north from Queenstown to Mansfield Road, with Devonshire Road to the west, and including Talbot Road. There are some late 19th-century terraces to the south-west, in Queenstown.

Layton Road stretches from the junction of Collingwood Avenue at the north to Newton Drive in the south and is a spine corridor flanked by residential houses and a few shops on both sides, with small cul-de-sacs on the east side and linking side streets to Collingwood Avenue to the west (the latter are not covered by this survey). Although the built environment here today comprises typical two-storey houses as seen elsewhere in Layton, the historic road layout is much more fluid and there are extant houses which date not only from the last decades of the 19th-century, but also the 18th century.

6.2.2. North residential

This area is defined to the north by the railway line and to the south by the rear properties on Onslow Road, with St Walburga's Road to the east and the backs of properties on Westcliffe Drive the west. The streets are described alphabetically for convenience. Streets of similar character are grouped together, as listed in the *Contents*.

Benson Road

Benson Road runs east-west at the north of the area, curving to the north where Nos 19-31 face a grassed bank to Plymouth Road. Rising at the west end, it has a wide aspect, being a major thoroughfare into Layton, with good views west to Blackpool Tower. The footways are wide, with grassed verges to the kerbs, and houses are set well back from the road with front gardens and low brick boundary walls to the footway. The houses are good-quality brick semis, with double-height rectangular stone bays with gables. The houses have positive qualities, but overall the street is of **neutral** merit as it does not have the uniformity and pleasant suburban character of other residential streets.



Fig. 72: Looking north-west along Benson Road

Bispham Road

Bispham Road, a main thoroughfare, links Benson Road and Westcliffe Drive and rises south uphill to The Windmill pub. The houses are set back from the road and footway, which is broad and has grassed verges, with large front gardens, but overall they have the standard character of interwar housing seen elsewhere in Layton. At the north-east end there are several new-build houses, Nos 13 and 15, with building in progress on a site north of No. 39. Also on the east side, Nos 9-11 are altered interwar bungalows, and No. 5 is a large detached house sited in a large garden at the corner of Cannock Avenue, with trees and planting shielding it from the roadway. On the west side Nos 28-36 are two-storey semis with double-height gabled bays, they are partly rendered and the boundary walls have been altered. Nos 20-26 (east side) and 31-39 (west side) are good groups with retained character. Road and footway surfaces and street furniture is modern and there are galvanised crash barriers to the south. On Hoo Hill Lane 'The Coach House' is shown on the 1912 OS map and was probably in this use to the building formerly on the site of Nos 13 and 15; its historic character has been eroded by poor re-pointing and modern alterations. The street is of **neutral** townscape value.



Fig. 73: Looking north along Bispham Road

Brooklyn Avenue

Brooklyn Avenue is an east-west residential street, continuing east over Meyler Avenue and terminated by a cul-de-sac formed by the back boundary of properties on Benson Walk. There is a service lane at the west end to the backs of properties on Meyler Avenue, and Eastwood Avenue is located (north-south) to the south; at its west junction is a rear garden with no boundary to the footway. Brooklyn Avenue has quite a wide aspect with views west to St Mark's Church. It is characterised by a mix of houses of size, style and age; the detached houses on the north side probably date from the 1910s, while the terrace Nos 24-46 and the south side of the street were probably built in the 1920s. Nos 24-46 (north side) are a rendered terrace with altered fenestration, but retain front gardens with boundary walls, in-keeping with the rest of the street. There are some attractive examples such as Nos 27-29, a red brick detached house with a central entrance bay and ground floor bow windows, the latter a feature common to the semis on this side of the street. Street surfaces are modern with concrete lampposts and timber telegraph poles. Overall the street is **neutral** in value as it does not have the strong linear qualities and unaltered appearance of other streets of its type.



Fig. 74: Looking west along Brooklyn Avenue

Delaware Road

Delaware Road continues north from Meyler Avenue across Poulton Road and is very similar in character to the former. The houses here are of a higher quality than on Meyler Avenue, and comprise pairs of semis of different styles, all with large front gardens bounded to the footway by brick walls. For example Nos 1-7 are a two-storey range of dark-red brick, with double-height stone rectangular bay windows, Nos 9-15 have the same character but are semis and rendered, and Nos 23-33 have wider bays and are of hard red brick construction. Nos 18-20 have M-shaped gables, and Nos 22-24 have conventional two-storey bays. The street is of **positive** townscape value for its wide avenue-like aspect, higher quality housing, and individual retained details.



Fig. 75: Looking north down Delaware Road

Depot Road and Layton Station

Depot Road is a short one-way road running parallel to the railway line at the northern tip of the area. A grassed bank rises to the north to a timber fence to the railway platforms and to the south are houses on Benson and Delaware Roads. The station platforms, signage, footbridge and surfaces are modern. Layton Station House, and to the east Crossley's Bridge, both have local list potential. The road itself and the modern station facilities have **neutral** townscape value.



Fig. 76: Looking along Depot Road to Crossley's Bridge

Highbury Avenue and Eastwood Avenue

Highbury Avenue is a wide residential east-west street characterised by a variety of semi-detached and terraced houses of different styles, ages and sizes. For example Nos 1-13 (odd) on the south side are part of the same build, red brick with ground floor stone bow bays and bracketed timber eaves, but the central pair have twin gables to the roofline, Nos 23 and 25 are detached modern houses, and Nos 31-39 is a rendered post-war terrace, staggered as it drops downhill at the east end of the street. All of the properties have short front gardens with boundary walls to the back of the footway. The view to the east is terminated by Eastwood Avenue, a cul-de-sac of roughly the same date as Highbury Avenue with ranges of terraces as Nos 31-39 Highbury Avenue on each side; those to the west are shorter and raised above the footway. The street is terminated to the south by original and modern parts of Layton Primary School. The backs of Nos 1-31 (odd) are defined by various timber fences to sloping back gardens. Highbury Avenue has good linear qualities, and the houses retain most of their architectural detail so is of **positive** value. Eastwood Avenue is of less merit and character, with later alterations, and is of **neutral** value.



Fig. 77: Looking east down Highbury Avenue



Fig. 78: The backs of Nos 1-31 Eastwood Avenue, with Layton School in the background

Lynwood Avenue

Lynwood Avenue is an east-west cul-de-sac with a wide aspect, with terraces on the south side and substantial good-quality semi-detached houses on the north side. Layton Primary School (which has local list potential) is situated at the north east end, with playgrounds bounded to the footway by steel and wrought-iron railings and cherry trees. The terrace (Nos 2-62 odd) is divided in half by a service road and the houses are characterised by different detailing: Nos 56-62 are red brick with rectangular ground floor bays; Nos 26-54 are rendered to the first floor and have ground floor bow windows. All have short front gardens with brick boundary walls to the back of the footway, some augmented by hedges, and the roofline is characterised by extant chimney stacks and pots. On the north side the pairs of semis are slightly raised from street level, of brick construction with ground floor stone bow bays and semi-circular-headed doorways. Nos 7-11 have stone and brick details to the doorways, and each house has a good-sized front garden with brick boundary walls to the back of the footway with gatepiers with terracotta finials. The street has strong linear qualities and the houses retain much of their original detail, although windows have generally been replaced; the street is of **positive** value. No. 28 retains its original timber casements with leaded coloured lights.



Fig. 79: The south side of Lynwood Avenue, from the east

Melrose Avenue

Melrose Avenue is a north-south cul-de-sac between Layton Primary School and Onslow Road, and has a narrow aspect, widening at the north end where there are four pairs of interwar semi-detached houses. Views to the north are terminated by modern extensions to the school and bounded by a galvanised fence. The rest of the street is composed of standard red-brick terraces built up to the back of the footway, with Welsh slate roofs and brick stacks with terracotta pots (Nos 1-24 both sides). The semis are of two different styles; some have hipped roofs with stone and timber full-height rectangular bay windows, and some (Nos 23-25 odd) are larger in scale with full height stone bays. They have good-sized front gardens with low, brick boundary walls to the back of the footway. The street is crossed by a service road to the back of Onslow Road and a further service road which on the east side leads to Melrose Court, a late 20th-century development of detached houses, with adjacent garages, and on the west side leads to Lynwood Avenue and the school. Most street surfaces are modern, but there are some natural stone kerbs. The terrace has good linear qualities and apart from replacement windows is little altered; overall the street is **positive** in value. Melrose Court and the adjacent garages and workshops are **neutral** in value but are hidden behind the terraces.



Fig. 80: Looking north along Melrose Avenue

Meyler Avenue

Running north-south between Poulton Road and Layton Primary School with views of the latter's playing fields, this street has a very wide aspect characterised by different types of housing set well back from the road and footway. The footway is separated from the road by a grassed verge, common on these wide north-south avenues. On the east side Nos 3-43 comprise four blocks of two-storey terraces, red brick, rendered and painted to the first floor, with ground floor timber canted bay windows, hipped terracotta-tile roofs and good-sized front gardens bounded to the footway by red-brick walls with tall timber gate piers. They are of a good quality but have less merit than similar terraces on the east-west streets. Nos 45-55 (east side) and 2-28 (west side) are pairs of two-storey semis, rendered, with Welsh slate roofs and paired, M-shaped gables to the front elevation, and good sized gardens. They are attractive examples of typical interwar semis. Nos 30-40 (west side) is a terrace the same as Nos 1-31 Eastwood Avenue. Nos 4-18 (west side) comprises pairs of semis, of a standard early interwar styles, generally red brick with bow bays to the ground floor and good sized gardens. Despite the mixed character of the housing, the wide aspect and relatively unaltered properties gives this street **positive** merit.



Fig. 81: Nos 31-55 Meyler Avenue

Norwood Avenue

A short cul-de-sac of substantial red-brick pairs of semi detached houses, terminated at the east end by a boundary wall to Layton Primary School. Most of the houses have ground floor stone bow bays, and some (Nos 6-12, for example) are characterised by gables to the street elevation. All have good sized front gardens with brick boundary walls and gatepiers, augmented by hedges or planting. No 1 is detached but probably of the same build and has an attractive garden. No 4 is a bungalow raised high above street level and is dated 1910. It is rendered with a central gabled porch. The houses on the avenue have good architectural qualities and this is an attractive suburban street; it is **positive** in value.



Fig. 82: South side of Norwood Avenue, from the west

Oregon Avenue

Oregon Avenue runs east-west between Plymouth Road and Bispham Road, and is a cul-de-sac at the west end. It comprises standard interwar semi-detached houses rendered with hipped roofs and shallow paired rectangular bays of different styles. The houses are of a lower quality than in the north-south streets in this area, and the street is **neutral** in value.



Fig. 83: Oregon Avenue, looking west from Delaware Road

Plymouth Road, St Walburga's Road and Brendon Walk

Plymouth Road follows the line of a field boundary shown on the 1893 OS map, and was developed in the interwar years. The insertion of a roundabout at the junction with Poulton Road and St Walburga's Road is post-war. These are streets of mixed character, being primarily a dual carriageway and therefore main traffic thoroughfare. Despite this the residential houses, particularly on Plymouth Road, are of a good build-quality and were built in the mid 1930s. Nos 19-33, set below road level, are brick built, two-storey semis with double height gabled bay windows. Boundary walls to the footway have generally been rebuilt, but the houses have large front gardens, generally modified with drives leading down to original garages. Nos 37-43 and No. 16 have been converted from residential to commercial use. There are views north to Warbreck water tower. At the north end is Crossley's Bridge, which has local list potential. At the junction to Carleton Avenue is St George's United Reformed Church, a standard design for its type and of no more than neutral merit. The street is of overall of **neutral** merit.

St Walburga's Road has the character of a thoroughfare, with a wide carriageway and grassed verges to either side. On the west side are Layton Primary School's playing fields, an important open space, although not public. St Walburga's Road is **neutral** in character. Brendon Walk lies to the west of St Walburga's Road, protected by a

grassed and planted reservation. The houses on Brendon Walk are postwar and have generally been poorly maintained or altered with boundaries removed, and do not relate to the quality of other streets in the area; the street is of **neutral** value.



Fig. 84: Looking north-west along Plymouth Road towards the Warbreck water tower



Fig. 85: Looking south along Brendon Walk

Poulton Road

One of the early historic routes leading east from Hoohill, Poulton Road was straightened and widened in 1923 and consequently its residential properties postdate this. It is crossed by the junction of Delaware Road and Meyler Avenue, has a wide aspect and is a main thoroughfare and bus route leading to the Plymouth Road roundabout to the east, where there is a small open area of grass and trees. The westerly junction is with Bispham Road and Westcliffe Drive. The footways are broad with grassed verges and the street is lined with trees, giving it the character of an avenue. The houses are of good quality construction, and on the north side comprise interwar pairs of semis of brick construction with different style double-height bays; e.g. stone bows with gables, canted with parapets, and on the south side lower quality semis with small ground-floor bay windows. Although a busy road, the quality of the housing, especially on the north side, combined with a tree lined avenue and its historic background, gives this street **positive** townscape value.



Fig. 86: Looking north-west down Poulton Road

Wembley Avenue

Wembley Avenue is a street which forms a right-angle between Poulton Road and Meyler Avenue, and is unusual in Layton as being almost entirely composed of bungalows. The street aspect is wide, and the properties have small front gardens with boundary walls to the back of the footway. The bungalows bridge a range of

dates and styles, from interwar to late 20th-century, and although there is a standard scale, the range of designs and building materials provides an incoherent streetscene. Street and footway surfaces and lampposts and other street furniture are modern; the street is **neutral** in townscape value.



Fig. 87: Looking south from Poulton Road along Wembley Avenue

6.2.3. South residential

This area is characterised by a well-defined ladder of terraces between Rathlyn Avenue in the south and Onslow Road in the north and includes these streets. The streets run east-west between Layton Road and Kingscote Drive; the latter is also included. The streets are described alphabetically for convenience. Streets of similar character are grouped together, as listed in the *Contents*.

Alder Grove

Alder Grove is a short east-west street located at the east edge of the area, with a relatively wide aspect with views to the west terminated by the island sited properties on Lyncroft Crescent, and to the east by a medical centre on Kingscote Drive. The street comprises standard red-brick terraces with short front gardens with boundary walls. All of the properties have ground floor bow timber windows, mostly replaced with uPVC. A service lane runs along the backs of properties on Kingscote Drive to

the east. The street is homogenous and retains a suburban character and has **positive** value.



Fig. 88: Looking west down Alder Grove

Croydon Road, Garrick Grove and Gisburn Grove

This grid of streets is formed from sites to the east of the north-south Wilford and Jackson Streets, bounded to the east by Kingscote Drive. Garrick and Gisburn Grove are relatively wide short streets running east-west, with blocks of red brick terraces with short front gardens and boundary walls. Croydon Road runs north-south and comprises a short terrace of typical two-up-two-down houses built up to the back of the footway, with the side elevations of end houses on the two east-west streets to the east. These streets have a quiet suburban character and together with their completeness have **positive** townscape value.



Fig. 89: Gisburn Grove from the east

Drummond Avenue and Broughton Avenue

These two streets are the same in character and form, having quite a wide aspect sloping downhill at the east end, and comprising rows of red-brick two-up-two-down terraced houses built up to the back of the footway. The character is again enhanced by a continuous building line, and retained brick stacks provide a homogenous roofline. At the east end of Drummond Avenue is crossed by a service street; Nos 79-81 and 80-82 are pairs of semi-detached houses, and at the west end there are small garage-sized properties in commercial use. No 80 Broughton Avenue is a detached late 20th-century bungalow. The houses on both streets generally have replacement windows but no extensions or excessive alterations. Street surfaces are modern, although there are some natural stone kerbs in places. The linear aspect of the streets and lack of alterations give them both **positive** townscape value.



Fig. 90: Drummond Avenue looking west



Fig. 91: Broughton Avenue looking east

Grange Road

This street has a wide aspect, with the landmark features of Layton cemetery chapel and the Salem Methodist church at the west end, sloping down at the east to long views across Kingscote Drive (the area boundary). The north side is intersected halfway by Wilford Street. Grange Road has very strong **positive** townscape qualities. The street comprises ranges and terraces of two-storey red brick houses, with pitched Welsh slate roofs and intact brick chimney stacks. The houses have good sized front gardens with brick boundary walls to the footway, and many have retained gate piers with terracotta ball-finials. The houses have recessed doorways, and different bay-window treatments; for example, on the north side, Nos 1-29 have stone canted ground floor bays and Nos 31-52 have double height stone bow bays with timber bays to the first floor. On the south side the different styles continue, with Nos 42-48 being a pair of semi-detached houses with mock-timbered gables above stone bow bays, and there are various other different doorway treatments, Nos 12-14 being a good example. No 43 retains some coloured leaded glass in original timber casements, but generally windows have been replaced.



Fig. 92: The north side of Grange Road, from the east

Grenfell Avenue

Grenfell Avenue is characterised by blocks of terraces, divided on the north side by a series of intersecting streets and service lanes. The west end, before Wilford Street, Nos 5-31 and 2-34, is narrow and comprises red-brick two-up-two-down terraces built up to the back of the footway, in common with other east-west streets. Nos 5-11 are a semi-detached house flanked by detached properties, of a higher quality with bow windows to the ground floor and front gardens. Across Wilford Street the street widens, bends slightly to the south, and slopes gently downhill, terminated by pairs of semis on the east side of Kingscote Drive (outside of the survey area). Here the houses are the same as Nos 5-11, or have stone double-height bays, with brick boundary walls to the back of the footway. Most of the gardens are maintained and attractively planted. There are good views west to the cemetery chapel, and this street has **positive** townscape value.



Fig. 93: North side of Grenfell Avenue, looking east

Huntley Avenue and William Street

Two short streets with a service lane at the west end and views to the east terminated by houses on north-south Wilford Street. Both streets have two-storey red brick two-up two-down terraces on both sides, built up the back of the footway. Little alteration, apart from replacement windows, retained chimney stacks and the linear qualities of the streets give them **positive** value. Service lanes to the backs of the

terraces are of less positive quality, but are an important part of the historic grid layout of the area.



Fig. 94: Huntley Street, looking east



Fig. 95: Backs of terraces between William Street and Grenfell Avenue

Kingscote Drive

Kingscote Drive is laid out as high-quality infill to the ends of the east-west terraced streets between Rathlyn Avenue and Onslow Road. The houses overlook Kingscote Park, historically a medieval mere liable to flooding. This survey takes in the west side of the street only. The houses are mainly semi-detached or ranges of red-brick substantial housing, raised above street level with large front gardens sloping down to the footway; the 'infill' process means that they have small rear gardens, although their side elevations to the east-west streets are a positive aspect. The east-west streets generally slope down at the west end to Kingscote Drive, and this is a peculiar aspect of the street (Fig. 96). The street has some good intact examples of interwar housing and is **positive** in value.



Fig. 96: The west end of Broughton Avenue

The buildings on Kingscote Drive vary in their detailing; for example Nos 139-149 have no bay windows and are plainer than Nos 151-161 which have double height bays. No 151 is a particularly good example and retains many of its original features including a timber front gate and front door; the garden is also attractive and well maintained. The next block to the north is the site of St Mark's Vicarage, presumably a required later addition for the church. It is a very positive building, red brick with double-height stone and brick bow windows, a steep terracotta-tile pitched roofs, original boundary walls, and octagonal windows to a canted corner contained

pictorial coloured glass, within a large well-maintained garden. Unfortunately it has lost its original joinery.



Fig. 97: St Mark's Vicarage on Kingscote Drive

No 181 and No 56 Grange Road are a pair of semi-detached houses which retain their original timber double-height bow windows and doors complete with their glazing, although the window joinery is in poor repair. The houses also have their original brick boundary walls which are attractively augmented by hedges. Across Grange Road the houses are more standardised with full-height rectangular stone bay windows and hipped terracotta-tile roofs. The wide aspect of the street is retained by the open space to the west and good-sized front gardens. Street surfaces are modern, with aluminium lampposts. The footways are broad, with grassed verges. Parking is on-street (Nos 164-178 on the west side of the street – outside of the survey area – were constructed with driveways).



Fig. 98: Nos 189-201 Kingscote Drive

Larbreck Avenue

The street has quite a wide aspect with views each way to green spaces. At the east end it is crossed by a service street, separating Nos 66-68 and 57-61 from the rest of the street. No. 1a, on the south side, is a detached house with a double-height stone bay window and higher-quality details than the rest of the street. It is a residential street, although the garage to the rear of No. 51a Layton Road is a monumental masons' premises. The street is characterised by red brick two-storey properties, and a homogenous character formed by unaltered building lines on both sides; it is of **positive** value.

On the north side Nos 2-64 are a terrace (Nos 2-64), having slightly projecting ground floor windows, some with stone mullions and decorated heads. The south side is less homogenous and comprises a terrace (Nos 13-55) and several pairs of semi-detached houses (Nos 1-11). The semis have ground floor bays, many of which are altered; Nos 57-61 and 66-68 have ground floor bow bays, and No 61 retains original joinery and coloured glass to the front door. The properties have short front gardens, some with hedges, and the retention of chimney stacks and front boundary walls enhances the character of the street, although there is less planting in front gardens which creates a more barren feel. Street and footway surfaces are modern although there are natural stone kerbs in places.



Fig. 99: Larbreck Avenue, looking east

Lyncroft Crescent

A short intermediate street with a wide aspect between blocks of terraces, which curves around an island site of properties on this street and Onslow Road. Nos 1-19 are of a different style to other terraces in the area, being red-brick with gables and built up to the back of the footway, but they have been altered and have lost a sense of homogeneity. At the west end is a club and No 19 is a hairdressers on the ground floor. Nos 6-20 are a more common type in the area, and Nos 22 and 24 are red-brick bungalows, probably of an early 20th-century date. Overall the street is **neutral** in value; it functions as a thoroughfare rather than being residential and lacks the distinctive character of the surrounding streets.



Fig. 100: Nos 6-20 Lyncroft Crescent

Onslow Road

Onslow Road is the street furthest north and links Tennyson Road with Westcliffe Drive, and continues further east (outside of the survey area). North-south streets join Onslow Road at a bend central on the street. It has a relatively wide aspect with terraces on both sides. The terraces are generally red brick, with small front gardens and brick boundary walls to the back of the footway, some augmented by hedges. Nos 1-31 are rendered to the first floor and have timber bow windows to the ground floor; Nos 33-87 have rectangular brick ground floor bays containing paired doorways; Nos 8-26 (on the south side) and the remaining terraces are standard two-up-two-down terraces with no embellishment. Nos 89-91 are dated 1899 and Nos 1-31 are shown in a historic photograph from c.1915. There is a small grassed area at the apex of an island site where the road splits to form Lyncroft Crescent. Most windows have been replaced and all street surfaces are modern. The street is **positive** in value.



Fig. 101: Nos 77 101 Onslow Road, on the north side

Rathlyn Avenue

Rathlyn Avenue is a wide residential street, sloping downhill at the east end, and lined with three housing types of red-brick construction: pairs of semi-detached houses, higher-quality terraces with bay windows, and standard workers' terraced houses. The latter are located on the north side of the street (Nos 2-32), built over two storeys with Welsh slate roofs and brick stacks with terracotta pots. These houses are built up to the back of the footway. The remaining terraces and semis vary in style, determined by their window treatment: Nos 34-46 have ground floor bow-bays, originally with timber casements but now generally replaced with uPVC, and paired recessed semi-circular-headed doorways; Nos 48-62 have double height canted bays, also originally timber and generally replaced; Nos 64-72 have stone-mullioned windows with stone lintels. On the south side are pairs of red-brick semi-detached houses each with a paired central entrance and ground floor stone bow windows (Nos 3-23), with mid-20th century properties at the east end (Nos 30-37). The houses have short front gardens with retained red-brick boundary walls to the back of the footway, in some cases enhanced by hedges.

Although there are several different styles of houses on the street, they are homogenous in scale and materials, and none have been substantially altered. The

survival of chimney stacks, boundary walls, gate piers and front gardens enhances the character. At the south-east end there is a patch of green, planted with trees, and the outlook is over a large grassy park. These elements create a street of **positive** merit.



Fig. 102: North side of Rathlyn Avenue, from the west

Wilford Street and Jackson Street

These north-south streets are part of the grid forming short east-west streets either side, e.g. Huntley Avenue. Wilford Street is important in the grid layout at the north of this character area, but is not a major thoroughfare, and is mainly composed of the side elevations of end properties on the east-west streets, except for the range Nos 2-46 which is a red-brick two-storey terrace built up to the back of the footway, and common in the area. Jackson Street comprises three long ranges of two-up two-down terraces as on Wilford Street. Some of the Wilford Street properties are rendered, but both streets retain their linear qualities and fenestration pattern; the streets are **positive**. All street surfaces are modern, with concrete lampposts, although there are a few natural stone kerbs.



Fig. 103: Looking north along Wilford Street



Fig. 104: Looking south down Jackson Street

6.2.4. Commercial

The commercial heart of Layton is centred on Westcliffe Drive, which is also historically and currently a transport centre. This sub-character area covers a roughly triangular area including the two cemeteries and three bowling greens. Talbot Road also contains some commercial premises but this is covered in *Section 2.2.5*, which is a further residential area. The streets are described alphabetically for convenience. Streets of similar character are grouped together, as listed in the *Contents*.

Granby Avenue and Annesley Avenue

These two streets create a triangular site to the west of Westcliffe Drive, upon which the Layton Institute and its bowling green and the Jewish Cemetery are located. Granby Avenue is a typical residential street comprising several pairs of semi-detached houses, of very little merit as they are largely altered with front boundaries removed to create off-street parking; it is **neutral** in value. Layton Institute has local list potential, and the bowling green is an important recreational space.



Fig. 105: Houses on Granby Avenue with boundaries removed and altered

Annesley Avenue is a residential street linking Mansfield Road and Westcliffe Drive, but in this survey only Nos 2-40 (east side) and 1-25 (west side) are covered. The street has a serpentine layout and is quite wide, although traffic calming measures have been added at the south end. Nos 1-25 and 30-36 are semi-detached houses with long rear gardens backing onto the cemetery; they are similar to those on Granby Avenue and therefore **neutral**. The range Nos 6-26 is of **positive** value as the houses have consistent features, such as ground-floor canted bay windows and chimney stacks, and also mostly retain their original boundary walls and front gardens. There is a service road to the rear of the terrace, and the houses face the east boundary of Layton Cemetery. Nos 2-4 are a pair of later interwar semis, with a dark red brick used to face and decorate double-height bays and the front elevation. The boundary wall has been removed, but this is still an attractive house and positive in merit. Despite the neutral aspects and alterations to properties at the north end, overall the street is **positive** in terms of townscape value.



Fig. 106: Nos 6-26 Annesley Avenue

Jewish Cemetery

Located on the west side of Westcliffe Drive, the Jewish Cemetery was established in 1898. It is bounded on all sides by hedging and walls, with the backs of Nos 6-26 Annesley Avenue to the north. Although it is much smaller than the main cemetery, it is an important open space in the Layton. It retains its original boundary walls and railings (which were moved back in the 1960s when Westcliffe Drive was widened), includes several interesting memorials, and a brick ohel (chapel) which has local list potential. The cemetery is significant for religious and social history reasons and is a **positive** townscape feature.



Fig. 107: The Jewish Cemetery looking towards the rear of Annesley Avenue

Layton Cemetery

Now encompassing 30 acres, Layton Cemetery opened in 1873 and was one of the reasons for the growth of residential Layton prompting the installation of a tramline from Blackpool; it remains the principal burial ground for Blackpool but is also important as one of the largest open 'green' spaces in the district (see *Section 4.2.1* for the history and development of the cemetery).



Fig. 108: Looking north through the cemetery; Warbreck Water Tower is in the distance

The cemetery is bounded by brick walls and planting on all sides, with the backs of houses on Annesley Terrace to the east, and partially North Avenue to the west. The principal entrance is to the south, facing Layton Library, and retains its original stone gatepiers and pedestrian gates; these have local list potential. A lodge, shown on early OS maps, has been demolished, and nearby there is now an early interwar stone building used as an office, and a further 20th-century stone structure which may have been designed as WCs but is no longer in use. A late 20th-century structure on the east side is used as a groundkeeper's building. The north entrance, to Mansfield Road, has cast-iron gates of typical interwar design contemporary with the cemetery extension, and is bounded by brick walls with piers capped with moulded concrete, between which are concrete railings. Layton's only **listed** building, the cemetery chapel, 1873 by Garlick, Park and Sykes and listed Grade II, lies within the confines of the cemetery. Two further chapels for Nonconformists and Roman Catholics have been demolished.



Fig. 109: The south entrance to the cemetery, showing the original railings, wall and gates, and the Grade II cemetery chapel in the background

Several notable individuals are buried in the cemetery, including Dick Barlow, an England Test Cricketer; Samuel Laycock, a local dialect poet; Alfred Tysoe, a British athlete who won two gold medals at the 1900 Olympics; John Bickerstaffe, a former lord mayor of Blackpool and founder of the Blackpool Tower Company and John Grime, founder of the Blackpool Gazette. Barlow and Bickerstaffe's memorials, along with a war memorial in the centre of the cemetery have local list potential for their local significance, although there are numerous other memorials which are finely executed. The cemetery is significant for its local and personal family history connections, and also as a large open space important to Blackpool's community. The chapel spire is a landmark feature, and the cemetery has very strong **positive** townscape value.

Layton Road

The historic route into medieval Layton village, this stretch of Layton Road covers Nos 1-87 on the east side and Nos 2-14 on the west side as far as the junction with Collingwood Avenue (the rest of the road is analysed under *Section 6.2.6*). It is a street of **positive** townscape value. Modern interventions such as deep fascia boards and signage to shops have an unwanted impact on the buildings but are essentially superficial. Buildings such as these have a high neutral value, which could be

remedied with sympathetic sign and shopfront design. The east side comprises parades of terraces, among which, Nos 1-21 is a two-storey parade given over to commercial premises on the ground floor, there is no boundary to the back of the footway; the Co-op at Nos 15-21 has a modern shopfront and fascias, although timber cornice brackets have been retained. Some of the properties have timber oriel bays to the first floor. Nos 23-39 are also commercial and additionally goods are displayed on the pavement. Recorded on a datestone as built in 1914, Nos 41-51a 'Green Mount', is a symmetrical terrace of two-storey red brick houses with central and end gables. The houses have good-sized front gardens with intact front boundary walls and ground floor stone bow windows, with replacement or uPVC casements. Each house is named on a stone adjacent to the front door. The end properties (Nos 41 and 51) are in commercial use on the ground floor and the boundary walls have been removed.



Fig. 110: Nos 41-51a Layton Road

The residential houses at Nos 53-65 comprise a red brick terrace with ground-floor stone bow windows and a bracketed timber eaves cornice. The houses have good sized front gardens with steps up from the footway, with original red-brick boundary walls and gate piers extant. The windows have generally been altered, and the houses have added modern porches. There is a GR pillar box to the corner with Larbreck Road.

The west side of Layton Road is largely taken up by two bowling greens located on a triangular site at the junction with Talbot Road and Westcliffe Drive. The greens are surrounded by laurel hedging and modern galvanised fencing, but are important as an undeveloped space in the area. There are several pavilions to the greens, of different dates; that on the west side is probably interwar and has a steep green panOtile hipped roof. There are also several attractive cast-iron and timber benches around the greens. The space is attractively planted with shrubs and flowering plants and is well-maintained. Footpath surfaces are modern. The importance of the greens to the people of Layton is shown through their constant use, and they have a strong **positive** place in the townscape and community.



Fig. 111: Layton Bowling Green, pavilion and benches

There are a couple of other green spaces on this side of the island site, giving this section of Layton Road a pleasing character. Also of interest on the west side is No. 2 Layton Road, a rendered bungalow with very tall brick chimneys and original joinery and glazing. Although not a significant building type or having good architectural qualities, it has a strong character and almost landmark quality at this junction with Cumbrian Avenue.



Fig. 112: No. 2 Layton Road

Talbot Road / Layton Square

Only the section of Talbot Road from Layton Square to the west boundary of the cemetery is covered in this sub area (the remainder being in *west residential*), but it contains two potential local list buildings: Layton Library and the former tram stop, theoretically in Layton Square and now public WCs. Also on this south side of the road is a pair of new-build houses, although having some over-scaled 'Tudorbethan' details is of little value. The north side of Talbot Road is defined by the original south boundary of Layton Cemetery, described separately. There is a bus stop outside the library, and the square is an important community centre for Layton; this stretch of Talbot Road is **positive** in townscape value.



Fig. 113: Layton Library on the south-east side of Talbot Road

Westcliffe Drive

Westcliffe Drive runs north-south from The Windmill pub to Layton Square where it divides to Layton Road and Talbot Road. Historically the street was a main route from the north to the medieval Layton village; it was widened and made into a two-way road in 1963 and now forms the commercial heart of Layton. It is characterised by a mix of residential and commercial buildings, with residential streets feeding on from the east and west. As outlined below, although the separate residential and commercial elements of Westcliffe Drive are of different townscape values, the historic importance of the street and location of several potential local list buildings makes it overall of **positive** merit.

The Windmill replaced the Mill Inn, a historic inn located at a prominent crossroads leading to Layton village; the inn was demolished in the 1970s and replaced with the current pub, of neutral value. South of this the street comprises terraced ranges and semi-detached houses mostly of interwar date, most of which are positive in character, being of a high quality red-brick construction with bay windows related to the avenues to the west of the street (e.g. Highbury Avenue), with good sized front gardens and boundary walls to the footway, some augmented by hedges and planting. Some retain their original joinery (e.g. Nos 63-77). On the west side St Mark's church has local list potential (its attached Sunday School is of neutral value).

Adjacent to the church is the site of Layton Villa, which was demolished in the 1970s and replaced with apartments typical of this date and neutral in value.



Fig. 114: Looking north up Westcliffe Drive from outside the Institute

South of Granby Avenue, a residential side street, Westcliffe Drive is divided by a central island, re-designed as a seating area and pedestrian zone, with planting and bicycle parking. This area is defined by different coloured asphalt, but there is no change in level between the road and island. The street has broad footways with a tight building grain of parades of two-storey shops on both sides. All surfaces are modern, including tactile concrete crossing points. On the east side the parade Nos 5-29 comprises shops to the ground floor with bow bays to the first floor, some with original joinery. No 21 appears to have been altered to form a bank-type building, in use by the Midland Bank in 1958, although it is currently vacant. Shopfronts and fascias are modern. Layton House, formerly also a bank, is a late 20th-century flat roof red-brick block which is out of character with the two-storey red-brick terrace to the north. This side of the road is of a high neutral character as poorly-designed signage and shop fronts negate the buildings; this is superficial and could be remedied. The interwar Salem Methodist church is a local landmark, and has local list potential. Its attached late 20th-century hall is neutral in value.



Fig. 115: No 21 Westcliffe Drive

On the west side Nos 2-28 form a two-storey parade of shops, built in two phases in the 1930s of dark-red brick on the site of the parks' department's nurseries. The shop units are divided by brick pilasters with circular heads, but most now have modern shopfronts and signage. The RBS on the corner (Nos 2-6) has sympathetic signage and retains its ground floor. The range is positive in value. Also of note on the west side of the street is the Jewish Cemetery, an important open space, with its chapel and railings have local list potential. Further north is the Layton Institute and related bowling green; the building is practically in its original form and is has strong potential for a local list. At the south end the street is terminated by Layton Square and the 1930s tram shelter, also with local list potential.



Fig. 116: Nos 2-28 from the south

6.2.5. West residential

The west residential area comprises mainly interwar semi-detached houses and ranges set within a grid pattern. The area stretches north from Queenstown to Mansfield Road, with Devonshire Road to the west, and includes a long stretch of Talbot Road. There are some late 19th-century terraces to the south-west, in Queenstown. The streets are described alphabetically for convenience. Streets of similar character are grouped together, as listed in the *Contents*.

Cameron Avenue, Whittaker Avenue, Cumbrian Avenue, Campbell Avenue and Caledonian Avenue

These streets are similar to that seen in the *North Residential* area and are short residential streets with spaciouly-sited interwar houses.

Cameron Avenue runs north-south between Talbot Road and Layton Road; Nos 1-27 are a typical red-brick workers' terrace, built up to the back of the footway. Nos 4-14 have short front gardens with intact boundary walls and ground floor timber canted bay windows. South of this range is the boundary to Layton Road bowling greens, comprising galvanised steel fencing and planted with shrubbery and trees. Opposite this the properties are a mix of interwar bungalows and red-brick terraces, with varying qualities of merit. Also running north-south and terminated by Caledonian

Avenue, Whittaker Avenue is as 1-27 Cameron Avenue on both sides of a narrower street; Nos 28-32 have short front gardens and bay windows.



Fig. 117: The north end of Cameron Avenue

Cumbrian, Campbell and Caledonian Avenues are probably from the same building phase, run east west between Cameron Avenue and Mather Street, and contain a variety of interwar houses, from the types described above to semi-detached bungalows with stone or timber bow windows. However, these properties are noticeably larger in scale and built on a looser building grain; this is noticeable particularly on Campbell Avenue where double height stone bow bay windows and neat front gardens provide a distinctive suburban character.



Fig. 118: No. 7 Cumbrian Avenue



Fig. 119: Looking north down Campbell Avenue

These streets are overall **positive** in townscape value as they form a strong street pattern combined with typical interwar housing types, many of which have a strong presence on the streetscene. Unfortunately, otherwise positive views over the Queenstown recreation ground are ruined by views of the Stirling Court tower blocks.

Devonshire Road

Devonshire Road is very similar to Poulton Road, to the north, in terms of layout, housing types and high-quality design and build. Located at the west boundary of the surveyed Layton area, it is a wide residential street which is also main thoroughfare. The houses are generally two-storey red brick terraces, with central chimney stacks and double-height rectangular stone bays with gables to the front elevations. They have good sized front gardens with boundary walls to the back of the footway. The footways are wide with grass verges to the kerb. There are variations in style, including several new-build detached properties on the west side (Nos 180-186) which are of a lower quality and neutral in value.



Fig. 120: Semi-detached houses on the east side of Devonshire Road

Of interest is an interwar electricity substation between Nos 186 and 188, brick-built with a hipped slate roof and Dutch-type gable to the front elevation. Nos 188-189 are an earlier 20th-century property with two-storey brick bow bays; it is an unusual survivor. Some properties also retain original coloured leaded glass windows (e.g. No 189). Despite being a busy main road the buildings retain much of their architectural quality and detail and overall a sense of coherence. There are good views north to the Warbreck water tower, although views to the south are spoilt by the Stirling Court flats. The street is **positive** in terms of townscape value, and some of the houses retain a high level of original detail.

Douglas Avenue and Ramsey Avenue

Two east-west streets, Douglas Avenue bending slightly in the centre, and Ramsey Avenue being crossed by Peel Avenue and Foxdale Avenue. Both of the streets are characterised by ranges of standard interwar houses with some semis. Some are of a higher quality with double height rectangular stone bays, but generally are of red or dark-red brick construction with shallow ground floor timber bow bay-windows. In contrast to e.g. Devonshire Road, the scale is smaller and the houses have smaller front gardens. However, most retain their original detailing, including recessed doorways, although windows and doors have been replaced, and front boundary walls. Further west along Ramsey Avenue the houses are more individual, including some terraces of the dark-red brick common in Layton. On the boundary wall to Nos 40a and 51 Ramsey Avenue, a pair of 1970s bungalows, is an interesting street sign which is probably contemporary to the streets' development (Fig. 44). The streets are both **positive** in terms of townscape value as they retain most of their original character, although some houses of a lower-quality construction are neutral, e.g. Nos 7-17 Ramsey Avenue and the 1970s bungalows at the junction with North Avenue.



Fig. 121: A range of good-quality houses on Ramsey Avenue, Nos 35-49



Fig. 122: Looking west down Douglas Avenue

Mather Street

Mather Street runs north-south between Talbot Road and the junction of Collingwood Avenue. It is a typical residential street, lined on both sides with interwar terraces with ground floor bay windows. The build quality here is lower, and all of the houses have replacement windows and are rendered. Most retain their front gardens and boundary walls although some have been removed to provide off-street parking. At the south end the street is characterised by the end elevations of houses on Caledonian, Campbell and Cumbrian Avenue, which face Queenstown recreational ground and the Stirling Court flats. Mather Street is an important connecting route, but lacks the character of other residential streets in the area; overall it is **neutral** in value.



Fig. 123: Looking south-west along Mather Street

North Avenue, Peel Avenue and Foxdale Avenue

These three streets run north from Talbot Road, although Peel Avenue is now only accessible from the north. In common with interwar development in Layton, these streets are mainly composed of short terraces and semi-detached houses, of brick construction with short front gardens, distinguished by different bay-window treatments. Most are of a lower quality of construction, with ground floor timber bays, now generally replaced with uPVC.

Peel Avenue and North Avenue were built on the site of the Queen's Hotel bowling green in the interwar period. On North Avenue some properties are of a higher quality, with double height stone or timber bays. Nos 1-15 (east side) are red brick semis with stone ground floor bays and form a coherent group. On the west side Nos 22-24, built in the late 1930s, retain their original coloured window glazing. No 33 (and 40a and 51 Ramsey Avenue) are 1970s bungalows with little merit. Peel Avenue is very similar with lower-quality construction and shallow timber rectangular bay windows, although the houses on the west side have a looser building grain. The street slopes downhill to the north, along which there are views to the Burton's biscuit factory. Queen's Hotel is located on Talbot Road at the north junction with Peel Avenue, and has local list potential. Foxdale Avenue has a wide aspect and connects with Mather Avenue at its south end, and contains houses of a lower construction quality; however, they have good sized front gardens and most retain their front boundary walls. Nos 38-44 are of dark-red brick with full height stone rectangular bay windows. These streets have a more urban residential feel, and the lower build quality and general non-uniform appearance after alterations gives them **neutral** merit. There are however, some good positive highlights.



Fig. 124: Looking north up North Avenue

Rossall Road, Healey Street, Laburnum Street, Cypress Grove and Stirling Road

These streets were probably constructed in the early 20th-century, and comprise rows of red-brick two-up two-down terraces on a grid layout built on a tight building grain. Rossall Road runs north-south between the east-west streets, and mainly consists of the end elevations of the terraces on these streets. Within the defined area only Nos 1-27 Healey Street are included, and it continues and curves south to Laycock Gate. Laburnum Street is the only 'complete' east-west street, Cypress Grove being a south-facing row only. Similarly Stirling Road is one row facing south, but the construction quality here is higher. The first four streets listed above are standard terraces, and retain their original character and street layout being built up to the back of the footway and intersected by service lanes to small rear yards; these are typical of cheaply-built workers' housing. In contrast Stirling Road is of a higher quality, with front and rear gardens and a gabled roofline. There are views along Stirling Road to Blackpool Tower, although the whole area is overshadowed by the Stirling Court tower blocks. The Stirling Court estate has a detrimental impact on the townscape of the area and although the terraces here are similar to and predate those in the south residential area east of Layton Road, the streets are no more than **neutral** in townscape value.



Fig. 125: Looking west along Laburnum Street

Talbot Road

Within Blackpool town centre Talbot Road is one of the principal routes into the town, and within Layton it reaches its eastern point at Layton Square. The character of the street in Layton is different to that in Blackpool, but retains its character as a transport route; it is of **neutral** quality with some positive aspects. The east end of the street on both sides is made up of ranges of terraces, generally of an interwar date. On the north side Nos 207-217 are residential semi-detached properties, of a good size with attractive front gardens and boundary walls to grassed verges on a broad footway. No 219 has a datestone of 1924. Adjacent to this is a former Drill Hall, with a plaque to the front elevation stating 'Duke of Lancaster's Own Imperial Yeomanry Blackpool Troop'. Of red-brick construction over two storeys, it has been altered with uPVC windows and added ground floor bay windows, but retains an attractive castellated parapet. It is bounded to the footway by a low brick wall and hedges. East of this are a range of commercial buildings and a large surface car park, added in the late 20th-century; No 227 is a former garage probably of interwar date but has been altered.



Fig. 126: Post-war infill on Talbot Road

Further east Nos 247-257 and 259-269 are two-storey brick parades with shops to the ground floor. The ranges are gabled to the roofline, with attractive herringbone

decoration in dark-red brick. Poorly designed shopfronts and signs detract from the qualities of the buildings.

The far west end of Talbot Road is outside of the survey area, but the late 20th-century development here has an impact on views north along Devonshire Road. The buildings here are negative in terms of impact on townscape quality.



Fig. 127: View from the north end of Devonshire Road towards Stirling Court and late 20th-century development on Talbot Road, both outside of the survey area

On the north side the series Nos 273-291 are pre-war. Two substantial-size red brick terraces divided by North Avenue, these houses have good-sized front gardens and boundary walls to the back of the footway, and terracotta decoration to canted ground floor bay windows, first-floor window architraves and door surrounds. No 287 also retains its original timber sashes.



Fig. 128: Nos 273-281 Talbot Road

Next door to these terraces is the Queen's Hotel, originally built in 1864 and later extended; it has local list potential.

On the south side several terraces of residential properties have been converted into shop use at the ground floor, with boundary walls removed and inserted modern shopfronts, security shutters and signage, e.g. Nos 460-470. Further west the terraces return to residential use but are generally altered with boundary walls removed and altered fenestration. Talbot Carpets, to the east of No 438, is a late 20th-century flat roofed red brick buildings, replacing a 19th-century laundry which was destroyed by fire.

Overall this section of Talbot Road is **neutral** in townscape value, with strong positive highlights in the library, tram shelter, boundary to the cemetery (and views into the cemetery), and the terrace Nos 273-291. The late 20th-century buildings, e.g. Talbot Carpets are negative.

6.2.6. Layton Road

The Layton Road sub-character area is defined by the historic road layout stretching from No. 89 Layton Road to Newton Drive, Nos 1-88 having been covered in 6.2.4. *Commercial*. The buildings are a mix of typical interwar properties, 19th-century terraces, and much earlier cobble-stone cottages. There are also a number of commercial premises and the No 4 inn at the south end. Overall it has a high **neutral** character, enhanced by the surviving historic road layout and several characteristic buildings and features of positive merit, and groups of higher-quality houses; these are noted in the following analysis but otherwise the buildings are neutral. The following description aims to give an overall idea of the character of the area by selecting different types of properties in order from south the north, dealing with the west side first and then the east.

Nos 18-40 on the west side are standard red-brick terraces with hipped Welsh slate roofs, small front gardens and canted stone bay windows to the ground floor. Most have been altered with Nos 38-40 having commercial premises on the ground floor, resulting in the front boundary wall being rebuilt to provide off-street parking. Of higher neutral merit is the range Nos 42-74, probably built contemporary to No 42 which has a datestone 'Ashton Villa 1897'. The range is of red-brick construction with Welsh slate roofs and brick stacks and timber eaves cornices. Each property has a stone rectangular bay window to the ground floor. The houses have short front gardens and unfortunately most boundary walls have been removed for off-street parking; the properties benefit from good-sized back gardens served by a service lane.



Fig. 129: Nos 42-74 Layton Road from the south

Nos 90-98 comprise pairs of semi-detached houses built in a darker red brick with terracotta-tile roofs and a projecting bay to the ground floor. The houses retain their original boundary walls, attractively augmented with hedges and planting, and garages to the rear of the property served by a drive to the side. Nos 104-118 are two ranges of rendered terraces with painted stone quoins to the corners and between windows, and Welsh slate roofs and brick stacks. Bow bay windows to the ground floor have generally been replaced with uPVC casements. The houses have good sized front gardens with all original brick boundary walls and gate piers retained. Nos 110 and 112 have large gardens to the corner with Moorfield Avenue, and No. 112 has four large beech trees in the garden which positively add to the character of the street.



Fig.130: Nos 112-118 Layton Road

Nos 122-126 are a two-storey flat-roofed 1970s commercial block, attached to mid 20th-century detached houses on Layton Road and Waterfoot Avenue. It has a negative impact and is unsympathetic to the context and surrounding buildings.

Nos 130-136 are attractive interwar semi-detached houses of **positive** value, with retained front boundary walls to short front gardens, stone bow bay windows and rendered front elevations with stone quoins to the corners. No. 128 is a bungalow in the same design.

Nos 150-160 present a different character to the surrounding interwar houses, with the pair Nos 158-160 probably built in the 1890s and Nos 150-156 added later. The terrace is of red brick construction with a Welsh slate roof and brick stacks. The houses have tall windows with stone lintels, and short front yards with brick boundary walls and gatepiers to the back of the footway. The pair Nos 158-160 have a central passageway to the rear, and corbelled cills to the first floor windows with a simple wrought-iron railing. The range is of **positive** value.



Fig. 131: Nos 128-136 Layton Road



Fig. 132: Nos 158-160 Layton Road

At the west corner with Newton Drive is an extensive stretch of cobble-stone wall relating to the historic village of Great Layton. OS mapping and a historic photograph in Ted Lightbown's collection shows a property, Pepper Hill, on this corner which was demolished in c.1900. The wall was retained but has doubled in height due to later additions. It is a rare local feature and has local list potential.



Fig. 133: Cobble wall at the south-west end of Layton Road, with an interwar bungalow behind

On the east side of Layton Road there are more historic properties, starting at the south end with the No 4 inn. The building is identifiable on the 1838 Tithe map, although in a much smaller form. These coaching inns are thought to have been strung out along the main road at convenient places for picking up and dropping off parcels; the No 3 is to the west in Raikes. The present building is still in pub use, although it was extended and remodelled in the early 20th-century. It is marked on OS maps as the 'Old No. 4 and Freemason's Hotel'. The building has a strong Edwardian character, and a positive presence at the road junction; it has local list potential.



Fig. 134: The Old No 4 inn; the original building is to the left of the photograph

Nos 269-77 are a **positive** terrace of red-brick houses, with double-height canted stone bay windows and attractive stone and brick doorcases, approached by sloping front gardens with brick boundary walls and hedges. The road here rises slightly to the south bending to the west. Nos 265-267 are two semi-detached bungalows, the style of which is continued in the bungalows on Hillside Close. This cul-de-sac is raised above Layton Road and has strong **positive** suburban townscape value. Further north along Layton Road there is a cobble-stone wall to the back of the footway which has an added upper section of 1970s concrete blockwork. From here the buildings are **positive** in merit, and probably date from the last decades of the 19th-century, identified on the 1893 OS map. This terrace, Nos 245-251, follows the curve of the historic road and is built up to the back of the footway. Probably built in two phases, the houses are two-storeys high, rendered with large slate tiles to the roofs. No 251 is particularly attractive and has a re-instated timber panelled door and timber casements.



Fig. 135: Nos 249-251 Layton Road with a partial cobble-stone boundary wall to the right

Nos 239 and 243 are probably the oldest remaining properties in the whole Layton area. No. 243 was built as a farmhouse by the owner of Bailey's Hotel in Blackpool (now the Metropole) and was originally of cobble-construction. It has been altered externally and now is of an undetermined character verging on positive. No. 239 is shown on the 1893 OS map as three cottages, and can also be identified on earlier maps and was probably related to the neighbouring farm building. Of cobble construction the group is now one property, set at right angles to the road and the owner has done much to preserve its original qualities including a cobble boundary wall; it has local list potential. The road here again rises slightly, following a winding route to the south.



Fig. 136: Nos 239 and 241 Layton Road

In complete contrast, Nos 223-225 are also of **positive** merit although of an interwar date. Of dark red brick construction, the design of the semi-detached property is repeated in several pairs of houses in Bailey Court, a crescent of houses raised slightly from Layton Road. The houses are asymmetrical have well-maintained good sized front gardens with boundary walls extant. Nos 193-221 are two phases of terraces which bend with the road to the south; they are built up to the back of the footway and rendered. They have been substantially altered and are of **neutral** quality although probably the earliest 19th-century residence on Layton Road; No 195 has a datestone 'JP 1873'. Nos 167-189 are **positive**, and of the same design as Nos 269-277.

Nos 161-165 and 143-153 are two red-brick ranges with commercial properties to the ground floor, with attractive timber cornices and stone pilasters to the shopfronts, and bay windows to the first floor. They are set back from the footway with no boundary, except for a few concrete bollards at the junction with Counce Street. There is a GR red pillar post-box at the south-east corner. Although the shop front surrounds have been retained, obtrusive modern signage and other alterations make this group of no more than neutral value.

The Old Farm Garage was historically part of a larger farm complex, part of the early Great Layton settlement. Constructed of a mix of cobble and brick, with an exposed timber roof internally, it has been much altered but retains some **positive** value. There is a large stone gatepost on a track to the north of the building but it is unknown what this related to.



Fig. 137: Old Farm Garage

Further north the properties are interwar red-brick terraces with canted stone bay windows to the ground floor, short front gardens and boundary walls to the back of the footway. Most have been altered and therefore the buildings are of neutral value. Nos 103-113 are marked with a datestone 'Sunnybank Terrace 1922'. Nos 89-101 are similar but have **positive** value as they are of a higher constructional quality and retain more architectural detail although all windows have been replaced.



Fig. 138: Nos 89-103 Layton Road

7.0 RECOMMENDATIONS

The significance of the area is set out in *Section 6.2*. Recommendations are based on heritage value, as assessed in earlier sections of this report and do not take detailed account of other factors such as economic viability or sustainability.

7.1. Local list

To protect buildings of positive significance, a local list containing the potential buildings identified in this report could be maintained, covered by relevant policy and guidance in the Local Development Framework. 16 assets have local list potential in Layton.

7.2. Development control to commercial and public buildings

Although no part of Layton is within a conservation area, the character of the built environment is attractive with many positive townscape features. However, many signs and shopfronts have been insensitively designed, and cumulatively these impact on the quality of the streetscene. Layton's positive qualities, especially on Westcliffe Drive, the commercial heart of the district, could be protected and enhanced by better control over shopfront and sign design. The recent public realm works to the central island on Westcliffe Drive generally enhances the street scene.

7.3. Development control to residential buildings

The grids and networks of Layton's terraced streets, laid out between the early and mid 20th-century, are an important part of its character and gives it a suburban feel. This is enhanced by the different housing design types and qualities, almost all of which retain positive qualities due to lack of alterations, extensions or other significant works. These are qualities which should be preserved where practical, especially front boundary walls and gatepiers which make a very positive contribution to the townscape. The retention and restoration of cobble boundary walls should be encouraged as they are rare survivors of this local vernacular feature and relate to the early settlement at Great Layton. Advice may be needed on appropriate repair techniques. The retention of door and window joinery and original glazing (or on their sympathetic replacement regarding proportions and materials), chimney stacks, bay windows and recessed doorways should also be encouraged. There are some areas where historic street surfaces are extant below modern asphalt, and if uncovered and properly maintained would form an attractive element of the streetscene. As the residential areas are not currently in a designated conservation area, retention of these features and the control of satellite dishes and uPVC windows may be difficult to control.

7.4. Conservation area proposals

The positive qualities of the Layton area have been set out in the descriptions in *Section 6*; there are few streets which are neutral in character, and very few negative buildings, these being mainly located at the west end of Talbot Road. Although the houses and terraces on the residential streets are of typical designs, the retention of

the street pattern, architectural detail and the social history of the suburb developed for Blackpool's workers, give the area special interest. Together with several important buildings with local list potential on Westcliffe Drive and the cemetery for local history interest, this justifies the consideration of part of the area for conservation area designation. As mapped in Appendix 3, a potential conservation area could cover the two sub-areas *South Residential* and *Commercial*, bounded to the north by the back of houses on Norwood Avenue, to the east along the centre of Kingscote Drive, to the south by the southern survey-area boundary, and to the west to include the Layton Square bowling greens, library and tram stop, and then defined by the boundary of the main cemetery, including the Institute bowling green, Jewish cemetery and running along the west area-boundary re-joining to the north to the south of The Windmill.

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Ordnance Survey, 1912 (revised 1909-10), 1:2500 (Blackpool Local Studies)

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Ordnance Survey, 1938 (revised 1938), 1:2500 (Blackpool Local Studies)

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Fig. 139: Detail of Yates' map of 1786 showing Great Layton inland from Blackpool

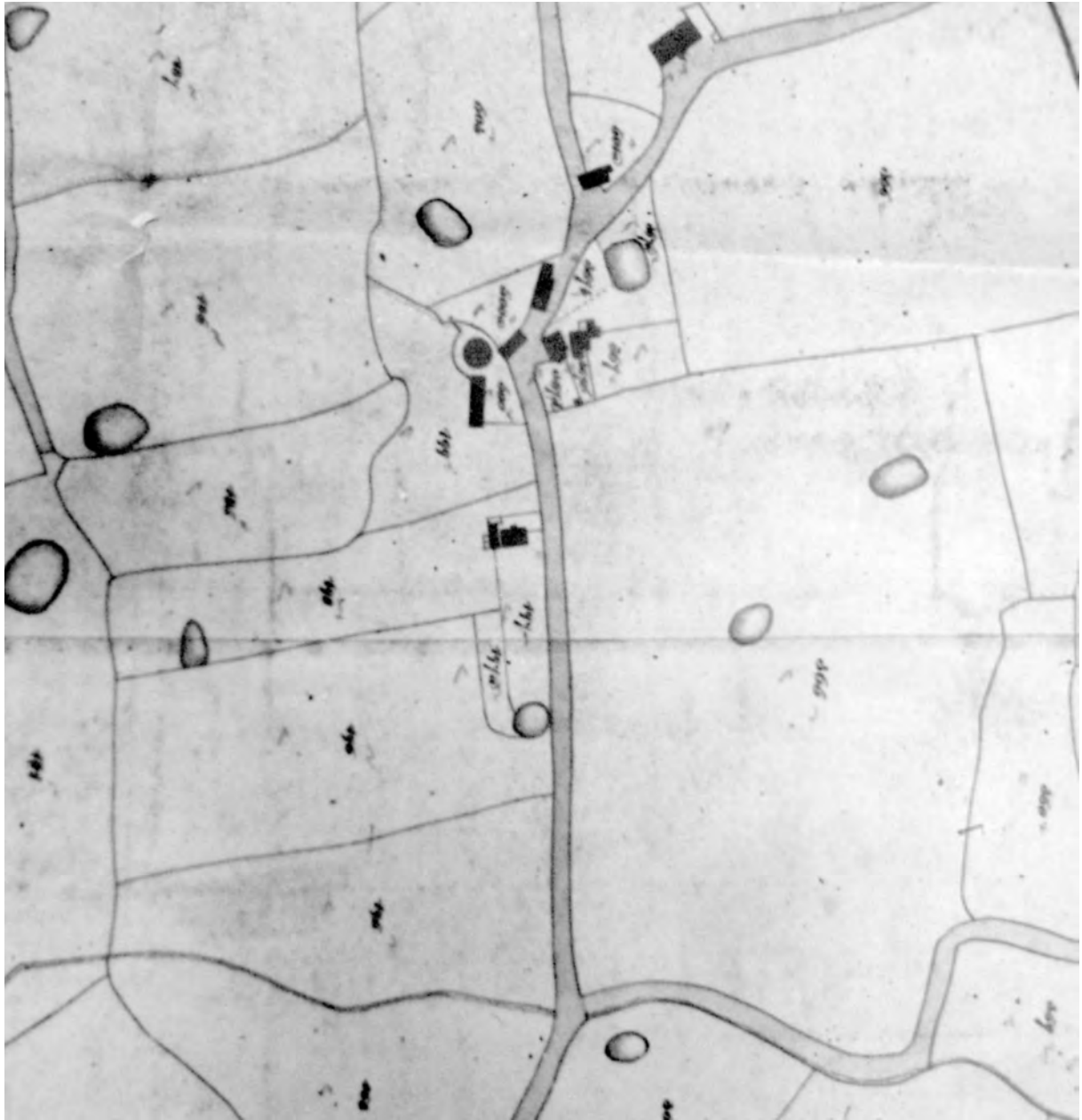


Fig. 140: Detail of the 1838 Tithe map showing the area north of Talbot Road and St Walburga's Road to the south-east (Blackpool Library)

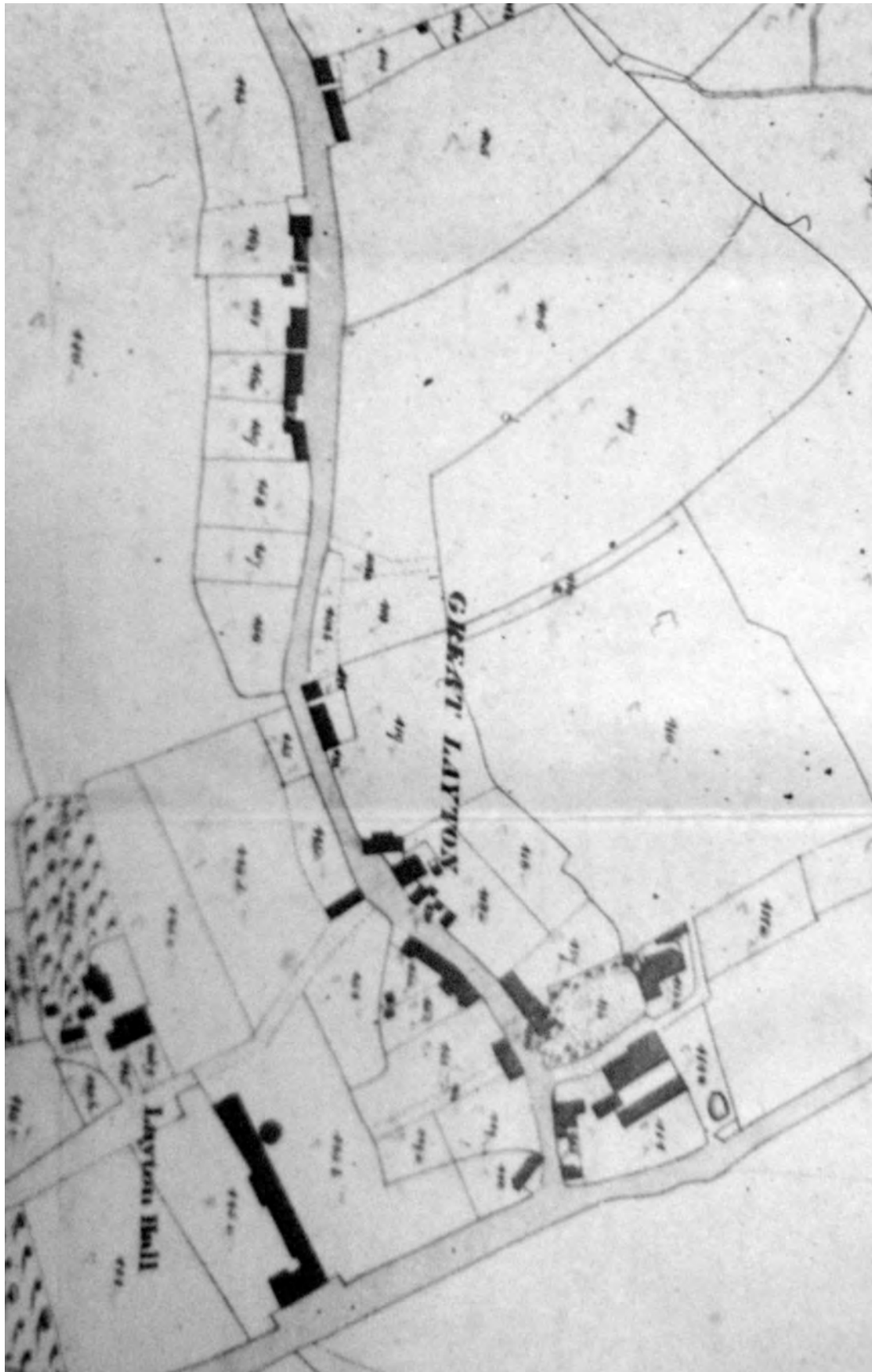


Fig. 141: Detail of the 1838 Tithe map showing the earlier settlement of Great Layton (Blackpool Library)

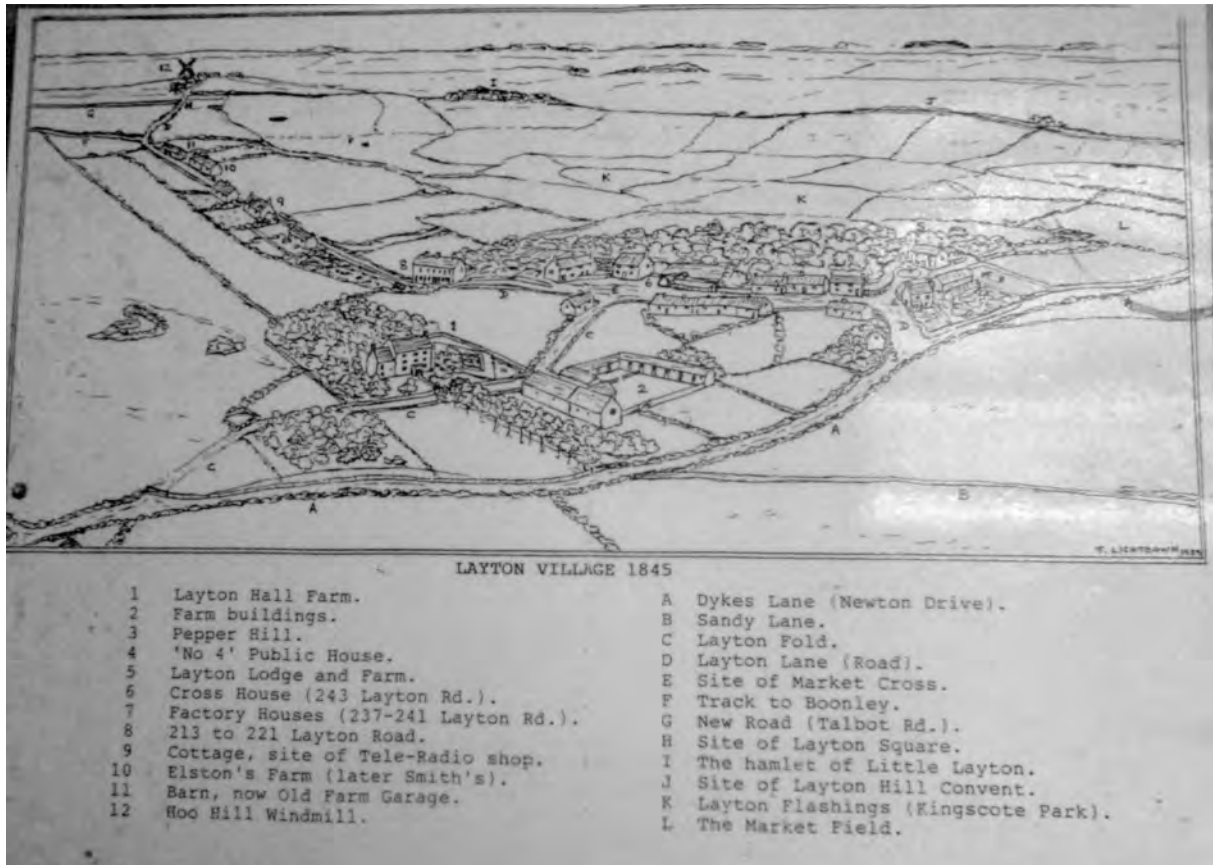


Fig. 142: Drawing showing a perspective view of Layton Village in 1845 (courtesy Old Farm Garage)



Fig. 143: Detail of 1847 OS map (1:10560) showing the north Layton area (Blackpool Library)

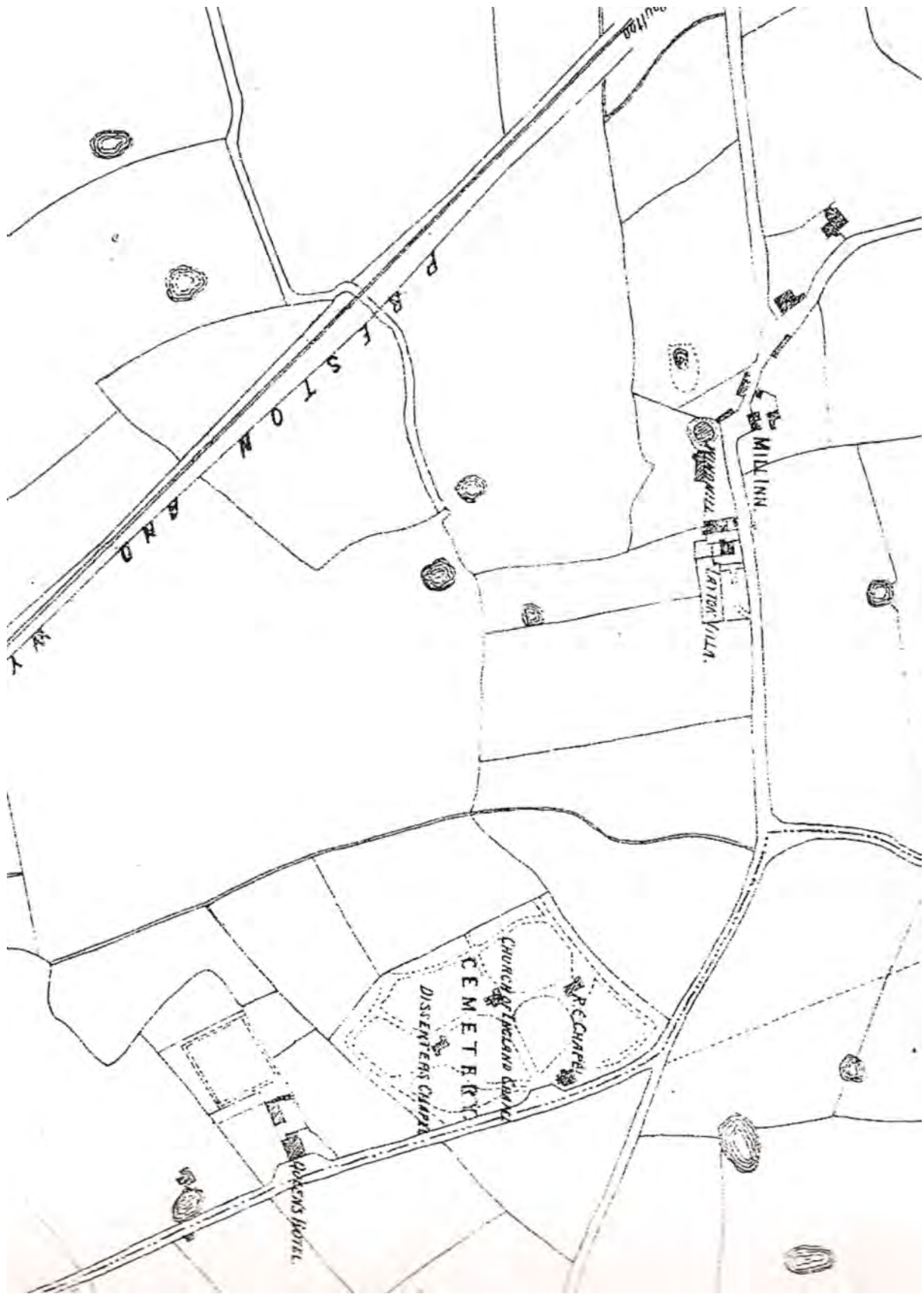


Fig. 144: Detail of Harding's town plan of 1877, showing the north Layton area (Blackpool Library)

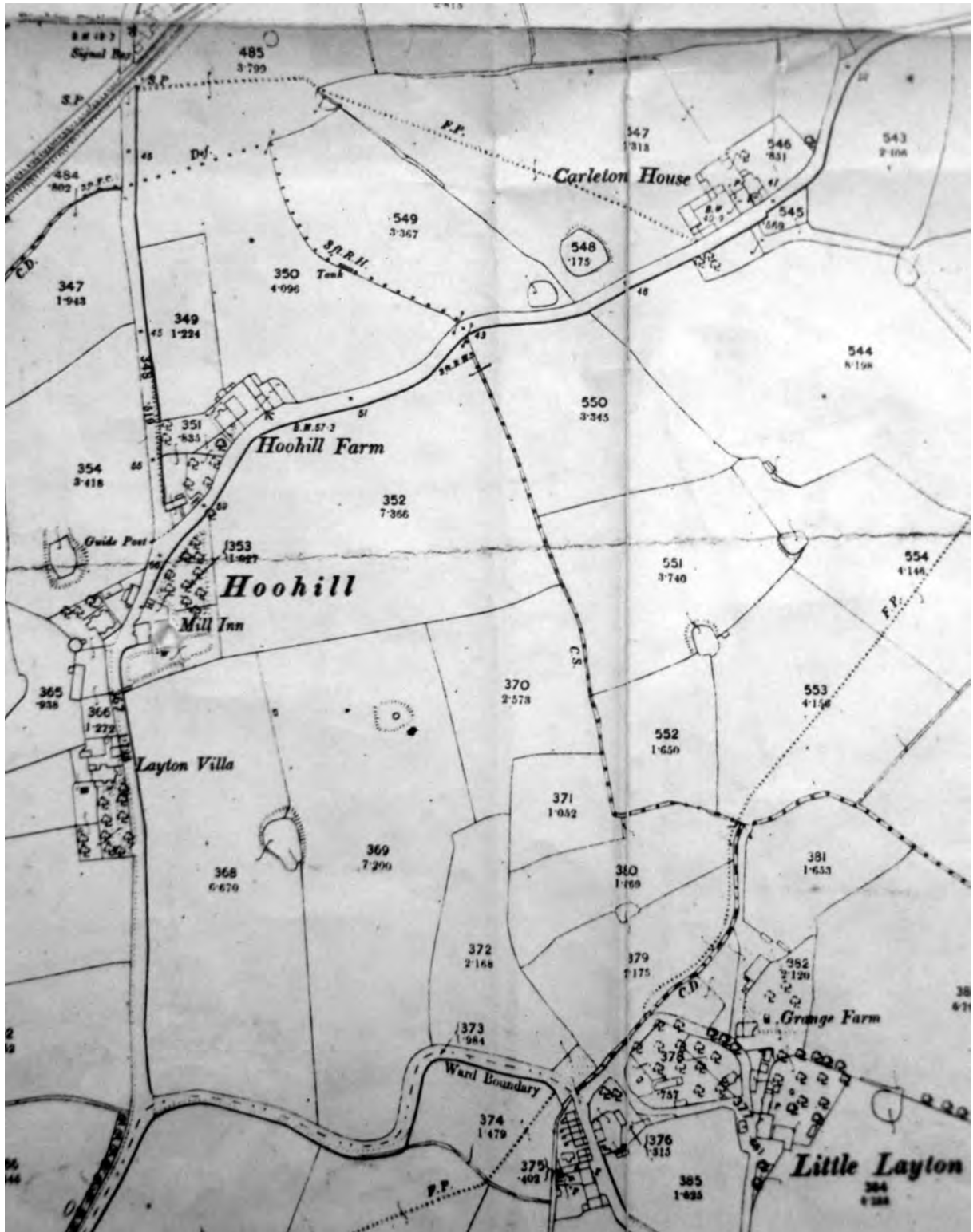


Fig. 145: Detail of 1892 OS map (surveyed 1891, 1:2500), north of Layton Square (Blackpool Library)

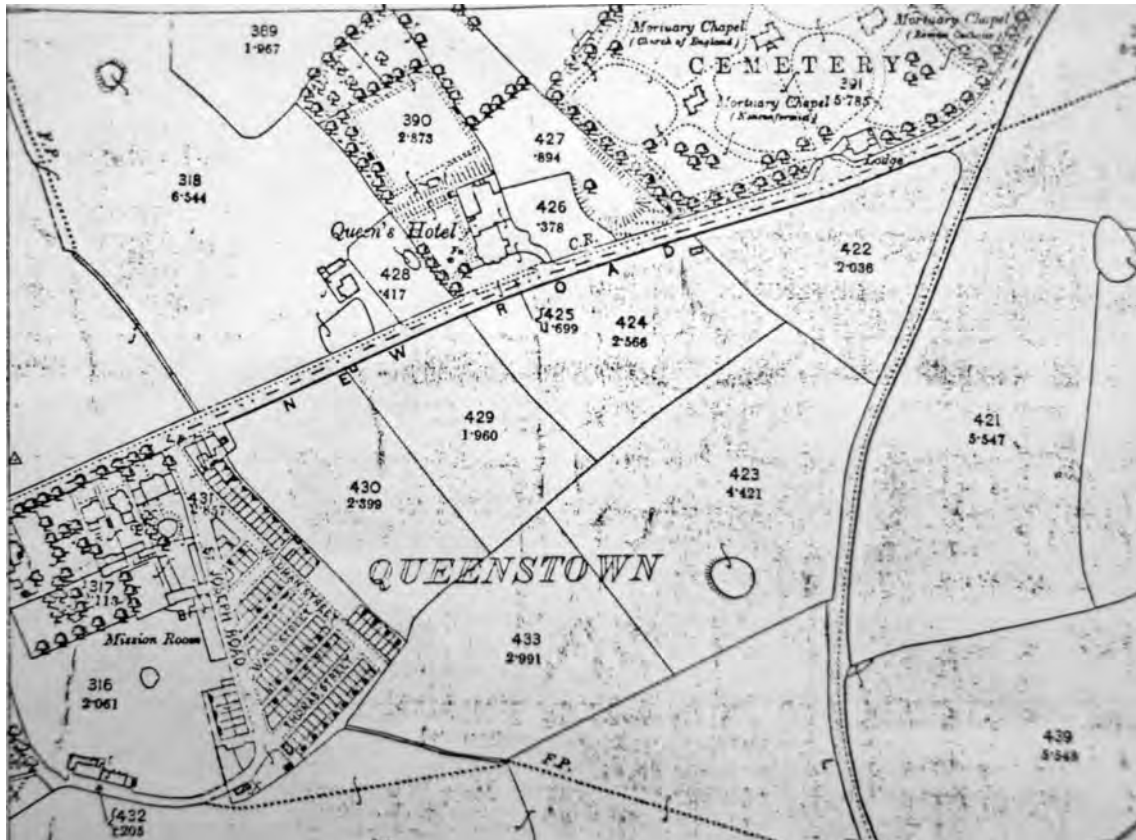


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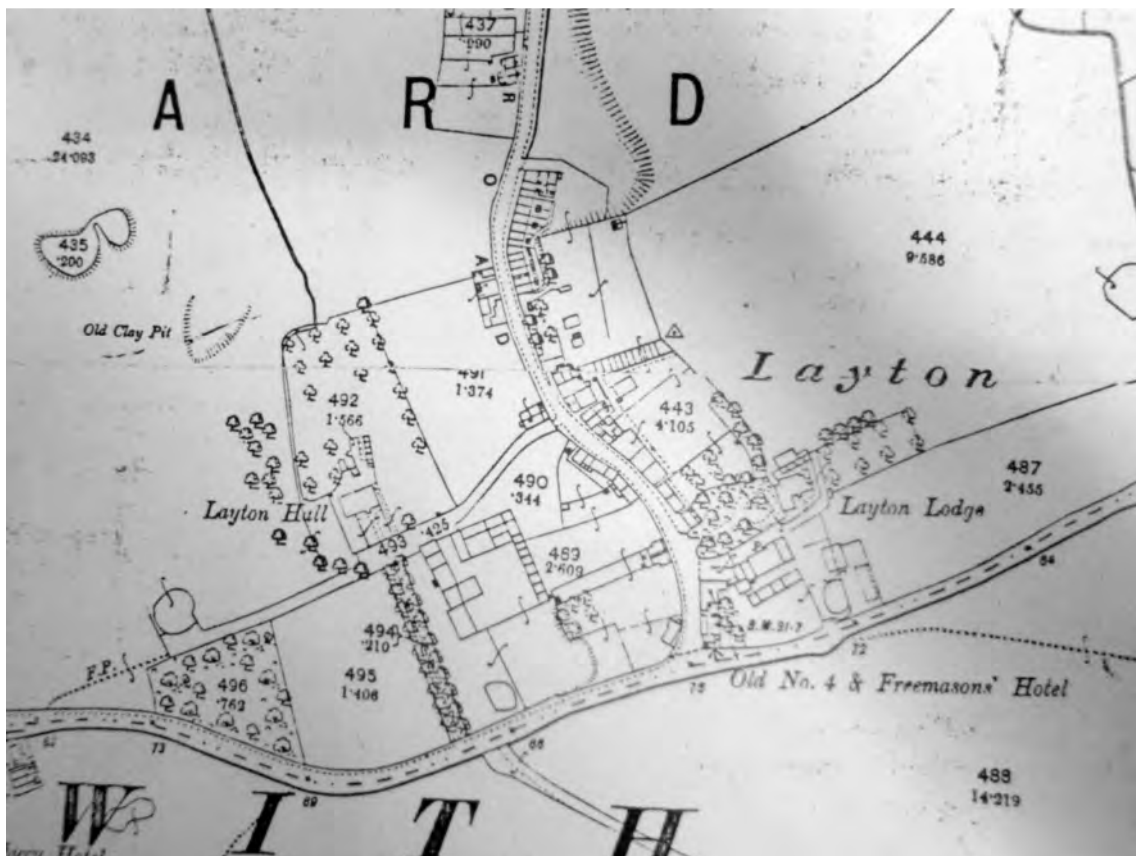


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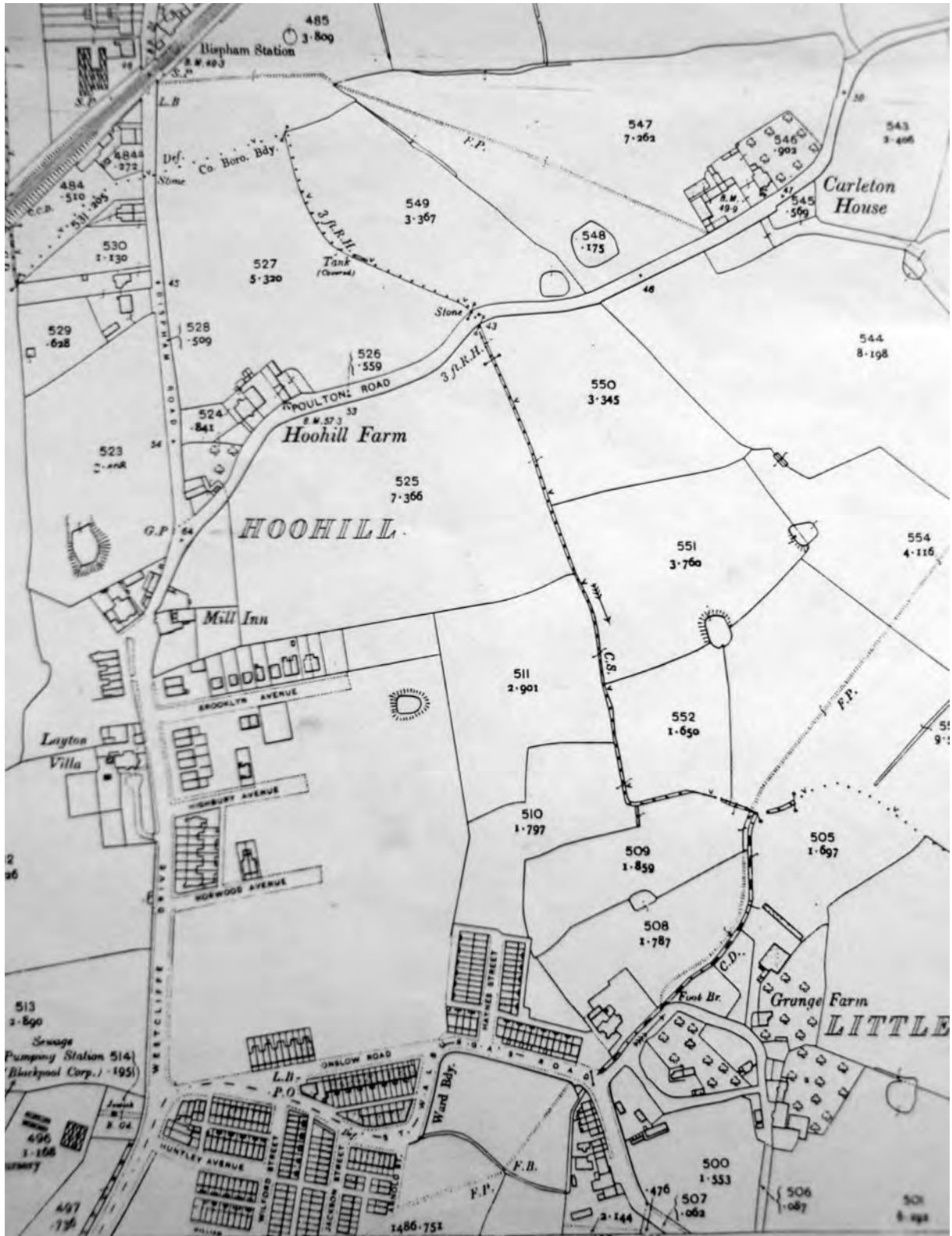


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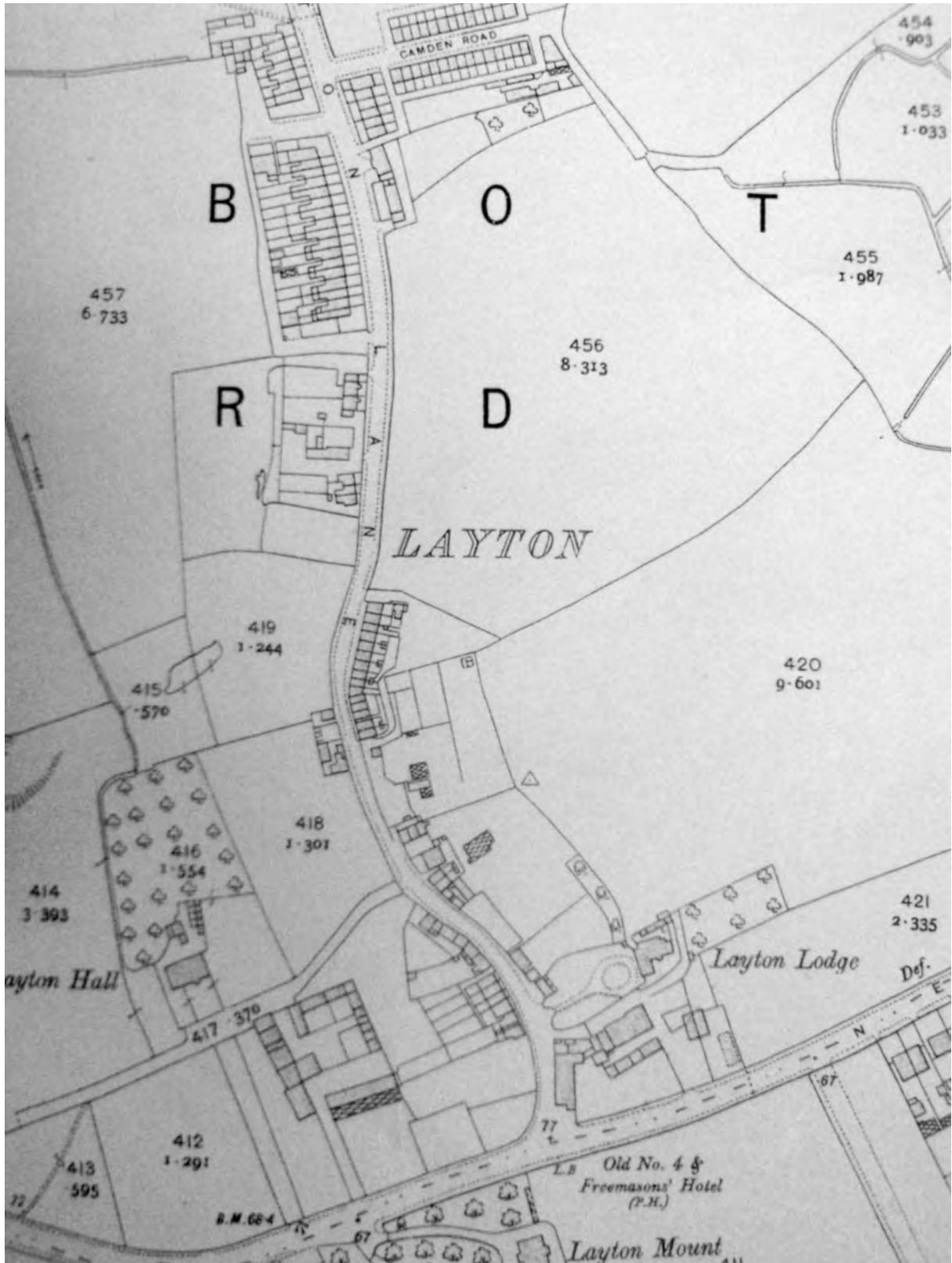


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To be added

APPENDIX 3: Potential conservation area boundary

To be added

The Architectural History Practice Limited

29 Mount Pleasant Villas
London
N4 4HH

Telephone 01483 208633
Fax 01483 208684

mail@architecturalhistory.co.uk

www.architecturalhistory.co.uk

Historic Townscape Characterisation Assessment

Central Promenade, Blackpool



AHP Architectural
History
Practice

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EXECUTIVE SUMMARY

For most visitors, Central Promenade is quintessentially Blackpool. The 'Golden Mile' is nationally and arguably internationally famous and offers a unique and instantly recognisable scene. Blackpool is the only resort in Britain with three piers and its centrepiece, the Tower, is a regional landmark and a national icon of the British seaside. Central Promenade is a linear zone running between the Metropole Hotel in the north and the Sandcastle leisure complex in the south. The west boundary is defined by the seawall and to the east is a range of narrow streets serving the hotels and boarding houses at the south of the area, widening to shopping streets north of New Bonny Street. The seafront area developed southwards from the early nucleus around Talbot Square from the 1860s; the first Promenade was opened in 1870. The arrival of the railway in the 1840s gave inland workers the opportunity for seaside holidays, resulting in a boom in development including the opening of the tramway along the Promenade and the expansion of the entertainment industry.

The Central Promenade is characterised by facilities for holiday makers, from entertainment around the Tower and piers at the north end, to hotels and terraces of boarding houses in the south. The latter development was closely related to the growth of South Beach as a middle-class resort, initially separate from Blackpool and characterised by large boarding houses; the two resorts had merged by 1893. The character of the Central Promenade area can be summarised as a unique seaside landscape incorporating the iconic Blackpool Tower as a principal landmark, three piers and other buildings which exemplify the development of mass tourism during the Victorian period and the continuing search for novelty in the entertainment industry.

The long panorama of Promenade buildings is divided into blocks by intersecting east-west streets along its length. However, in contrast to the North Promenade the blocks are of varying sizes and the buildings are generally of a lower quality. To the west of the buildings, the Promenade itself is constructed on successive phases of sea defences, comprising the sea wall (recently reconstructed), a wide promenade walkway, a two-way tramway, two-way roadway and pedestrian footway. This creates a broad vista from which to view the buildings and the sea, in sharp contrast to the dense grain of narrow service streets at the rear of the buildings. Blackpool Tower is a constant landmark feature and despite the level of 20th-century change, building scales are fairly homogenous and there are few tall buildings, allowing the Tower to dominate the townscape.

The central area of the Promenade is dedicated to leisure and although it has been continuously updated it broadly retains an early 20th-century character. In addition to Blackpool Tower, landmark heritage assets include important open spaces – the setting for the war memorial and Talbot Square. Buildings have often been altered and partly obscured by brash advertising and brightly coloured fascias; an important

aspect of Blackpool's character, if not of historic significance. Between Central and South Pier the area is characterised by retail, fast food and entertainment outlets concentrated close to the piers, with late 19th-century hotel and boarding house development between. Again, constant pressure for change has resulted in alterations and adaptation of historic buildings.

At a detailed level the amount of alteration is significant. Individual boarding houses in the south of the area have been amalgamated and extended with sun lounges constructed over front gardens, although front boundary walls have generally been retained or rebuilt. Front gardens have been given over to off-street parking. Many buildings have been painted or rendered, and universal alterations include the insertion of uPVC windows and modern signage. To the north, advertising and modern frontages on older buildings create layers of old and new, with contrasts in scale and materials. However some important historic character is intact, especially to the landmark buildings.

The whole area was assessed for townscape and heritage merit as part of the study and 23 potential buildings chosen for a potential Local List. The Central Promenade area has the highest proportion of listed buildings in the areas surveyed. Tower Buildings is Blackpool's only Grade I listed building; North Pier, the New Clifton Hotel, the war memorial, and three pairs of early 20th-century Promenade shelters are all listed Grade II. At its north end part of the area is situated within the Town Centre Conservation Area. Among the potential Local List buildings are the two unlisted piers and a number of pubs and hotels dating from the late 19th-century to the interwar years. The lifeboat station and former Woolworths store are two notable high-quality Art Deco buildings with potential for the Local List. Broadly speaking, the north end of the area is of positive value, with most of the central area around the Tower being neutral, punctuated by strong individual buildings of positive local and national value. South of Central Pier the area is largely of neutral value. The landscaping to the seafront is currently being renewed, and the overall high quality of design has enhanced the seafront experience compared to the lower-quality areas near the Tower Buildings.

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APPENDIX 1: Historic maps

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Note: JRULM – John Rylands University Library Manchester

All images by AHP unless otherwise stated

1.0 INTRODUCTION

1.1 Background

The Architectural History Practice Limited [AHP] was commissioned in September 2008 by Blackpool Council (The Council) to prepare a characterisation assessment of the Central Promenade area in the context of developing plans for regeneration.

1.2 The Brief

The brief for this project was issued by The Council in July 2008. The Brief explains the reasons for the assessment, the outputs, the local and national context, a summary of matters to be covered by the characterisation assessment, and resources available from The Council. The project has also been undertaken with reference to guidance from English Heritage on urban characterisation, including on the assessment of historic significance in areas of low demand housing.

1.3 Authors

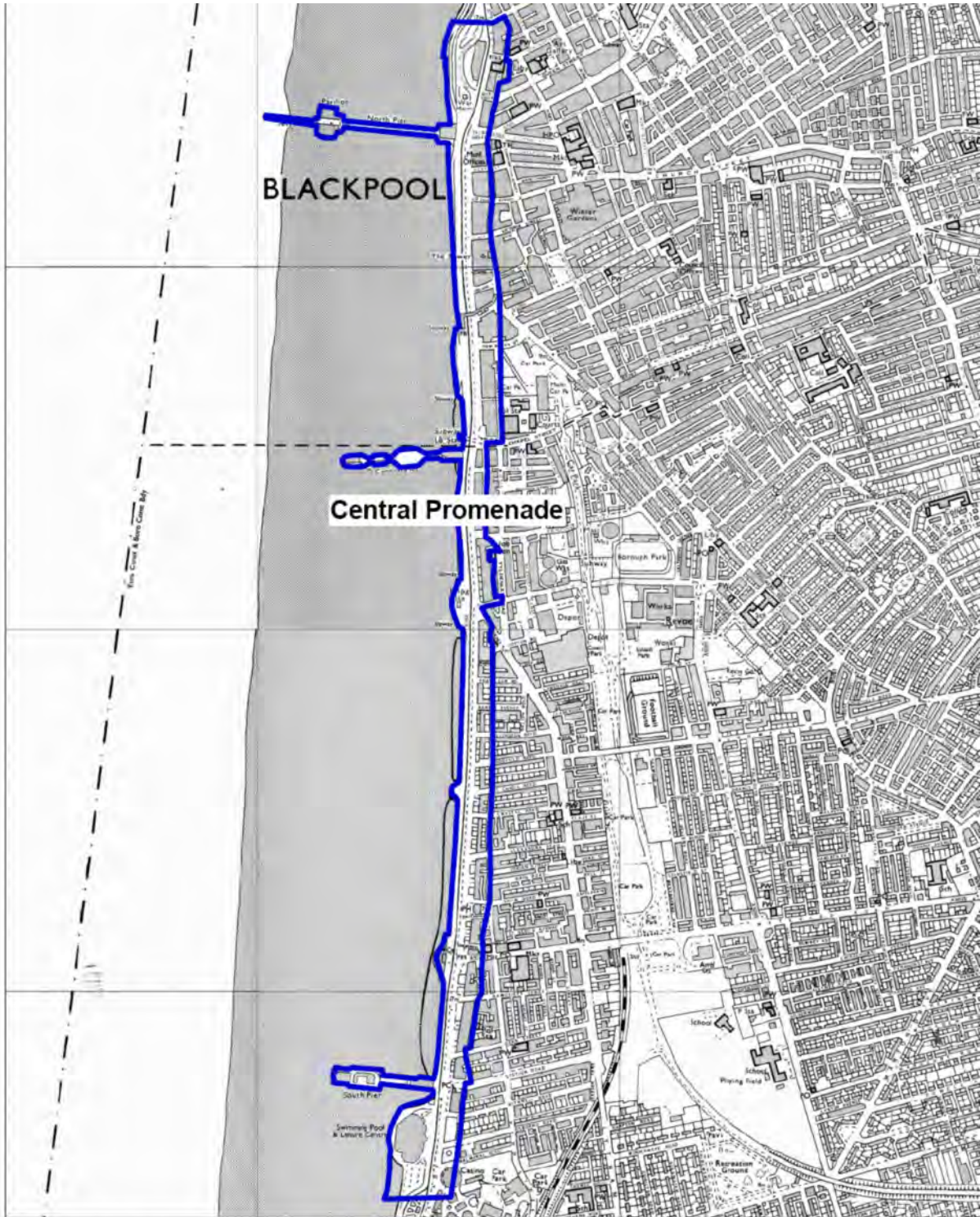
This characterisation assessment was prepared by Marion Barter, BA MA IHBC, Director of AHP, Clare Hartwell, BA MA, Director of AHP and Samantha Barnes BA MA, Associate of AHP.

1.4 Acknowledgements

AHP is grateful for assistance and advice offered during this project, in particular, Carl Carrington of Blackpool Council, Tony Sharkey and the librarians at Blackpool Library and John Rylands University Library, Manchester (JRUL), and Ted Lightbown, local historian. AHP is also grateful for the use of historic images from www.rossallbeach.co.uk.

1.5 Location of study area

Central Promenade is a linear area which runs north-south immediately adjacent to the sea wall. It stretches from The Metropole Hotel in the north to the Sandcastle swimming complex in the south, and is defined to the east by a range of back streets, also running north-south, and to the west by the sea wall adjacent to the beach. The study area includes Blackpool's three piers, Blackpool Tower and part of the Talbot Square conservation area [See Fig.1 for a map of the area.] The NGR centred on the middle of the study area is SD305350.



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Planning Department
 Tourism & Regeneration Directorate
 PO Box 17, Corporation Street,
 Blackpool, FY1 1LZ
 planning@blackpool.gov.uk



Title: Promenade Central & South
 Scale: 1:14000
 Date: 08/07/2008 Printed by: CCC

Fig. 1: Location of study area

2.0 METHODOLOGY

2.1 Assessment

The work was undertaken as an intensive assessment of the whole area. The project was divided into an initial research phase and a detailed fieldwork phase, which included photography, GIS mapping and an assessment of potential Local List buildings.

2.1.1 Research

Secondary research was carried out at the Local History Library at Blackpool Library. This consisted of a detailed review of historic maps and trade directories, a general review of works on the history of Blackpool, its architecture and housing, and its development through to the 20th century. Relevant websites on the history of the area were reviewed, including the collection of historic photographs available at <http://www.blackpoolimagegallery.org.uk/> and www.rossallbeach.co.uk. Photographs in the Local History Library collections were also consulted. Additional historic maps were obtained from the John Rylands University of Manchester Map Collections. See the *Bibliography* for full details.

2.1.2 Fieldwork

Central Promenade was physically assessed on foot in October 2008. The fieldwork took place after the research had been undertaken and took into account its findings. Where public buildings were of interest and accessible (i.e. churches and former banks) the principal interiors were assessed; however, generally the assessment is based on what could be seen from the public highway and frontages.

2.1.3 Knowledge Gaps

There are a number of additional lines of research which might produce additional historical information on the history and development of Central Promenade such as rate books, insurance and drainage records. However, whilst further research may provide greater detail and depth to an understanding of how the area developed, it is not considered that this will significantly alter the overall findings of this assessment.

2.2 Limitations

AHP were commissioned to assess the architectural and historic character of the buildings of Central Promenade as part of a characterisation assessment, including the heritage significance of the area. This study has not assessed other important factors which may be relevant to a decision on the future of the area's buildings. Relevant factors which AHP has not assessed include the physical condition of the buildings, their internal or external facilities, thermal performance, repair costs and viability, market value, potential for adaptation, environmental consequences of demolition and rebuilding, and quality in relation to current standards or any other factors that are not directly related to their heritage value.

2.3 Consultation and Community Involvement

This draft report will be subject to community consultation, including with the Heritage Forum and may also be available on Blackpool's Council's website. Following initial consultation, the report may be amended to take account of any new information that emerges and of the views of local people, particularly in relation to significance.

3.0 PLANNING AND REGENERATION CONTEXT

3.1 The Blackpool Local Plan

The Local Plan was adopted in June 2006. The Proposals Map identifies Central Promenade south of Central Pier as a resort neighbourhood (including a significant inland area). The area around the Tower Buildings is defined as a primary leisure zone, with the stretch between New Bonny Street and Central Pier designated as a key tourism investment site. The whole of Central Promenade is located within the defined inner area. The Promenade is part of a primary distributor route which runs along the seafront.

3.2 Heritage assets and regeneration

The protection of the historic environment is a Government priority, enshrined in planning legislation and guidance, such as PPG15 *Planning and the Historic Environment*. The level of protection depends on the value attached to the historic building or asset and Planning Policy Statement 1, *Delivering Sustainable Development* states that 'a high level of protection should be given to the most valued townscapes and landscapes...'; this encompasses designated heritage assets such as listed buildings, scheduled ancient monuments and conservation areas. There is also now recognition that local heritage merits attention, that people care about the historic environment (*Power of Place*, p.4) and the community should be consulted on masterplans and regeneration proposals. However, it is also recognised in national planning policy that not all aspects of the historic environment can be retained; PPG15 notes that 'the historic environment is all-pervasive, and it cannot in practice be preserved unchanged' (para 1.3). It is therefore important to understand the relative value of the historic environment before making decisions about the future of an area (*Power of Place* p.5).

The Government recognises that heritage assets can play an important role in the success of sustainable urban regeneration, helping to create distinctive places with a strong identity. English Heritage, the government's advisor on the historic environment promotes the re-use of historic buildings in regeneration; their published guidance includes *Regeneration and the Historic Environment*, *Low Demand Housing and the Historic Environment*, both issued in 2005 and *Regeneration in Historic Coastal Towns*, 2007. English Heritage guidance on townscape and heritage characterisation developed from a methodology used by EH in Anfield, Liverpool in advance of housing market renewal. In autumn 2008, CABE and English Heritage jointly issued guidance on townscape appraisals in housing market renewal areas, emphasising the importance of understanding and assessing an area before decisions are made on its future regeneration.

The contribution that historic buildings can make to sustainable development was investigated by a 2004 House of Commons Select Committee, which reported that 'it is simply better in sustainability terms to use and recycle old buildings than to

demolish them and build new ones.’ *Heritage Works*, a good practice document produced jointly by RICS, English Heritage, British Property Federation and Drivers Jonas in 2006 advises that ‘there is a strong economic case for regenerating historic buildings’, but also notes that ‘critical to the success of regeneration is finding a viable economic use that can support initial refurbishment, provide the owner or developer with a reasonable return...and which generates sufficient income to ensure (the) long-term maintenance...’. Viability, as well as heritage value is therefore a critical factor in determining the future of an area.

4.0 HISTORICAL DEVELOPMENT OF THE CENTRAL PROMENADE AREA

4.1 Location and brief description

Central Promenade is located on the western seaward side of Blackpool and stretches from the Metropole Hotel in the north to the Sandcastle leisure complex in the south. To the east the area is bounded by a range of service streets at the rear of the Promenade buildings which comprise mainly hotels, boarding houses and leisure facilities. To the west the area is contained by the sea wall. Central Promenade is the principal character area of the town. Blackpool's 'Golden Mile' is nationally famous and it offers a unique and instantly recognisable scene. Blackpool is the only resort in Britain with three piers and the Tower is a regional landmark and national icon of the British seaside.

4.2 Historic development: Context

4.2.1 An overview of the development of Blackpool

Modern Blackpool developed from the medieval manorial holdings of Bispham to the north, Layton, to the south, and Marton and Carleton to the east, with each being further divided into townships. A settlement pattern of small nucleations in the manors probably changed little from the medieval period to the 18th century. The reclamation of mosslands, on which Blackpool is built, began in the 16th century. Following the reclamation there was pressure to enclose the land and the creation of farmsteads (including Foxhall and Raikes Hall) formed a farming community which may have been supplemented by fishing. Fragments of Bispham's 12th-century parish church incorporated in its 19th century successor, and a few 18th and early 19th-century cottages and farmhouses are almost all that survive of Blackpool before about 1850.

In the early 18th century the manorial land was owned by Alexander Rigby, but as a result of debt the land was dispersed of under an Act of Parliament in 1715 and again in 1731. The result of this was that most of the land surrounding the settlement of Blackpool was freehold and held in small estates, allowing its development to be piecemeal and unplanned. By the late 1780s there were about 50 houses on the seafront and the population, excluding visitors, in the early 1820s was about 750. The steady subsequent growth over the following 50 years was focused along the one mile stretch of coastline as demand grew from increasing visitor numbers as Blackpool became recognised for its seaside location. One of the earliest recordings of Blackpool as a visitor attraction was made by Bishop Pococke in the early 1750s, who recorded that accommodation was available for those who came to bathe. Blackpool as a seaside resort developed in the early 19th century from a growing interest from the working classes of Lancashire and Yorkshire's textile districts; by the 1830s there were more than a thousand visitors a year. However, unlike Fleetwood and Lytham, Blackpool was not planned as a seaside resort. Expansion and improvement in the

early 19th-century was hampered by poor communication systems and its layout was conditioned by patterns of landholding. The 1838 Tithe map (Fig. 2) shows that the mile-long stretch of houses on the seafront had evolved into a double row of buildings, with inland development to the south. Between 1841 and 1851 the housing stock grew by 83%, and a number of new streets were laid out in a grid behind the seafront, but this expansion was not governed by planning principles; the priority for new development was to be as close to the foreshore as possible. Between 1841 and 1861 the resident population had risen from 1,378 to 3,506, and although this was still less than at rapidly developing Fleetwood, by the middle of the 19th century Blackpool was considered a significant resort and in 1842 was described as 'the Brighton of Lancashire' (Redding & Taylor, 1842).



Fig. 2: Detail of Tithe Map of Blackpool, 1838 (Blackpool Local Studies)

The period of greatest 19th century development was the 1860s, with the fields to the east of the established centre being built upon. The Preston and Wyre railway opened a single line to Blackpool in 1846, with the Blackpool and Lytham railway adding to passenger numbers in 1862; the coming of the railway is seen by many as the start of an era of rapid expansion with the construction of respectable accommodation and public buildings. The first attraction of Blackpool was its sandy beach and the possibilities for sea bathing. By the end of the 1860s there were two piers (North and Central), and the construction of a new promenade was begun in 1868; the latter was both a tourist attraction and part of the town's sea defences. Building development, untrammelled by dominant landowners or effective local government, was initially undertaken piecemeal in small freehold units. New blocks of lodging houses, first established in the 1840s, were built in the 1870s on the fringes of the built up area, surrounded by houses for artisans employed in the tourism industry or the railway industry. The housing needs of Blackpool were met by brick-built terraced housing to the east of the town centre; however, the number of bedrooms in individual houses was maximised so that housing intended for domestic use could be adapted to offer holiday accommodation. Hotels of the period included the Imperial (1867) at North Shore, an area developed as an enclave for middle-class residents and visitors.

By the 1870s, the population was around 7,000 and visitor numbers were estimated at more than one million, as the decade saw the first large-scale visitor attractions promoted by entertainment companies. These inaugurated the rise in a new sort of commercial entertainment, with large-scale theatrical presentations heralding the modern world of show business. The first purpose-built theatre was the Theatre Royal (1868), followed by pleasure gardens at Raikes Hall estate in 1872 and from 1878 by the Winter Gardens. The 1870s boom was supported and promoted by the Corporation, who saw improvement of the town for tourism as their single-minded goal. Provision for visitors included increasing numbers of 'company houses', respectable boarding houses aimed at working-class visitors. The Promenade was lit by electricity from 1879, placing the town in the vanguard of electric street-lighting, the famous electric tramway was inaugurated in 1885, and by the end of the century many amenities were controlled by the Corporation which had been formed in 1876. The latest technological advances were swiftly adopted in a policy which aimed at attaining a high profile and creating a new kind of mass holiday-making.

Blackpool became the resort with the greatest number of attractions in Europe, crowned in the 1890s by the opening of the Tower in 1894 when in six years, in addition to the Tower, investors in commercial entertainment constructed the Grand Theatre, Empress Ballroom, gigantic wheel, the Alhambra (1899), and a third Pier (1893), soon followed by the Pleasure Beach. The Promenade was extended in 1895 to the north of the town centre and expanded in 1902 and 1905, extending the sea front 100 feet beyond the high tide mark.

The population in 1901 was 47, 348, although Blackpool had absorbed surrounding settlements such as Layton and South Shore. Tourist numbers rose to four million in 1914, while the resident population had risen to almost 60,000; between 1911 and 1939 the town more than doubled in size. In 1912 the Corporation inaugurated the Illuminations which popularised and extended the autumn season. The prosperity and draw of the coast ensured expansion through the inter-war years, and in response to booming populations of both residents and visitors, North Shore was earmarked for extensive development in the 1920s and '30s with avenues of detached and semi-detached houses. Between 1925 and 1935 around 12,500 houses were built, and a significant number of the properties were lived in by retired people, who constituted for a significant proportion of the population increase. One significant response to an influx of visitors in the 1930s, one of the earliest by any municipal authority, combined provision of multi-storey and underground car parks with investment in the tram system.

There were few large scale developments after the Second World War. Tourist facilities continued to grow; for example by 1936 there were 15 cinemas, including the Odeon on Dickson Road which catered for 1,800 and was then the largest Odeon ever built. The growth of the Pleasure Beach also quickly became a forerunner to the giant themed amusement parks of the later 20th-century. The population of the town peaked at 153,183 in 1961. Ambitious plans to redevelop the centre stuttered to a halt in the early 1970s but later developments including the Hounds Hill shopping centre provide for both residents and visitors. The late 20th-century advent of cheap flights and package holidays to the Mediterranean affected demand for holidays in the resort and there have been few new hotel developments since the Hilton. However, the constant requirement for budget accommodation has ensured that many of the purpose built boarding houses have remained in use.

4.2.2 The 19th-century development of the Central Promenade area

The development of Central Promenade is linked to the growth of Blackpool as a whole, as it was the sea and beach which drew visitors to the town. Early mapping of Blackpool shows that a rudimentary seafront road was in place from 1786, stretching as far as Fox Hall in the south after which it branched off to become Lytham Road (covered in the South Beach area); by the early 1800s there were a number of buildings along its length. However, the construction of a proper Promenade was not only essential for the ambitious holiday town, but it was crucial for the town's sea defences. The Local Board took over the seafront in 1863 and a Parliamentary Bill passed in 1865, to ensure that the Promenade would be properly constructed and maintained and to allow free public access. Work began in 1868, and a two mile long Promenade and carriage drive, which relieved congestion and tackled erosion, was opened in 1870.

The tramway first opened along the Promenade in 1885, under the Blackpool Tramway Co. Ltd., and initially improved connections along two miles of the sea

front road. The first trams were operated by underground electrical conduits. The Company was transferred to the Corporation in 1892, at which date the trams ran from North Pier to South Pier, with a small stretch of line from the Manchester Hotel along Lytham Road opened in 1897. The overhead power system was adopted, amidst protests from residents, in 1898. The tramway was extended north to Gynn Square in 1900, where it joined with the Blackpool and Fleetwood Tramway. The Promenade was widened in 1905, moving the tramway from the road to its own section of Promenade. By 1911 there were 65 tram cars and apparently around 120,000 passengers were carried on a typical summer's day.

The character of the Promenade today is different as throughout the 20th century it was gradually widened and enhanced to cater for the tramway and the growing influx of visitors. Compared with historic postcard views from the early 20th -century, today the Promenade is more cluttered with street furniture and modern signs, and the impact of traffic has also had an effect on its character. The floorscape of Central Promenade is also different, with modern tarmac and concrete surfaces replacing what was probably natural stone paving. The whole Promenade is currently undergoing regeneration, with curved areas projecting towards the beach, creating an even more spatial feel to the Promenade.

Although Blackpool developed very rapidly over a short period of time, there are differences in the character of the seafront; the construction and improvement of the piers and Promenade and the establishment of the Tower Buildings in the 1890s was a direct contrast to the rows of boarding houses in the South Beach area of the town. In describing the historic growth, the Promenade has been divided into five linear blocks. The area is also divided for characterisation into three 'character areas' (see Fig. 11).

4.2.3 South Promenade: Sandcastle to Shaw Road

The development of the southern part of the area to Shaw Road is analogous with the development of South Beach. In the early 19th century the area was known as New Blackpool and was formed as a separate community and a rival resort to Blackpool (The area is often locally known as South Shore, its historic name). The 1838 Tithe map (Fig. 61) shows that South Beach was a distinct community, with buildings mainly located on a square of streets formed by the seafront, Bolton Street and Britannia Place. William Thornber described the early settlement as 'a pretty hamlet, chiefly comprised in a row of handsome cottages fronting the sea, having a lawn or Promenade at the front' (Thornber, 1837, p.344). There was no main road along the seafront, with the early buildings fronting parcels of land which probably sloped down to the beach. Some of the earliest buildings on the seafront were developed by the son of Thomas Moore, who built the first house in the area in 1819.

Between 1845 and 1850 land at South Beach had become highly desirable, and the distinction between the district and Blackpool proper is obvious from the 1st edition

(1844) OS map (1:10560) (Fig.62). At this date, seafront properties included a detached villa with a large front garden (a vicarage) and a watch tower to the south, with further buildings to the north, probably early boarding houses fronting onto a minor road along the Promenade. There were also several baths at South Beach, fed by pumped-in sea water.

A plan of Blackpool made in 1877 by Joseph Harding shows how the infrastructure of the area had grown; a Promenade was in place joined by the major east-west streets from Lytham Road. South of Station Road however, properties had been developed inland, although there was no Promenade. The first edition 1:2500 OS map of 1893 (surveyed 1891) defines the use of many of the buildings on the seafront, including the South Shore Hotel and terraces of large boarding houses and private residences of a higher standard than those being constructed inland.

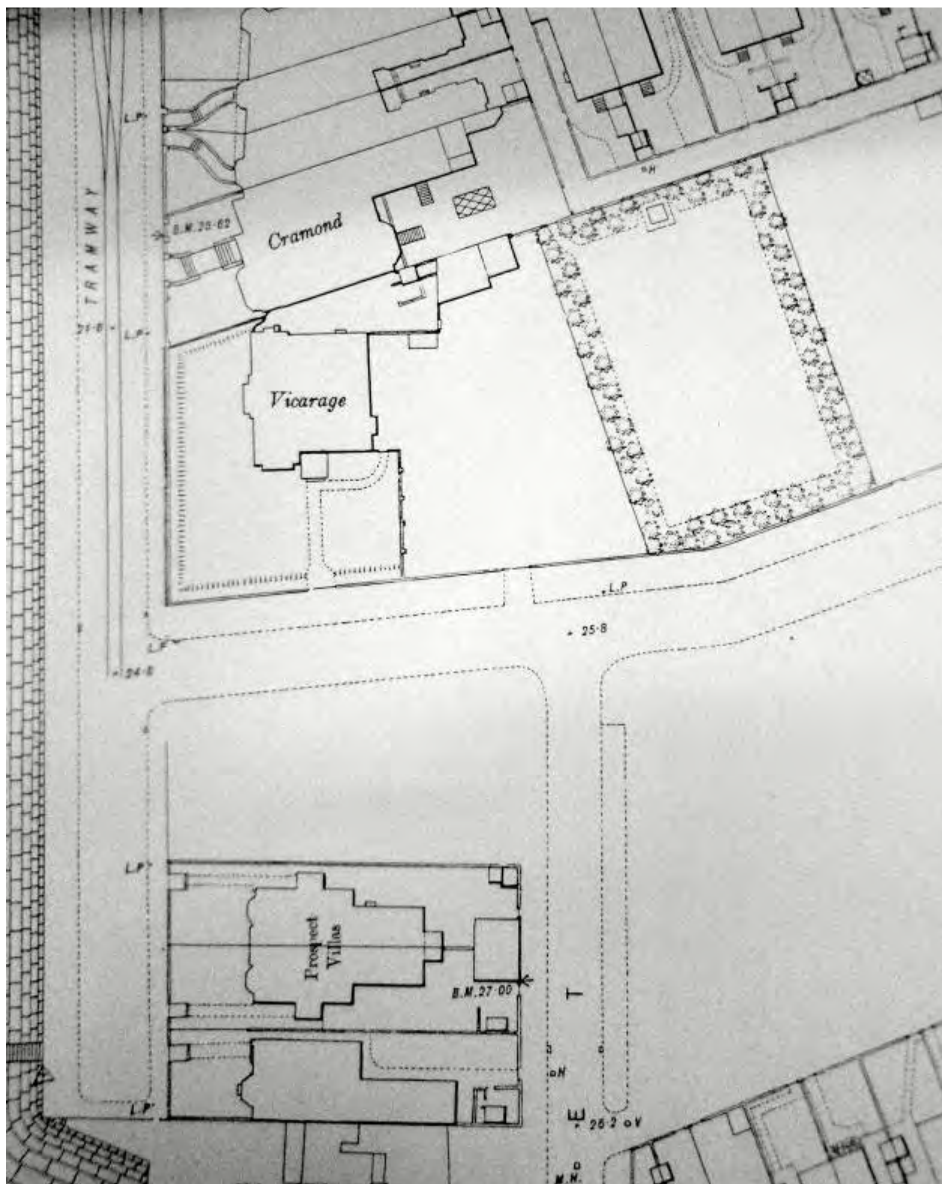


Fig. 3: Detail of 1:500 1893 OS map (surveyed 1891) showing the southern end of South Promenade (Blackpool Library)

To the rear of the seafront properties narrow service streets were constructed, although in some cases (i.e. Montague Street) these lanes were initially as wide as the principal roads themselves. Stretching from Waterloo Road to the north of Lytham Road, Bolton Street, one of the oldest streets in the area, was built up on the east side of the Promenade buildings but principally acted as a service street. A tramway, opened in 1885, ran along the narrow Promenade, ending just to the south of Station Road. The seawall was of sloping masonry with access to the beach opposite Waterloo Road. South Pier (originally named Victoria Pier) was opened in 1893 (Fig. 4), and the modernisation of the south Promenade began in 1902; it was widened by 100 feet to the width of the sloping sea-wall and extended as far as Balmoral Road, providing additional building land to the west of Simpson Street.



Fig. 4: Victoria Pier in the early 20th century (Image from www.rossallbeach.co.uk)

The beach access by Waterloo Road was converted into a slipway, and in c.1905 four shelters were constructed on the Promenade to designs by the Borough Surveyor John Shanks Brodie. The Promenade was extended again to the south in 1926, partly in response to the growth of the Pleasure Beach, and a large open-air swimming bath was installed to the south of the pier in 1923. The plots to the west of Simpson Street are shown on the 1932 OS map as being small parks, one with a central fountain; it is possible that the seaward area with the parks, baths and pier was intended as an 'open' leisure area, in direct contrast with the built-up leisure areas to the north around the Tower Buildings and Central Pier.

4.2.4 South Promenade: Shaw Road to Lytham Road

The historic development of the stretch of Promenade north of Shaw Road is inherently the same as that to the south (See *Section 4.3.*). Historically the area was part of South Beach, and today is known as Bloomfield. The 1838 Tithe map shows that the development at South Beach was focused around the streets to the north of Waterloo Road, namely Bolton Street and Alexandra Road, with a terrace of properties fronting the rudimentary Promenade. From this point to the north end of Lytham Road the area was rural, with only one property on the seaward side. By 1877 the Promenade was in place and a series of east-west streets joining Lytham Road and the Promenade were planned. Terraces of substantial buildings with rear outshots were constructed in blocks between this grid, and most sites were filled by 1877. At the junction of the Promenade and Lytham Road the Manchester Hotel was erected (Fig. 5).



Fig. 5: Early 20th-century postcard of the south Promenade, looking south; the Manchester Hotel is the closest building (Image from www.rossallbeach.co.uk)

The 1st edition 1:2500 OS map of 1893 (and the 1:500 OS of the same date) shows that the blocks of seafront buildings were distinguished by names such as 'Victoria Terrace', 'Waterloo Bank' and 'Crystal Terrace' and had larger-than-standard front gardens (Fig. 6).

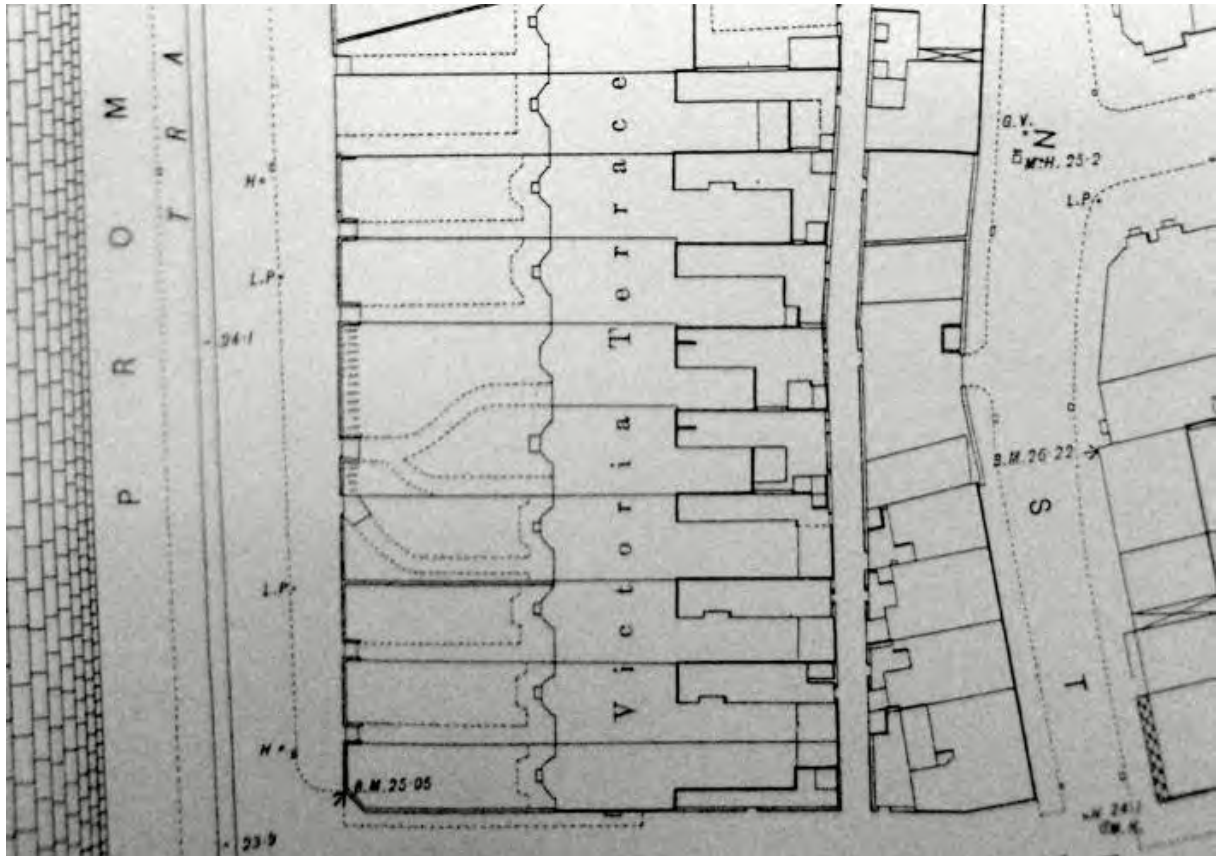


Fig. 6: Detail of 1:500 1893 OS (surveyed 1891), showing seafront properties in South Beach (Blackpool Library)

The Promenade and tramway continued along the seafront, with a slipway opposite the north end of Lytham Road; a lifeboat station was located on Lytham Road and the lifeboats were horse-drawn to this slipway. This was replaced in the interwar period by a building beside Central Pier. The Promenade was widened from 1902-05, to cater for huge increases in visitor numbers in the late 1890s. Shelters were erected along its length.

4.2.5 Central Promenade: Lytham Road to Hounds Hill

The 1838 Tithe maps shows a small concentration of buildings around Fox Hall, at the north end of Lytham Road where it joined what was later known as Foxhall Road. Fox (or Vaux) Hall was built at the end of the 17th century by Edward Tyldesley and was the first large house to be constructed in Blackpool. It was extended in 1864 by James Slater and converted into a lodging house; a house was built later on the west side and the two combined to create a hotel. It was demolished in 1990. North of Fox Hall were empty plots, and the development of Blackpool proper began just south of New Bonny Street with terraces of substantial houses. The 1877 street plan gives a visual impression of this growth and helps to identify the network of streets which had developed in the 1860s. The plan shows that several east-west streets feeding onto the Promenade had been formed, and that the Promenade between Chapel Street and Hounds Hill was called South Beach. Central Pier is also shown (built 1867-8) (Fig. 7).

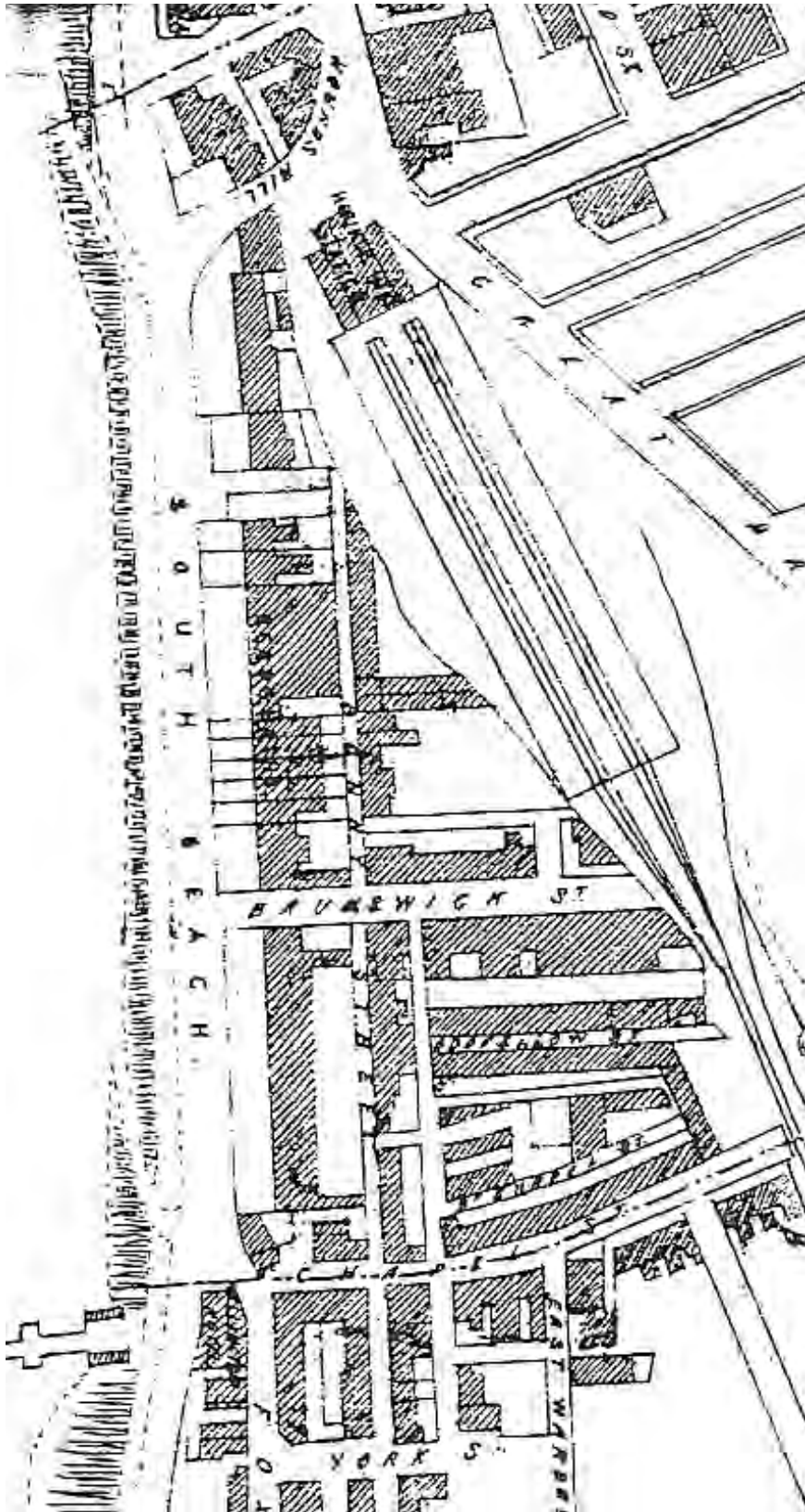


Fig. 7: Detail from "Plan of Blackpool, Southshore [sic], & the township of Layton with Warbreck, in the county of Lancaster, laid down from actual survey made in the year 1877", made by Joseph Harding, Civil Engineer (Blackpool Local Studies)

On the 1893 1:2500 OS map (surveyed 1891) the grid of streets and rows of seafront terraces clearly shows Tyldesley Terrace and a school located next to the Foxhall Hotel (Fig. 8), and blocks of terraces and two large hotels on South Beach. At the north end Central Station was accessed from Hounds Hill, where the Palatine Hotel was located. There were also public baths on the Promenade.

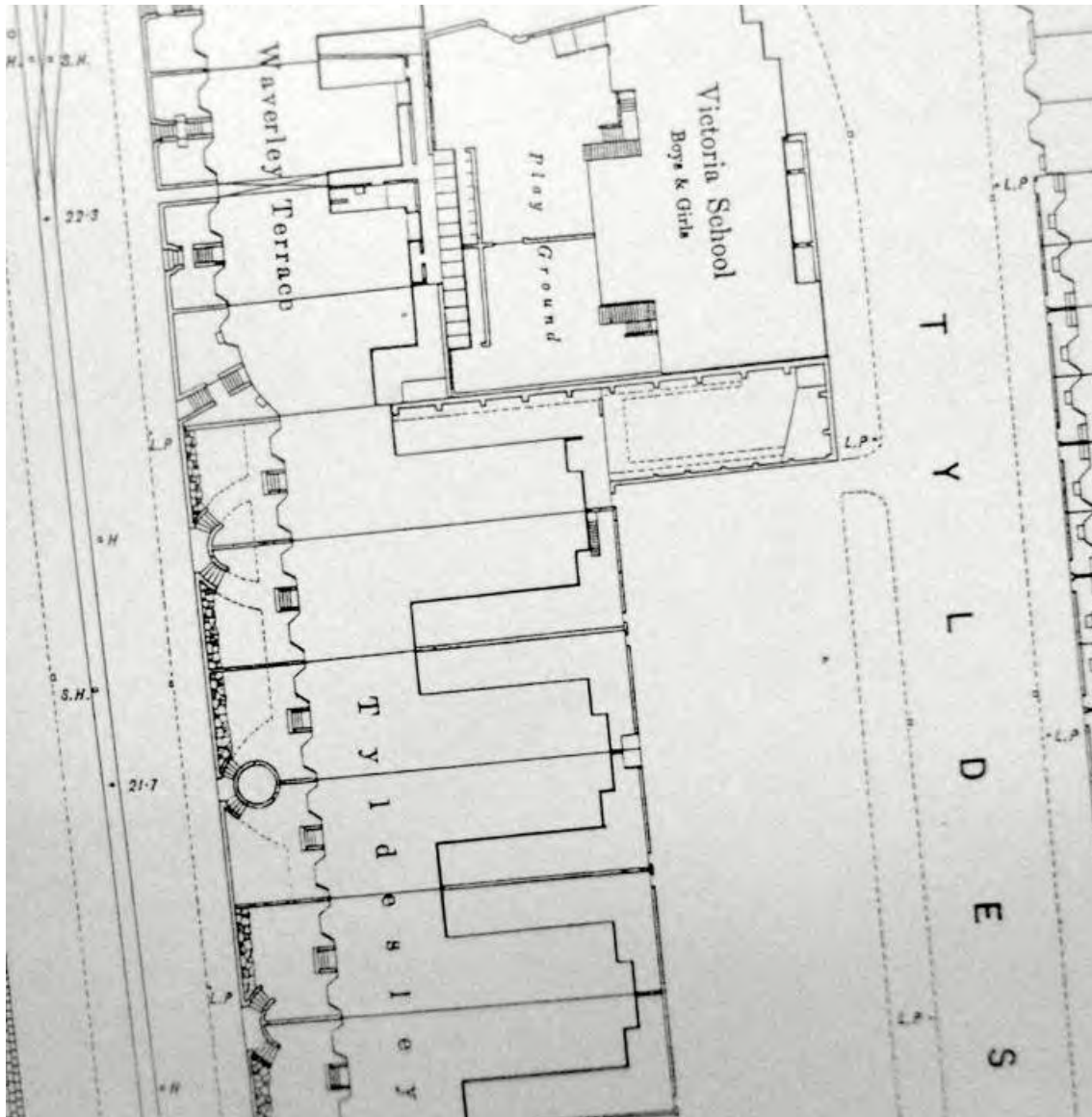


Fig. 8: Detail of 1893 OS map, 1:500 (surveyed 1891), showing Tyldesley Terrace (Blackpool Library)

4.2.6 Central Promenade: Hounds Hill to the New Clifton Hotel

The 1838 Tithe map shows terraces and detached buildings along the sea front; the uses of some can be established from the 1st edition 1848 OS map (surveyed 1844). By this date there were two main hotels, the Royal and Dickson's, alongside Fox Hall, Yorkshire House and Coburgh House. In the 1860s Blackpool's main shopping streets formed a cohesive area centred on the market located directly behind the

seafront. The 1877 street plan by Joseph Harding clearly shows this development. By the late 19th century large-scale entertainment premises were being to be built or rebuilt (Fig.9) and the 1912 OS map shows the seafront fully built-up and the Tower Buildings in place. The Tower was first promoted in late 1890 by the Standard Contract and Debenture Corporation, and in February 1891 the Blackpool Tower Company, an offshoot of the Standard Contract Company, was incorporated with £150,000 capital in £1 shares, including 62 subscriptions from Blackpool dignitaries and historic families. As the aims of Standard Contract became fraudulent – they had hoped to acquire the land and sell it to the Tower Company at profit, take on the construction and then go into liquidation – John Bickerstaffe, Blackpool's Mayor, reconstructed the Tower Company and pressed on with its development. The Tower Buildings were designed by Maxwell & Tuke, with the engineer R. J. G. Read; it opened in 1894 (Walton, 1998, p.91).

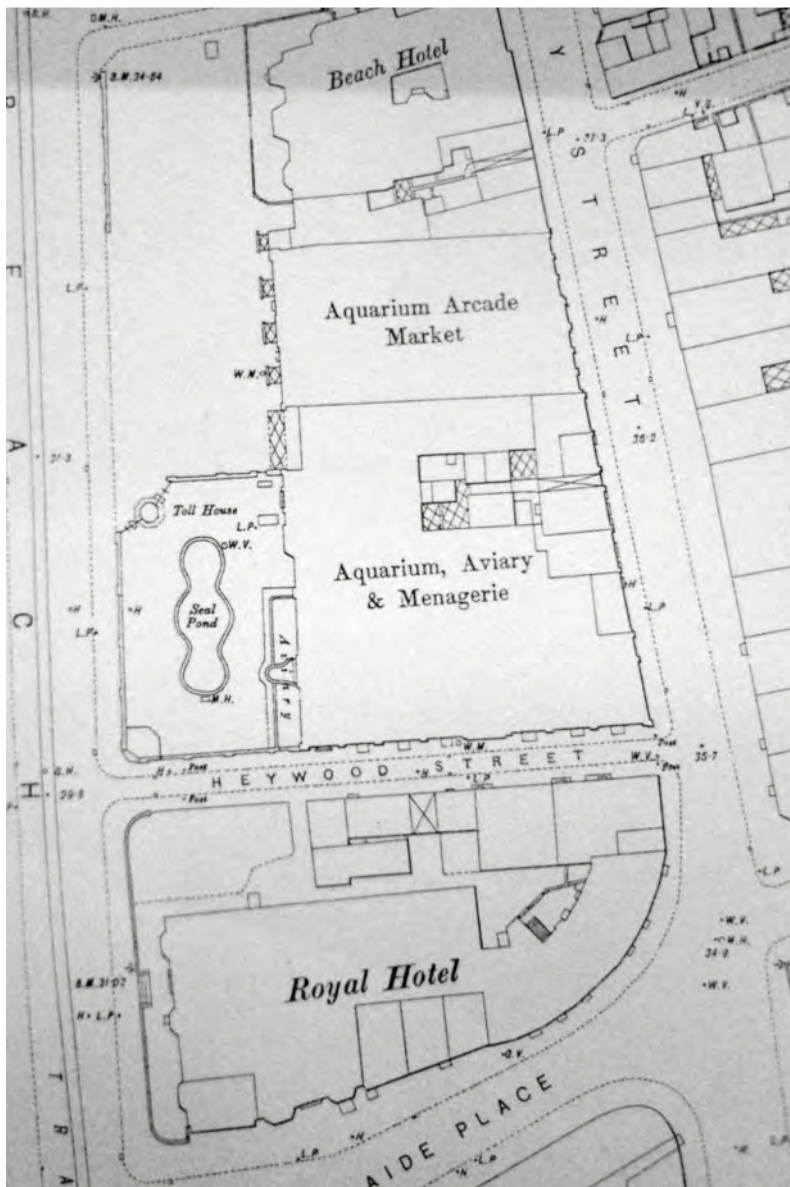


Fig. 9: 1893 OS map (surveyed 1891), 1:500, showing the Tower Buildings site (Blackpool Library)

4.2.7 Central Promenade: North Pier and Princess Parade

The 1838 Tithe Map shows Foxhall Road bearing west to follow the seafront, forming the Promenade, splitting again to form Bank Hey Street and Market Street inland, with the Promenade continuing to the north before turning off inland to the east of Dickson's Hotel. The 1877 street plan shows the northern part of the Promenade fully developed, with the Clifton Hotel and Bailey's Hotel prominent on the seafront. Bailey's Hotel was established in 1776 and was altered and enlarged in 1896; it has doubled in size by 1900. North Pier was opened in 1863 (Grade II listed) and the pier-head enlarged in 1874; its Indian Pavilion was destroyed by fire in 1921 with its successor also destroyed by fire in 1938; a new one was opened in June 1939. Sea defences were installed in 1868-70, and in 1912 a colonnade was built over them by the Borough Surveyor John Shanks Brodie. The colonnade formed part of Princess Parade and was opened by Princess Louise in May 1912. A large war memorial on a site to the south of the former Baileys Hotel (now Metropole Hotel) was unveiled in November 1923, probably designed by Grayson (Grade II listed).

20th-century change and renewal has meant that the Central Promenade now has a brash and colourful character, while retaining a subtle backdrop of 19th-century character developed from the early entertainment complexes. Pressure for change in the holiday market, especially through advertising, has created a streetscene of modern fascias and neon lights. Little historic advertising or building frontages, especially north of Central Pier, remains. South of Central Pier the area is characterised by terraces of substantial boarding houses. Many of these have been amalgamated to create larger hotels, with the addition of uPVC windows and modern signage. Historically the boarding houses along the whole Promenade had large front gardens; most of these gardens have been removed, probably from the mid 20th-century. Some have been re-surfaced and are used for car parking, usually with the original front boundary walls removed, and others have been partially built over with ground floor extensions to hotels. Although this has had a negative impact on the streetscape, none of the hotels have been extended to the back of the footway.

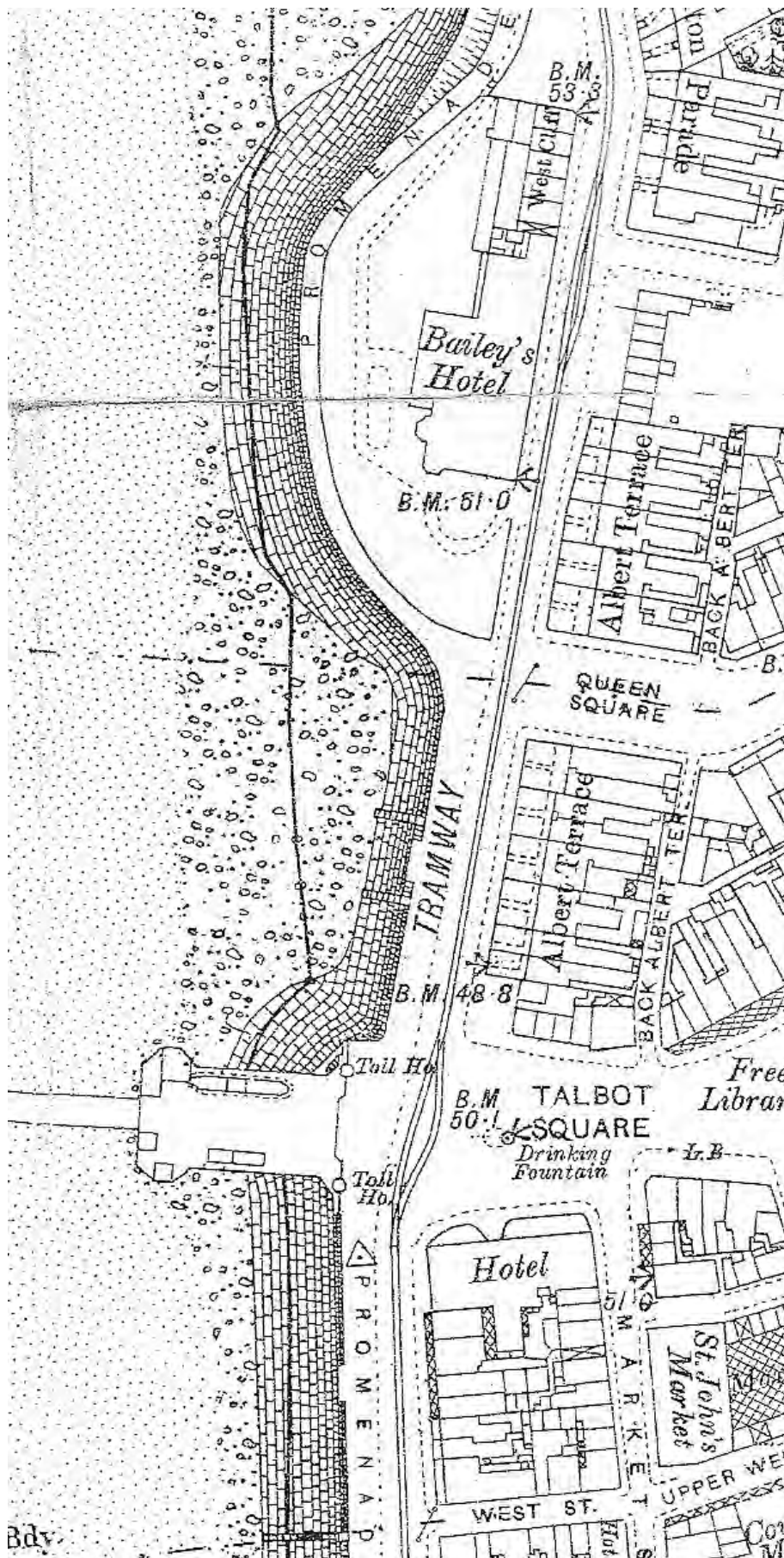


Fig. 10: 1893 OS map (1:2500) showing the Talbot Square area (Blackpool Library)

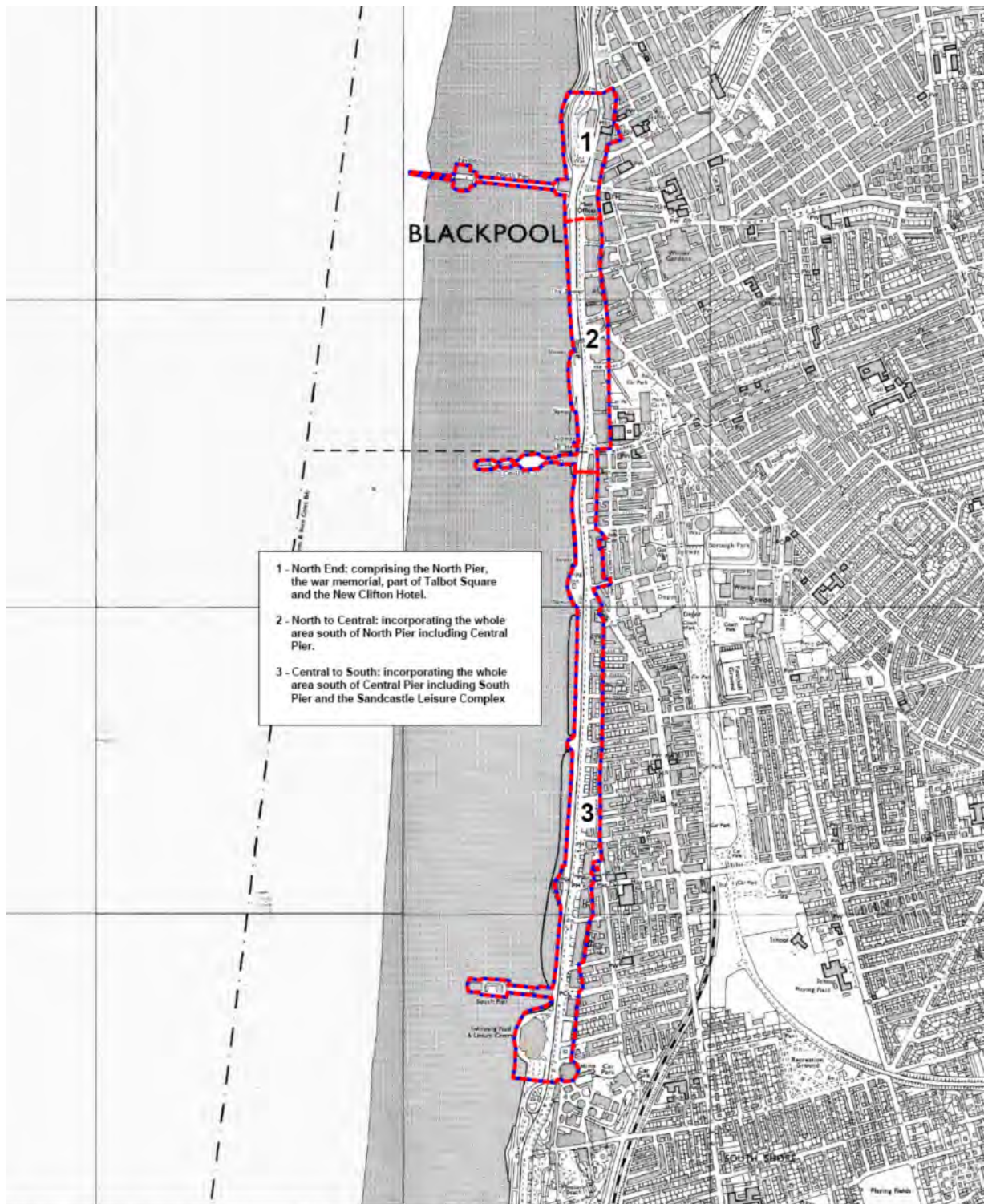
5.0 CENTRAL PROMENADE: CHARACTERISATION ASSESSMENT

5.1 Character and appearance

The area has been divided into three character areas defined by building types and survival of historic elements, shown on Fig. 11. The two principal areas have linear characteristics, defined to the west by the seawall and side streets one block east of the Promenade. The frontage consists of the Promenade proper, for pedestrian use, the tram lines, the road, for vehicular traffic, and the pavement on the landward side. Generally speaking the Central Promenade area can be characterised as one of retail, fast food and entertainment outlets concentrated close to the piers, with hotel and boarding house development to the south. The Promenade buildings are arranged in blocks, divided east-west by the inland streets and backing onto a series of back streets, especially to the south of Tyldesley Terrace. The specific areas are:

- 1) *North end*: comprising the North Pier, the war memorial, part of Talbot Square and the New Clifton Hotel
- 2) *North to Central*: incorporating the whole area south of North Pier including Central Pier
- 3) *Central to South*: incorporating the whole area south of Central Pier including South Pier and the Sandcastle leisure complex.

The character of the areas was assessed during field work and the principal characteristics recorded; these are set out in sections below.



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Planning Department
 Tourism & Regeneration Directorate
 PO Box 17, Corporation Street,
 Blackpool, FY1 1LZ

planning@blackpool.gov.uk



Title: Central/South Promenade
 Sub Character Areas

Scale: 1:15000

Date: 13/01/2009 Printed by: CCC



Fig. 11: Central Promenade character areas

5.2 Spatial attributes, views and open spaces

The spatial character of the area is derived from a combination of the underlying topography of the area, and the pattern of superimposed development, generated by the attractions of the sea itself. The Promenade falls slightly in height from the north to the south; at the war memorial it is at 20m above sea level, dropping to around 10m above sea level at its southern point. The underlying geology consists of Permo-Triassic sandstones masked by drift deposits of Aeolian-deposited sand and alluvium. The soil was described in 1838 as being composed of fine sand and gravel (LHTS, p10).

The line of the Promenade provides the most significant vista within the town, with the panorama of buildings on the land side, and sea views stretching away to the west. Views around the Promenade area can be appreciated from several small shelters built in the early 20th-century. The views along the Promenade are dominated by the Pleasure Beach 'Big One' rollercoaster (outside the study area) to the south, while to the north views of both the big wheel on Central Pier and the Tower are prominent. The east side of the Promenade is densely developed with the frontage divided into blocks by east-west streets. This provides a strong urban 'edge' to the seafront of the resort. Framed linear views characterise the east-west streets between blocks of buildings. Open spaces in the area are at a premium as the Promenade provided the principal outdoor recreation space for the resort.

On the Promenade itself, the space is divided into three functional zones, the road fronting properties lining the east side, the tramway and the pedestrian area along the sea front; spatially these merge as one broad space with no visual barriers separating functions and views of the sea.

5.2.1 North end

The northern tip of the Central Promenade arguably has the finest views out of the town within the area. A walkway leads towards the beach from the North Pier entrance, and provides vistas of the sea, sand and, on a clear day, the hills of the Lake District. The generous width of the walkway is enhanced by Princess Parade, to the east, which sweeps round to meet the tramway before stretching along the North Promenade towards Gynn Square. To the south of the Metropole Hotel the grassed Remembrance Square with its war memorial is a rare space of its type in the town and contributes to the spatial character at the north-west of Talbot Square.

Talbot Square, immediately opposite the North Pier, is another important open space, with views over the sea and to the Grade II listed North Pier. There is also a sense of space and important views towards the town, including several prominent historic buildings (such as the Town Hall). Talbot Square is in the Town Centre Conservation Area and although it is thoroughly urban its spatial characteristics are part of its importance. Queen's Square, to the south-east of the Metropole Hotel, is another public open space, but has less positive character; the buildings here are

generally altered with inserted ground floor shops, and the street furniture is of poor quality.



Fig. 12: View north along Princess Parade

5.2.2 North Pier to Central Pier and the Tower Buildings

The area between the Metropole Hotel and the Central Pier is at the heart of Blackpool's famous 'Golden Mile' with some of the town's most famous buildings and landmarks, including the Tower, symbol of the place, which is pre-eminent in views all along the front. The densely built-up eastern side of the area which contains Blackpool's principal entertainment complexes is in direct contrast with the spacious Promenade to the west and the sea beyond. Views around this area are linear and stretch north to south, either along the Promenade to the sea or to the inland side, dominated by the built-up street frontage and the Tower.

Views into the area can be obtained from the North and Central Piers, and from the sea itself. Back streets, such as New Bonny Street, are also run north-south, although there are no far-reaching views due to the tight grain of buildings, at least three storeys high, on these back roads. Glimpses of the sea are gained between blocks of buildings (Fig. 14).



Fig. 13: View south along the Promenade from North Pier



Fig. 14: View of the sea from between the Tower Buildings and Woolworths

5.2.3 Central Pier to South Pier

As well as the views along the Promenade of the buildings and the sea, there are also views north of the whole Promenade from South Pier. These views are partly characterised by the tidal range with the newly-developed steps to the beach creating a visual boundary between the beach and the Promenade. Blackpool Tower and Central Pier are again prominent features in these views (Fig. 15).



Fig. 15: View north-east from South Pier

The steps also provide an ideal place to view the South Pier, and the best views of its historic structure are perhaps achieved from the edge of the Promenade and beach (Fig. 16).

At the south end of the area there are two open spaces between Simpson Street and the Promenade (Fig. 17). One is used as a crazy-golf course and the other is a small park (hosting a large free-standing display during the Illuminations) with a grassed area and a large paved area to its north. The spaces are bounded by stone and brick walls respectively, to the back of the footway. The spaces are particularly important as they give relief from the tight building grain of the Promenade's back streets.



Fig. 16: Looking south towards South Pier



Fig. 17: Open space at the south-east end of the Promenade, looking south towards the Casino and Pleasure Beach

5.3 Historic and current uses

The principal uses of the buildings on the Promenade are commercial, either as retail or entertainment premises. However, to the south of Central Pier there are also terraces of high-quality boarding houses and several large hotels.

The demands for change in the holiday market mean that building uses are not constant, however late 19th-century Trade Directories give an impression of the original entertainment or retail facilities available. Taking the Central Promenade as an example, the 1885-6 Barrett Directory lists the Clifton Arms Hotel, the Blackpool Visitors' Office, the Blackpool Herald Office, four other hotels, and the Prince of Wales Baths and Market. The 1895 lists the use of retail premises (milliners, confectioners and oyster dealers, to name a few) and the Tower Buildings were also added to the Directory. Moving towards South Beach, the character of the Promenade changed, with more lodging houses, interspersed with hotels such as the Wellington (opposite Central Pier) and the Washington. By the late 1920s there were more entertainment and retail premises around the Tower Buildings, with the addition of the Picture Palace and Woolworth's Bazaar. Smaller retail premises included 'fast food' outlets such as oyster bars, sweet shops, tobacconists, and dealers of 'fancy goods', probably all aimed at the tourist market. The area south of Foxhall Square was almost wholly taken up with lodging houses and apartments. To the east of the Promenade, retail premises were focused around Market Street and Bank Hey Street; an example from the 1895 Barrett Directory lists grocers, drapers and bootmakers among the main trades, alongside cafés and public houses such as the White Swan.

Uses of the buildings on the Promenade changed as the buildings were altered, with the notable exception of the Tower Buildings, and were later augmented by entertainment complexes to the south such as Sealife, Funland and Louis Tussauds as well as numerous arcades and amusements. However, there is little late 20th-century development on the Central Promenade as older buildings have generally been retained and refaced. Further to the south the rows of boarding houses and apartments have remained in use as hotels or holiday apartments, although not without cosmetic alteration. Many of the apartments constructed in the mid to late 19th-century had large front gardens, often with pathways and a fountain or central feature. Almost all of these spaces have now been converted to hard standing for parking, probably beginning in the mid 20th-century with the reliance of motor vehicles. Many hotels have also been extended at ground-floor level towards the front, and some have added attic storeys. There are few retail premises on the Promenade today and the principal shopping area is concentrated around Bank Hey Street and Market Street, to the east of the Promenade.

The architectural character of the existing buildings is described in the following section.

5.4 Materials and construction

5.4.1 Elevations and roofing

The buildings on the Central Promenade are constructed of a mixture of brick, stone and steel. The older, 19th-century boarding houses are generally stone-faced, although many have been painted or rendered, while Edwardian buildings such as ‘Tommy Ducks’ pub and the Dutton Arms are constructed of hard red brick in stretcher bond, with terracotta details. A softer red brick, laid in stretcher bond, and probably constructed on a steel frame, was used for Nos. 1-5 Waterloo Road, which also has dressings of cream faience (Fig. 18). Faience is more common on the seafront buildings, being hardwearing, other examples include the former Woolworth’s store, the former Central Beach cinema, and Feldman’s Arcade.



Fig. 18: Brick and faience apartment building at the corner of Waterloo Road

Mid to late 20th-century buildings, particularly around the Tower Buildings and Central Pier, are generally of steel-frame construction and are faced in a variety of materials. The Tower and piers are of cast-iron construction, with the pier decks and buildings generally of timber. This variety of materials gives diverse character, and around the Tower frontages are broken into blocks of distinct commercial development phases; for example the Sea Life centre and Funland have flat rectangular elevations with extensive modern signage on the upper storeys, creating

a homogenous frontage block (Fig. 19). Roofing is generally of Welsh slate to the hotels and boarding houses, but roofs of commercial and leisure properties are often hidden behind parapets. The roofs of tram shelters and pavilions on the Promenade proper are covered in sheet lead, and the pier buildings use modern materials, including asbestos tiles (South Pier) and asphalt sheeting (North Pier).



Fig. 19: Modern fascias to the Sea Life centre and Funland, adjacent to the Tower

5.4.2 Doors and windows

To the south of the area windows of boarding houses and hotels have generally been replaced with uPVC double-glazed units, and doors are also often modern replacements. Where timber sash windows exist they are usually in poor condition due to weather damage; one building of note is the Beachcomber Café (No.499 Promenade) which has timber sashes with coloured, leaded glass to the upper lights, and an oriel window complete with leaded glass (Fig. 20). The adjacent 'Tommy Ducks' pub also retains its sash windows. The Camelot and Sands Hotels (No. 487 Promenade and 1-3 Dean Street) have stone mullioned tripartite windows to the ground floor, with some coloured glass retained in the upper lights (Fig. 21).



Fig. 20: Timber sashes and coloured glass to the rear elevation of the Beachcomber cafe



Fig. 21: Ground floor windows to No.487 Promenade

5.4.3 Shopfronts and fascias

The range of shopfronts and building fascias in the area is broad, but generally the survival of historic elements is rare. One example of an earlier timber shopfront with console brackets can be found to the rear of No. 499 Promenade (No. 1 Simpson Street), but this has been adapted with metal roller shutters. Well-designed fascias to leisure facilities are also rare, although examples such as Coral Island and the Golden Mile Centre bring unique character to the Promenade buildings (Fig. 22).



Fig. 22: Coral Island, on the corner of New Bonny Street

Commercial demand to draw more visitors and the pressures of advertising has ensured that signs have got bigger and more colourful; subtlety is not a characteristic of Blackpool's seafront. A regular feature of the Promenade entertainment buildings is ribbed metal fascias with lightbulbs forming illuminated signage (Fig. 23). In many cases, such as at the former Picture Palace (Happy Dayz arcade) these fascias have been added to the ground floors of older buildings.



Fig. 23: Typical amusement arcade frontage on the Promenade

The brashness of many of the arcades and amusement centres is integral to Blackpool's character and this is reflected in the introduction of new materials as they have become available.

5.4.4 Signs and details

Historic signs on the Promenade are rare. The Promenade road is a major thoroughfare (A584) and directional signs are modern as are most street-name signs at the junctions.

On the back streets such as Bath Street some older metal street-name signs survive, probably dating from the 1920s when there were street name changes. The signs are made up from individual letter plates. Some directional signs take the same form, such as those on 'Tommy Ducks' pub at the corner of Station Road (Fig. 24).



Fig. 24: Historic directional signs to Nos 495-497 Promenade

Other forms of historic signage include cast-iron mile markers along the Promenade, erected in the 1920s both as a topographical reminder, and as an incentive for visitors to walk the 'Golden Mile' (Fig. 25). The markers may also have been erected to tempt visitors away from the central area of entertainment around the Tower Buildings, and towards the South Pier and Pleasure Beach. There is also a cast-iron standard commemorating 'Britain's First Electric Tramway' by North Pier (Fig. 26).



Fig. 25: Mile marker by South Pier



Fig. 26: Cast-iron sign noting 'Britain's First Electric Tramway'

Architectural details such as wrought and cast-iron balconies can be seen on the bigger hotels, particularly the north-west elevation of the Metropole (Fig. 27).



Fig. 27: Early 20th-century ironwork balconies to the west elevation of the Metropole Hotel

5.4.5 Boundaries

The principal boundaries along the Promenade are to the beach at the western edge of the area and to the frontages of properties; the types of boundary treatment here are described under 5.4.7. *Street furniture*. To the south of Foxhall Square, where hotels are prominent, property boundaries are generally of modern construction, although a few examples of original walling and gate piers have survived (Fig. 28).



Fig. 28: Original stone boundary wall to back of footway outside the Camelot Hotel

The high brick elevations of service buildings line the western sides of back streets, especially in the south.

5.4.6 Roads and footways

The Promenade comprises a series of elements, from the sea wall to the back streets behind the Promenade buildings. The back streets have tarmac surfacing, with narrow concrete or tarmac footways, which at the south end of the area are generally confined to the east side of the street. The inland footway is wide with a tarmac surface, with pavements and tactile surfaces at crossings and junctions. The main Promenade road is surfaced with tarmac, as is the tramway. The Promenade proper consists of a number of different surfaces, none of which are historic. At the south and north ends a mixture of tarmac, concrete and modern surfacing such as pavements and tactile blocks are used (Fig. 29).

In some areas the footway surface has been patched and is showing signs of disintegration; this is being eradicated by a programme of improvement works to the Promenade. Where the Promenade has been improved it has been resurfaced, creating a homogenous floorscape which offsets many of the views along the Promenade, especially around the area of the Tower Buildings and Central Pier.



Fig. 29: Surfacing to the Promenade near South Pier

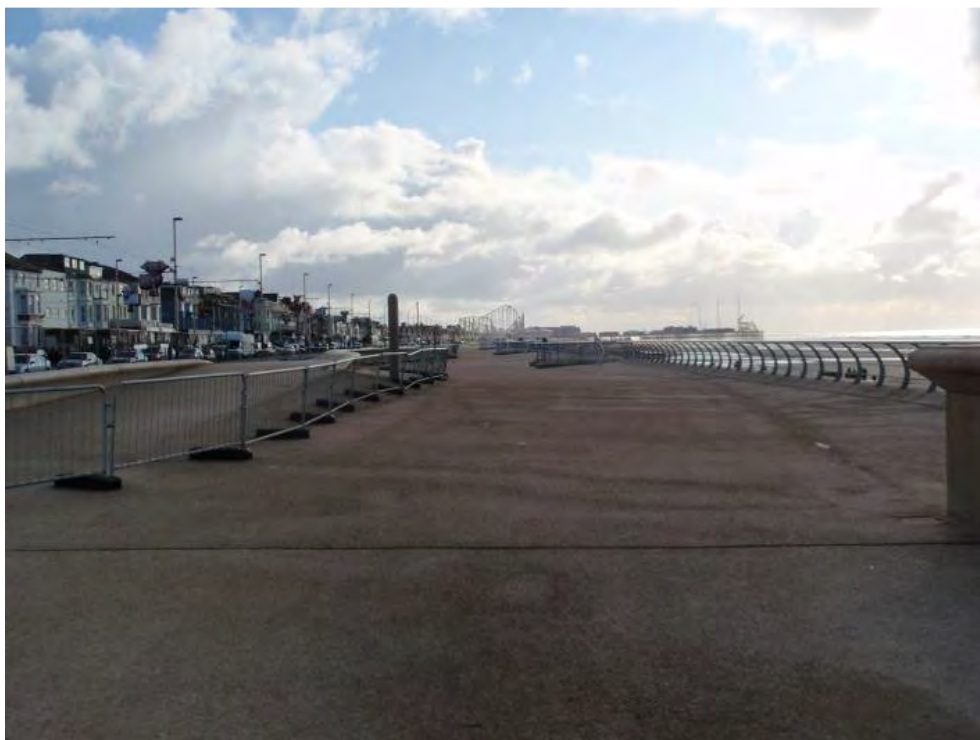


Fig. 30: New Promenade surfacing near Central Pier

5.4.7 Street furniture

Stretches of the boundary railings between the Promenade and the beach have recently been replaced during the widening and resurfacing of the Promenade. Historic cast-iron railings of at least two patterns can be found in the area. Those shown in Fig. 31 are characteristic of most of the principal seafront, from the Central Pier to the Tower Buildings. To the north of North Pier the design is much simpler, and is probably contemporary with the construction of Princess Parade in 1912.



Fig. 31: Late Victorian or Edwardian cast-iron railings on the Promenade

There are also examples of 1930s railings, specifically adjacent to North Pier where there is a viewing platform, with a lavatory block beneath accessed from the lower Promenade walkway. At the upper level the platform is bounded by square-section geometric steel balustrading of a typical interwar pattern (Fig. 32).



Fig. 32: 1920s steel balustrading near North Pier

Short sections of railings near the Tower Buildings are of a plastic material, emulating a historic style (Fig. 33).



Fig. 33: 20th-century synthetic railings near North Pier

The busy central road running north to south has created safety issues and there are various protective barriers on the edges of the footways. All of these are of modern materials, usually galvanised steel, and have little aesthetic value. A row of cast-iron or steel bollards, probably dating from the interwar period, are extant outside the former Picture Palace (Fig. 34).



Fig. 34: Cast-iron bollards on the east side of the Promenade

There are areas of seating both along the Promenade and on the lower walkway. Historic seating includes sets of double benches with cast-iron frames with a lions' head detail and timber struts opposite the Tower Buildings (Fig. 35). These could be of interwar date or reproductions to designs of that era. The lower walkway near North Pier has three tiers of timber seating (Fig. 36). At the south end of the area the refurbished sections of the Promenade have less seating, but the stepped hard-landscaping down to the beach provides adequate seating.



Fig.35: Cast-iron and timber benches near the Tower



Fig. 36: Timber seating near North Pier

Historically, the Promenade was lit by cast-iron standards placed at regular intervals (Fig. 37).



Fig. 37: Early 20th century postcard looking south from Central Pier
(Image from www.rossallbeach.co.uk)

These standards have almost all been replaced with simple modern versions. Examples of historic lighting survive adjacent to the North Pier (Figs 38 & 39). The principal roadway and back streets are lit by modern galvanised standards of little aesthetic value, although cast-iron standards with modern lamps are extant at the rear of the Sea Life centre and Funland.



Fig. 38: Modern lamp standards near the Tower



Fig. 39: Edwardian twin-lamp standard near North Pier

Blackpool's tram system is not only a vital part of its transport infrastructure, but the tram stops form visual landmarks and places of orientation. Historic images and postcards suggest there were few tram shelters along the Promenade, and these were small and elaborate compared with today's examples. The overhead electric power supply for the trams and the cables carrying the Illuminations are carried on steel poles, forming a lightweight visual characteristic of the Promenade. The poles probably largely date from the early 20th-century.



Fig. 40: Tram shelter at South Beach, early 20th-century
(Image from www.rossallbeach.co.uk)

Tram shelters extant today are of two types. Those shown in Fig. 41 are designed in a pastiche of a Victorian style, similar to the style of the Promenade shelters, with a timber structure and lead roof with pinnacles. Later 20th-century examples are metal framed with glazed panels (Fig. 42).



Fig. 41: Tram shelter near the Tower



Fig. 42: Late 20th-century tram shelter by South Pier

Other important landmarks on the Promenade include a series of shelters erected in the early 20th-century to designs by John Shanks Brodie. Three pairs are listed Grade II, described in their list description as being located opposite Alexandra Road, Wellington Road and Trafalgar Road; these have been removed during refurbishment work on the Promenade and are being restored off-site. Their return and re-siting, possibly in their original positions, is important and with correct interpretation would contribute significantly to the historic development of the Promenade. There are also several replica shelters, some of which are kiosks (Figs. 43 & 44), which were part of a large Promenade refurbishment project completed in 1994.



Fig. 43: Replica Promenade shelter



Fig. 44: Pair of kiosks opposite the Tower, in the style of the historic shelters

A bandstand (opened 1994) and a tourist information kiosk (opened in 1989) are designed to echo historic shelters; both are positive contributions to the townscape.

5.5 Architectural character

The architectural character of the area as a whole is dominated by the principal entertainment structures which give Blackpool its unique quality. Blackpool is the only British resort with three piers, all of 19th century origin, all of structural interest. Blackpool Tower is unique and one of very few buildings which can accurately be described as iconic. These structures, central to the character of the place, are all essentially Victorian (repairs notwithstanding), immense cast-iron structures of the railway age and potent symbols of the birth of the mass entertainment industry. These structures and the Promenade, successively extended and widened, provide the context. Broadly speaking the architectural character is Edwardian and Victorian with some distinctive interwar buildings and some post-war buildings. Entertainment buildings frequently exhibit a patina of fascias and elevational treatments responding to the need for constant change and novelty.

The character of the small hotels and boarding houses is generally dictated by function; the need to capitalise on desirable sea-front locations by building to three

storeys incorporating bay windows to take advantage of sea views. Later additions include attic and ground floor frontage extensions (Fig. 45).



Fig. 45: Boarding houses on the Promenade

Display concentrates on front elevations, though there are a few street-corner buildings and only one or two on island sites where elaboration is continued in the side elevations. Within this general framework the architectural styles encompass Italianate, Gothic or Elizabethan and Renaissance idioms and the materials usually reflect the need to withstand sea-front weather conditions. This means that timber is only occasionally used, while the use of terracotta and faience becomes more common once the materials became readily available from the end of the 19th century. Long terraces, some of unified design, are a special feature of the southern part of the area. The notable interwar buildings include some apparently designed as apartments and a few adopting a distinctive Art Deco style. Post-war boarding houses hotels and apartments are few and generally without architectural distinction.

Apart from the Tower and the basic structure of the piers, all with qualities of mass and scale which transcend superficial alteration, the entertainment buildings are prone to continuous alteration and often complete rebuilding. Exceptions which retain strong character despite ground-floor alterations are the former South Beach Cinema, and Feldman's Arcade, both clad in faience and both in broadly Edwardian

Baroque style. The Palace Discotheque and attached footbridge of 1975 can be characterised as a light-hearted Pop Art style (Fig. 46).



Fig. 46: Palace Disco

Coral Island, with a frontage by Roche Design (1999) features remodelling of very high quality, continuing in the spirit of the interwar film-set interiors of the Winter Gardens. Apart from these examples most other entertainment buildings defy architectural categorisation in their (often ephemeral) façade treatments and although many have definite character and contribute to a lively and varied scene, some present bland or degraded façades with little engagement with the general setting.

Another category is retail and food outlets. The importance of Blackpool as a shopping centre is underlined by the locally listed former Woolworths store beside the Tower Buildings. A huge structure of broadly Art Deco inspiration, it stands on its own in terms of scale in the study area, though there are slightly smaller and less prominent counterparts just inland (such as the Edith Centre on Bank Hey Street, a Marks & Spencer store of 1936). There are few other shops or food outlets which have not escaped substantial alteration. One exception is Roberts Oyster Bar, which retains mid 19th-century character and, most unusually, cast-iron column canopy

supports. Another is Notarianni Ices in on Waterloo Road which has retained its interwar character.

5.6 Degree of completeness

The piers, the Tower Buildings and the former Woolworths store are of sufficiently robust design and on such a scale that despite superficial alteration the landmark qualities can be described as well preserved, with qualities of massing and scale which underpin the historic and architectural context. The Tower Buildings and the North Pier are the best preserved, reflecting in part the protection offered by listed status. Having said this, almost all the buildings within the study area have been altered, many of them greatly. The principal contributing factors are the search for novelty and eye-catching qualities important to the entertainment buildings (Fig. 47), and the need to capitalise on space, evident in many of the boarding houses and hotels.



Fig. 47: Entertainment buildings south of the Tower

Another factor of specific relevance to the piers is a history of damage by severe weather and fire, which, combined with the constant need to offer new visitor attractions, means that (with the exception of the listed North Pier) very few original deck buildings survive, though the piers retain original structural elements.

Loss of original windows and doors is common in all area of Blackpool, but on the front the depredations of the weather and need for insulation militate against survival of timber originals, and few are in evidence. Boarding houses, hotels and pubs often feature altered or extended entrances, some of which are reversible, and many have 20th century extensions along whole stretches of the frontages to provide sun lounges or cafés. Although these are visually intrusive, in many cases upper storeys survive in relatively unaltered condition (Fig. 48).



Fig. 48: Ground floor extensions and almost complete upper storeys to Eaves Terrace

Of the lesser buildings the degree of completeness is generally fragmentary, but certain examples, especially those with potential for local listing, are sufficiently intact to retain historic and architectural interest. In the cases of terraces and blocks of similar date and design the alterations can in some cases be considered to be subservient to the overall impact, especially where upper floors are well-preserved. The Promenade itself has been greatly altered since first constructed in phases between 1870 and 1905. Comparing historic views (Fig. 37) to present appearance, the main change has been the substantial increase in width, creating a very broad space between buildings and sea, distancing the buildings from their historical close relationship to the sea.

5.7 Archaeological potential

Early mapping suggests that before the Modern era the area was mainly open land or in cultivation with little evidence for human settlement. The remains of any pre-18th century structures along the principal historic routes are unlikely to have survived constant building and rebuilding, and the current state of knowledge suggests that the archaeological potential is low. Further advice on specific sites should be sought from Lancashire County Council in advance of major redevelopment.

6.0 SIGNIFICANCE

6.1 Assessing significance

The relative significance of buildings in the study area has been assessed using a variation of the assessment criteria developed and used for the Oldham and Rochdale Pathfinder Heritage Assessment report, prepared by Lathams in 2006. The key issues that contribute to heritage significance are the historic context and the architectural merit of the buildings. The following factors have been taken into account:

- Buildings constructed as part of the 1880s-1890s phase of development and surviving in anything like their original form;
- Intrinsic architectural or historic merit, including association with significant event or individual;
- Relationship with other groups of significant buildings or landscapes, which have a designated merit, e.g. conservation areas;
- The relationship between otherwise unremarkable buildings and the wider urban landscape, to create townscape of value in the context of the wider area.

These attributes in some cases overlap. They have been used to determine significance values of buildings and groups of buildings or spaces, according to the following categories of significance.

- **Protected:** buildings, features or spaces that are protected by way of listing, scheduling or being within a conservation area or registered park. There are four listed buildings within the area: the Tower Buildings (Blackpool's only Grade I listed building), North Pier, the New Clifton Hotel and the war memorial (both Grade II). A series of Grade II listed Edwardian shelters on the Promenade have been removed for restoration. The north end of the area, as far as the Metropole Hotel, is within the Town Centre Conservation Area.
- **High value:** buildings, features or spaces that could be candidates for listing or other protection, where retention is presumed.
- **Local List Potential:** buildings, features or spaces of clear local interest. Although not candidates for listing, they make a positive contribution to the street scene and should be retained unless it can be demonstrated that redevelopment would be of greater benefit to the character of setting of adjoining buildings and spaces or that there are overriding social or economic factors. Twenty-four buildings have local list potential along Central Promenade, including both unlisted piers, and a number of pubs and hotels.

- **Positive value:** buildings, features or spaces of good local interest but of lesser quality than potential Local List buildings, or altered superficially. They make a positive contribution to the street scene and should be retained as part of future regeneration, if practicable. Along Central Promenade there is quite a low proportion of positive buildings, due to the continuous need for alteration and pressure for change. Those identified are mainly in the area near the Tower Buildings.
- **Neutral value:** buildings, features or spaces which although of little individual merit, combine with other buildings and spaces to create a townscape of value, which could be recreated through careful new development that complements the townscape. Neutral buildings constitute the largest proportion of the character of Central Promenade.
- **Negative value:** buildings, features or spaces which have an adverse impact on any aspect of the significance or heritage value of the townscape or other buildings, and where redevelopment or removal is positively encouraged. There are several negative buildings on Central Promenade, identified mainly because of extensive alterations or unsympathetic frontages. Badly maintained buildings also contribute.

6.2 Summary of significance of Central Promenade

6.2.1 Character summary and designation status of the area.

The character of the Central Promenade area can be summarised as a unique seaside landscape incorporating the iconic Blackpool Tower as a principal landmark, three piers and other buildings which exemplify the development of mass tourism during the Victorian period and the continuing search for novelty in the entertainment industry. The buildings' contribution to the streetscene is shown in the three maps in Appendix 2.

The Central Promenade area has the highest proportion of listed buildings in the areas surveyed in 2008. The Tower Buildings are listed Grade I and were built between 1891 and 1894; the Tower itself is the most prominent and famous aspect of Blackpool's townscape. Also listed, all at Grade II, are the North Pier, the New Clifton Hotel, the war memorial, and three pairs of early 20th-century Promenade shelters originally opposite Alexandra Road, Wellington Road and Trafalgar Road (currently removed). At its north end part of the area is situated within the Town Centre Conservation Area, which continues to the east to Topping Street (not included in this survey). The area has been divided into three character areas defined by building types and survival of historic elements, shown on Fig. 11.

6.2.2 North end

The north end of the Central Promenade area contains the largest number of landmark assets. It is characterised by the spatial relationships between the approach from Talbot Square to the east, towards North Pier and Princess Parade to the north-west. Talbot Square and Queen's Square, along with the area around the war memorial are important open spaces within the town. The New Clifton Hotel (1875-6), designated Grade II, is one of Blackpool's earliest large hotels, and is a landmark building marking the corner to the Golden Mile. Most of this area is contained in the Town Centre Conservation Area. The area is inherently **positive**, with the North Pier, the New Clifton Hotel and the war memorial having statutory designation at Grade II, and the Metropole Hotel and Colonnades on Princess Parade having local list potential.



Fig. 49: Looking north from North Pier

The row of buildings to the east of the Metropole (Nos 114-190) are **neutral**, although the former Princess Electric Cinema of 1912 (now Club Sanuk) with its off-white faience cladding, and the flanking terracotta-faced former market buildings (Nos 174-186) are of **positive** value. The Counting House pub (No. 10 Talbot Square) has local list potential.



Fig. 50: North east side of the northern end of the Central Promenade area

6.2.3 North Pier to Central Pier

The area between Talbot Square and the Central Pier is at the heart of Blackpool's famous 'Golden Mile' and is central to the character of Blackpool with some of the town's most famous buildings and landmarks, notably the Tower. It is an area dedicated to leisure and although it has been continuously updated it broadly retains an early 20th-century character.

The Promenade was laid out in 1870 and successively altered and embellished. Changes included the creation of the Princess Parade Colonnade in 1912 and a spacious setting between this and the North Pier where the First World War memorial stands. The stretch between North Pier and Central Pier retains a relatively high number of original or facsimile structures and street furniture, including replica and Edwardian shelters and kiosks, and tram-stop shelters which appear to be of late

20th-century date on a traditional Edwardian pattern. This stretch incorporates a walkway on two levels and access to the beach via steps.

North Pier was the first of the piers to open, in 1863, and was designed by Eugenius Birch, the premier pier designer of the day. The buildings on the seafront include some relatively small premises as well as one of the largest retail buildings and landmark in its own right, the former Woolworth's building of 1936 immediately south of Tower Buildings. The Metropole Hotel, to the north, is right on the seafront. The buildings form a mix of old and new, which differ in scale and materials. Roberts Oyster Bar and its neighbours to the north are amongst the earliest and the new Woolworth's store and frontages to entertainment buildings to the south date from the late 20th-century and 21st century. Of the more recent buildings the Golden Mile amusement centre (Fig. 51), the Pop-Art style Palace Disco and more recent Coral Island (originally opened 1978; altered with current façade 1999) are **positive** additions to the repertoire of entertainment buildings. Between North Pier and New Bonny Street, The Metropole Hotel, Roberts Oyster Bar (No.92), Feldman's Arcade (No.100), and the former Woolworth's building have local list potential. The Tower is designated Grade I, and North Pier and the war memorial are listed Grade II. Interwar buildings on the corner of Church Street (Brannigans and Burger King, Nos. 2-4 Church Street) are considered **positive** despite ground-floor alteration.



Fig. 51: Typical colourful street frontage on the Promenade

In contrast the group to the south of New Bonny Street, including the Golden Pyramid, Funland and the Sea Life centre (Nos 47-59), have relatively flat homogenous façades. The latter two buildings were built on the site of Read's Baths and Bazaar, which in the 1920s became Luna Park; this was demolished in the 1967 for the present buildings. Louis Tussauds (Nos 75-83) was opened at the current site in 1929, and the original faience façade by Shaw's of Darwen was removed in 1974 when the building was extended over the forecourt. Funland and the Sea Life centre have a negative impact on the townscape, but overall this stretch of the Promenade is **neutral** in character, with the Central Beach cinema (Nos. 95-97), Central Pier and former Lifeboat House being of local list potential.

The back streets running parallel to the east of the Promenade include The Strand, a pedestrianised street connecting Talbot Square with Queen's Square, acting as a service street and lined with the backs of shops and restaurants (Fig.52). The square and The Strand are **neutral** in character. The Counting House pub (No.10 Talbot Road) has local list potential and also lies within the Town Centre Conservation Area.



Fig. 52: The Strand, from the south

To the south, Market Street is a major town centre thoroughfare populated by larger retail, restaurant and entertainment buildings of varying dates and types; the survey area covers the west side only. Nos 23-37 are in rather poor condition and there is a gap site on the north-west corner with West Street. Overall the street is **neutral** in character, although there are several positive buildings on Market Street, including: the Market Street Diner (No. 41), and Leonard Dews (No.16 Church Street), of four storeys, rendered brick, with consoles to the windows and a good shopfront; the building is dated 1874. 'Fever' (Nos. 43-47), and Feldman's Arcade (No.100 Promenade) have local list potential. Also of note on Market Street is a sculpture outside Nos. 43-47; 'Acrobats' by Glynn Williams was installed in 1999 as part of a programme of public art sculpture in surrounding streets and it makes a positive contribution to the street scene (Fig. 53). The New Clifton Hotel at the north end of the street facing Talbot Square is designated Grade II and was being refurbished during the survey; the hotel and Feldman's Arcade both lie within the Town Centre Conservation Area.



Fig. 53: 'Acrobats' sculpture outside Nos. 43-47 Market Street

Further south the west side of Bank Hey Street is mostly pedestrianised and the west side taken up with the back of Tower Buildings, the curving termination of the old Woolworths store, the rear of the Palace Disco building and a modern brick building, opened for Woolworth's in 1994. The latter makes a negative contribution to the streetscape, and many of the historic buildings have been altered at ground floor level, with the insertion of modern shop fronts and fascias (for example a fast-food restaurant – KFC - at the north-east corner of Tower Buildings), the street is **positive** and retains some powerful streetscape presences. The former Woolworth's building has strong potential for a local list; the Tower Buildings are designated Grade I.



Fig. 54: The east side of Tower Buildings on Bank Hey Street

Bank Hey Street runs into Bonny Street, via New Bonny Street which curves around Coral Island (the survey area boundary runs through the centre of the latter). Bonny Street is characterised by the rear elevations of the entertainment complexes on the Promenade, and these elevations are notably different to their public ones. The street has an open aspect, owed to the open land on the former Central Station site and isolated character of the police station and magistrate's court complex on the east side (outside the survey area) and views of the Tower. Overall the street is of **neutral** character, with the early 20th-century Pump and Truncheon pub (Nos.11-15) to the rear of the Golden Pyramid being of positive value.



Fig. 55: Looking north along the west side of Bonny Street

6.2.4 Central Pier to South Pier

Central Pier was the second of Blackpool's piers, erected in 1867-8. The Promenade between it and South Pier was laid out in 1870, and South Pier (formerly Victoria Pier) was built in 1892-3. Generally speaking this section of the Central Promenade area can be characterised as one of retail, fast food and entertainment outlets concentrated close to the piers, with hotel and boarding house development between. The Promenade between the Central and South Piers retains a few elements of ironwork, probably of mid and later 20th-century date. Most of the Promenade was being rebuilt and improved at the time of the survey as part of a major coastal defence project. A few buildings on the seafront are of neutral quality. They include a pumping station with striped chimney opposite Gramsford Lodge Hotel and, opposite Eaves Terrace, an electricity substation.

Immediately opposite the Central Pier the block of buildings on the Promenade is further forward than to the north, and the block between Chapel Street and Foxhall Square contains disparate entertainment buildings, cafés and retail outlets. These are generally of poor quality, with a mixture of scale and fascia treatments and are generally negative in character. No. 123 (Webster's Pub) has local list potential.



Fig. 56: A building with negative character, No 115-121 Promenade, next to a potential local list building at No.123

The back streets, from Foxhall Square north to Chapel Street, are characterised by the rear elevations of the entertainment buildings; these have been less altered than frontages and are more utilitarian, and are of neutral value (Fig.57). There are good framed views to the north to the Tower.



Fig. 57: Looking south along the east side of Foxhall Road from Chapel Street

From the Reflex Bar, a late 20th-century pub to the south of Foxhall Square, the area's character changes as the front becomes dominated by rows of hotels. The buildings from this point south are largely of **neutral** value; however as a group, despite some later infill and additions, they are central to the character of this part of the Promenade. Buildings are generally of three storeys with full-height bay windows and added attic storeys, and are mainly set well back from the road, but almost all have later additions to the ground-floor frontages to provide lounges, cafés or shops, sometimes run as separate businesses. Those without extensions have forecourts almost universally given over to car parking, with loss of historic gardens and front walls. There is a general loss of detail, with replacement windows and added signage. Buildings are almost all rendered or stuccoed brick with slate roofs, and were probably built speculatively in blocks from the last quarter of the 19th-century after Central Pier was built. Tyldesley Terrace (Nos. 211-221) is one example, dated 1880 and occupied by a number of separate establishments. These long ranges of hotels include some blocks with positive qualities, such as St Chad's hotel, (Nos 317-327) dated 1891 (Fig.58), and Lord's Hotel (No. 341). Individual buildings which have positive value include the early 20th-century Beachcomber café (No. 499 Promenade) which retains its original form and sash windows with coloured lights; 'Pablo's' (Nos. 489-491), a former early 19th-century vicarage, extensively altered to create a restaurant but retaining historic integrity and interest at the gable line. Kennedy

House, a block of late 20th-century flats, on the corner of Alexandra Street, and Nos 275-279 and 421-425 Promenade are of negative quality.



Fig. 58: St Chad's hotel

Nos 235 and No 237, the Gramsford Lodge Hotel, are a pair and the best preserved examples of the building type in this area, little altered externally, with (probably replacement) front walls, with local list potential. Eaves Terrace (Nos. 263-271), dated 1878, and the Camelot and Sands Hotel (No 487 Promenade & No. 3 Dean Street) also have local list potential with good retention of historic detail and little-altered upper floor elevations. The latter is also a prominent landmark within South Beach.



Fig. 59: 'Linden Lea' (No 487 Promenade & No. 3 Dean Street) in the early 20th century (Image from www.rossallbeach.co.uk)

Most other buildings with local list potential are for public use, including a number of early 20th-century pubs and hotels, for example Tommy Ducks bar (Nos. 495-497), and, and those of interwar origin such as New Oceans Hotel (No. 335), Yates's Wine Lodge (former Lion Hotel), and the Dutton Pub. The two unlisted piers, Central and South, are also recommended.

South of Foxhall Square the streets to the east, which mainly run parallel to the Promenade, can be characterised as service streets. On their west side they comprise the rear yards and minor outbuildings associated with the frontage hotel buildings. The whole stretch from Simpson Street to Foxhall Square is of **neutral** character.



Fig. 60: Montague Street, west side, with the former South Shore Hotel at the southern end

7.0 RECOMMENDATIONS

The significance of the area is set out in *Section 6.2*. The following recommendations are based on heritage value, as assessed in earlier sections of this report and do not take detailed account of other factors such as economic viability or sustainability. To protect buildings of positive significance, a Local List containing the potential buildings identified in this report could be formed and maintained, informed by relevant policy and guidance in the Local Development Framework. It is not considered that any part of the area merits being designated as a conservation area, or as an extension to the current Town Centre Conservation Area.

7.1. Impact on adjoining conservation areas

The current Town Centre Conservation Area contains several designated buildings, but those adjoining it are not of the same quality. However, several have local list potential, including the former Feldman's Arcade and Robert's Oyster House, and these have a positive impact on the north end of the Promenade area.

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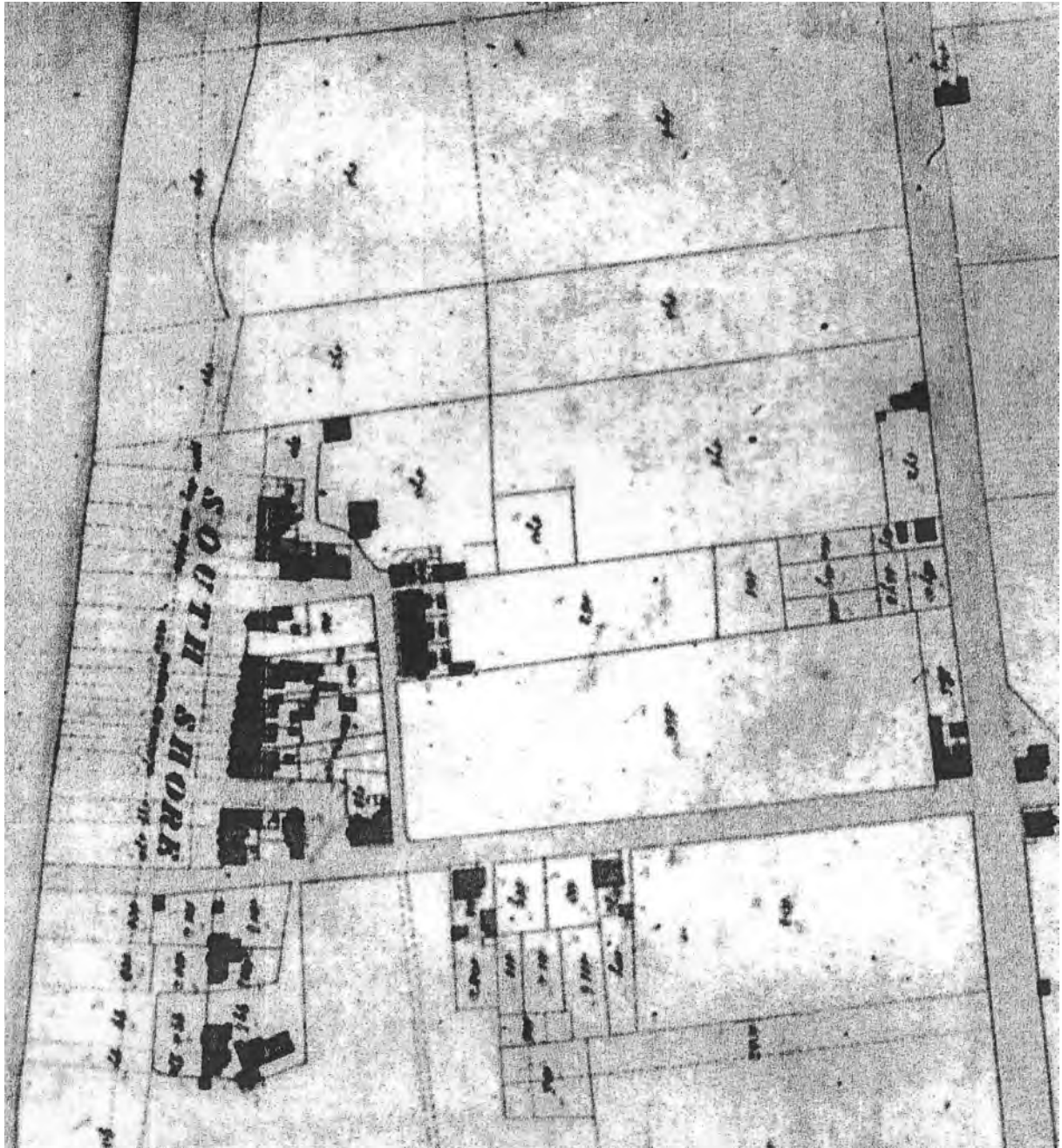


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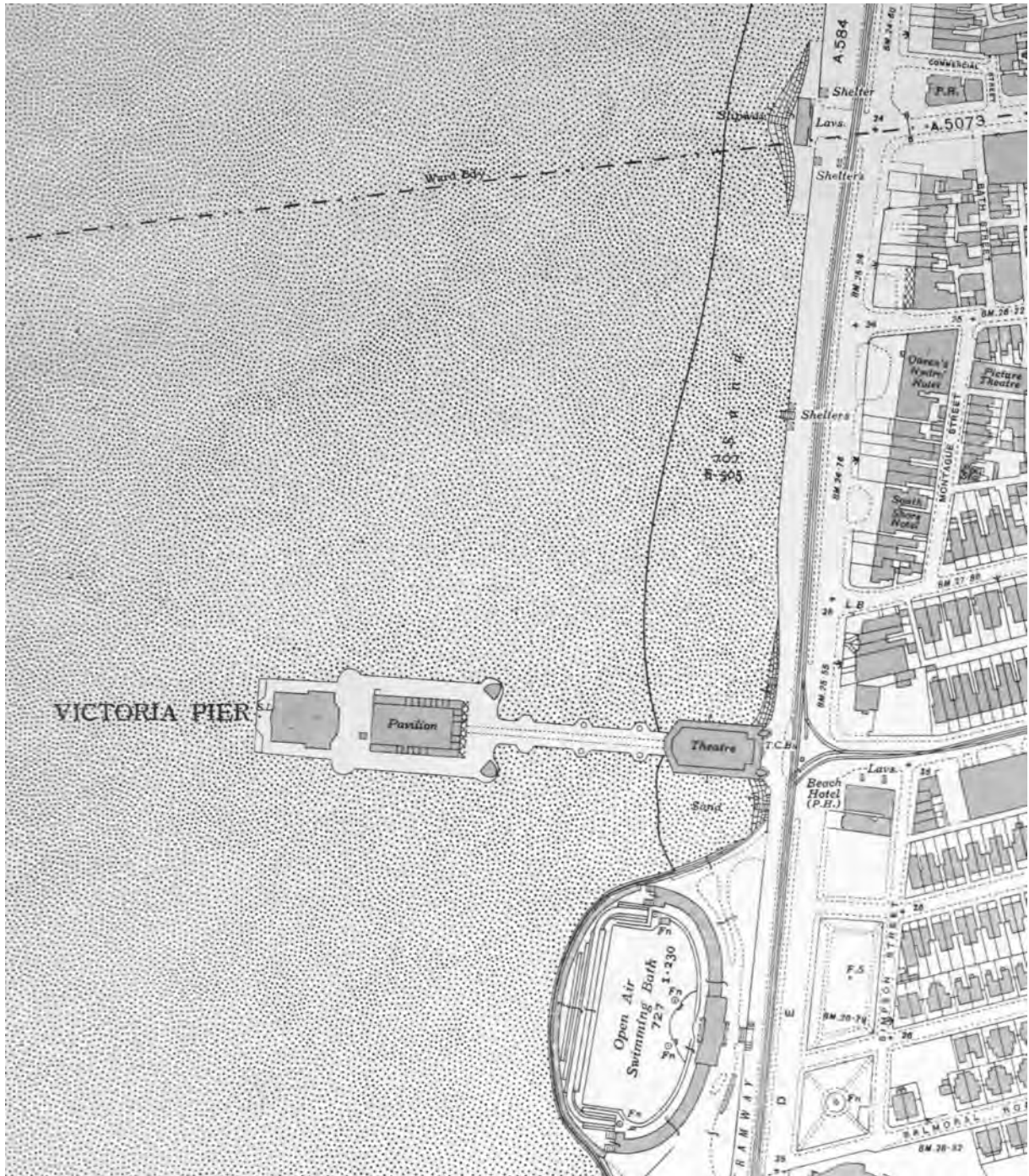


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Planning Department
Tourism & Regeneration Directorate
PO Box 17, Corporation Street,
Blackpool, FY1 1LZ
planning@blackpool.gov.uk



Title: Contribution to Streetscene
[Central Promenade]

Scale: 1:10000

Date: 17/02/2009 Printed by: CCC



North end of the area

Contribution to Streetscene	
No Data	(7)
Demolished	(7)
Listed Building	(3)
Local Listing	(30)
Negative	(45)
Neutral	(207)
Positive	(76)



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 PO Box 17, Corporation Street,
 Blackpool, FY1 1LZ
 planning@blackpool.gov.uk



Title: Contribution to Streetscene
 [South Promenade] 1

Scale: 1:10000

Date: 17/02/2009 Printed by: CCC



Central area of the Promenade

Contribution to Streetscene	
No Data	(7)
Demolished	(7)
Listed Building	(3)
Local Listing	(30)
Negative	(45)
Neutral	(207)
Positive	(175)



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Planning Department
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PO Box 17, Corporation Street,
Blackpool, FY1 1LZ

planning@blackpool.gov.uk



Title: Contribution to Streetscene
[South Promenade] 2

Scale: 1:10000

Date: 28/04/2009 Printed by: CCC



The south end of the area

The Architectural History Practice Limited

29 Mount Pleasant Villas
London
N4 4HH

Telephone 01483 208633
Fax 01483 208684

mail@architecturalhistory.co.uk

www.architecturalhistory.co.uk

Historic Townscape Characterisation Assessment

Bloomfield, Blackpool



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August 2009

Historic Townscape Characterisation Assessment

Town Centre, Blackpool



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August 2009

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EXECUTIVE SUMMARY

Blackpool town centre is the commercial heart of the town, perhaps second in character and importance to the piers and seafront buildings, including the Tower, which characterise the town. The town centre is located immediately to the east of the Central Promenade buildings, and for this survey is bounded to the north by Talbot Road; to the east by Larkhill Street, Grosvenor Street and the north end of Regent Road; to the south by Albert Road; and to the west by a boundary along the centre of Bank Hey Street and Market Street. The town centre is characterised by three distinct areas: the historic shopping district, the modern shopping centre at Hounds Hill, and a large area of residential and boarding houses to the south and east of the Winter Gardens. The area contains several of Blackpool's famous and significant entertainment buildings and a large proportion of its listed buildings.

Late 18th-century Blackpool was still a relatively minor settlement with a few houses and lodgings catering for a small tourist trade; it was provisioned from Poulton-le-Fylde and had few shops of its own. The earliest available mapping shows that Church Street was crossed by Market Street and Bank Hey Street, which developed into the commercial heart of the town from the 1870s. The trade directories show that there was a mix of commercial and lodging premises within the town centre. However, the 1980s Hounds Hill development is now the retail heart of Blackpool, and one of the largest modern redevelopment sites in Blackpool. South of Church Street and east of King Street boarding houses and residential properties were being constructed from the 1880s on newly laid-out streets; Adelaide Street and Albert Road were the principal east-west streets, with shorter streets crossing north-south. To the north-east Charles, Milbourne and Counce Streets form a horizontal grid with the vertical Cookson and Grosvenor Streets.

Alongside shops and commercial premises, there are a number of churches and entertainment palaces in the town centre; these exist with substantially high levels of original detail and fabric due to national designation, unlike the regular buildings to the main shopping streets which although within the conservation area have been blighted with alterations, additions, modern shopfronts and advertising. As much of the town centre north of the Winter Gardens is pedestrianised, modern street surfaces and furniture of varying quality prevails. Despite these infractions, the historic street pattern is retained and there are some buildings with high architectural or social relevance; overall the historic town centre is of positive value, which is reflected in a designated conservation area. Tighter controls over advertising would enhance the area even further. South of the Winter Gardens, the residential and boarding houses have been altered to suit modern usage as small hotels; there are some good almost complete examples of private residential properties on Albert Road (although replacement uPVC windows and the removal of front boundary walls are as common here as elsewhere in Blackpool). Although the streets to the south of the Winter Gardens are generally neutral in character, the cumulative effect of rows of similar buildings largely built to serve the holiday trade is distinctive and has

historic significance. The whole area varies in quality and character, with well-maintained properties in the south of the area, and rather run-down ones in the north-east of the area; the latter is also blighted by several surface car-parks and late 20th-century concrete buildings which are out of scale in the streetscene. The town centre shopping streets were undergoing a programme of repair and regeneration at the time of the survey.

The whole area was assessed for townscape and heritage merit as part of the study and 21 potential buildings chosen for a potential Local List. There are 17 listed buildings in the area, including the Grade II* Sacred Heart Church on Talbot Road and an attractive series of K6 telephone boxes outside the former Abingdon Street Post Office (both listed Grade II). About two-thirds of the Town Centre Conservation Area is within the study area and it is recommended to consider extending the boundary to include streets to the south to regard the historic street pattern and include the entire Winter Gardens complex. Buildings of positive value include several late 19th-century red-brick terraces on Albert Road and Adelaide Street, and several re-fronted shops with terracotta faience in the shopping district. There are few negative buildings, but the late 20th-century bowling centre on George Street, the Wilkinson Store on Talbot Road, the 1950s M&S on Coronation Street/Church Street, and the inappropriate materials used to clad the Syndicate nightclub on Church Street are notable examples of intrusive architecture. Overall the town centre buildings are of overall modest quality, with outstanding architectural highlights provided potential local list and listed buildings in the area.

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Note: all images AHP unless otherwise stated

JRULM – John Rylands University Library Manchester (map collection)

1.0 INTRODUCTION

1.1 Background

The Architectural History Practice Limited [AHP] was commissioned in February 2009 by Blackpool Council (The Council) to prepare a characterisation assessment of the Town Centre area in the context of developing plans for regeneration.

1.2 The Brief

The brief for this project was issued by The Council in July 2008. The Brief explains the reasons for the assessment, the outputs, the local and national context, a summary of matters to be covered by the characterisation assessment, and resources available from The Council. The project has also been undertaken with reference to guidance from English Heritage on urban characterisation, including on the assessment of historic significance in areas of low demand housing.

1.3 Authors

This characterisation assessment was prepared by Samantha Barnes BA MA, Associate of AHP, with support from Marion Barter, BA MA IHBC, Director of AHP, and Clare Hartwell, BA MA, Director of AHP.

1.4 Acknowledgements

AHP is grateful for assistance and advice offered during this project, in particular from Carl Carrington of Blackpool Council; Ted Lightbown, local historian; Tony Sharkey and the librarians at Blackpool Library and John Rylands University Library, Manchester (JRULM).

1.5 Location of study area

Blackpool town centre is the commercial heart of the town and is located immediately to the east of the Promenade buildings. The survey area is bounded to the north by the backs of buildings on the north side of Talbot Road; to the east by Larkhill Street, Grosvenor Street and the north end of Regent Road; to the south by the backs of houses on Albert Road; and to the west by a boundary along the centre of Bank Hey Street and Market Street. The NGR for the centre of the Town Centre, roughly at the Winter Gardens, is SD309361.

To be inserted

Fig.1: Location of study area

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2.0 METHODOLOGY

2.1 Assessment

The work was undertaken as an intensive assessment of the whole area. The project was divided into an initial research phase and a detailed fieldwork phase, which included photography, GIS mapping and an assessment of potential Local List buildings.

2.1.1 Research

Secondary research was carried out at the Local History Library at Blackpool Library. This consisted of a detailed review of historic maps and trade directories, a general review of works on the history of Blackpool, its architecture and housing, and its development through to the twentieth century. Relevant websites on the history of the area were reviewed, including the collection of historic photographs available at <http://www.blackpoolimagegallery.org.uk/>. Photographs in the Local History Library collections was also consulted, supplemented by images in Ted Lightbown's publications and reproduced with his consent from his personal collection. Additional historic maps were obtained from the John Rylands University of Manchester Map Collections. See the Bibliography for full details.

2.1.2 Fieldwork

The town centre area was physically assessed on foot in February 2009. The fieldwork took place after the research had been undertaken and took into account its findings. Where public buildings were of interest and accessible (i.e. churches and banks) the principal interiors were assessed; however, generally the assessment is based on what could be seen from the public highway and frontages.

2.1.3 Knowledge Gaps

There are a number of additional lines of research which might produce additional historical information on the history and development of the Town Centre such as rate books, insurance and drainage records. However, whilst further research may provide greater detail and depth to an understanding of how the area developed, it is not considered that this will significantly alter the overall findings of this assessment.

2.2 Limitations

AHP were commissioned to assess the architectural and historic character of the buildings of Town Centre as part of a characterisation assessment, including the heritage significance of the area. This study has not assessed other important factors which may be relevant to a decision on the future of the area's buildings. Relevant factors which AHP has not assessed include the physical condition of the buildings, their internal or external facilities, thermal performance, repair costs and viability, market value, potential for adaptation, environmental consequences of demolition and rebuilding, and quality in relation to current standards or any other factors that are not directly related to their heritage value.

No further full review of the buildings in the area was undertaken after the initial survey period in February 2009. The status of some buildings may have changed, but this has only been later altered in the report where it has been brought to AHP's attention, for example the damage caused by fire and subsequent demolition of Yates' Wine Bar.

2.3 Consultation and Community Involvement

This draft report will be subject to community consultation, including with the Heritage Forum and may also be available on Blackpool's Council's website. Following initial consultation, the report may be amended to take account of any new information that emerges and of the views of local people, particularly in relation to significance.

3.0 PLANNING AND REGENERATION CONTEXT

3.1 The Blackpool Local Plan

The Local Plan was adopted in June 2006. The Proposals Map identifies that the town centre is within the defined inner area boundary, with the streets to the south of the Winter Gardens being a resort neighbourhood and outside of the defined town centre boundary. Hounds Hill is the principal retail core, while the streets between Abingdon and King Street are defined as a 'mixed use' zone. Cookson Street and King Street have their own policy set out under SR4 which suggests that the area could be redeveloped for office use. Policies for the Winter Gardens are set out under SR2 (both are found in Chapter 3 of the Local Plan document). Talbot Road is a primary distributor route, and Counce Street is a Tertiary Distributor Rote. Most of Hounds Hill and Birley Street are defined pedestrian areas. The National Cycle Network runs along Clifton Street, Talbot Road and Abingdon Street

3.2 Heritage assets and regeneration

The protection of the historic environment is a Government priority, enshrined in planning legislation and guidance, such as PPG15 *Planning and the Historic Environment*. The level of protection depends on the value attached to the historic building or asset and Planning Policy Statement 1, *Delivering Sustainable Development* states that 'a high level of protection should be given to the most valued townscapes and landscapes...'; this encompasses designated heritage assets such as listed buildings, scheduled ancient monuments and conservation areas. There is also now recognition that local heritage merits attention, that people care about the historic environment (*Power of Place*, p.4) and the community should be consulted on masterplans and regeneration proposals. However, it is also recognised in national planning policy that not all aspects of the historic environment can be retained; PPG15 notes that 'the historic environment is all-pervasive, and it cannot in practice be preserved unchanged' (para 1.3). It is therefore important to understand the relative value of the historic environment before making decisions about the future of an area (*Power of Place* p.5).

The Government recognises that heritage assets can play an important role in the success of sustainable urban regeneration, helping to create distinctive places with a strong identity. English Heritage, the government's advisor on the historic environment promotes the re-use of historic buildings in regeneration; their published guidance includes *Regeneration and the Historic Environment*, *Low Demand Housing and the Historic Environment*, both issued in 2005 and *Regeneration in Historic Coastal Towns*, 2007. English Heritage guidance on townscape and heritage characterisation developed from a methodology used by EH in Anfield, Liverpool in advance of housing market renewal. In autumn 2008, CABE and English Heritage jointly issued guidance on townscape appraisals in housing market renewal areas, emphasising the importance of understanding and assessing an area before decisions are made on its future regeneration.

The contribution that historic buildings can make to sustainable development was investigated by a 2004 House of Commons Select Committee, which reported that 'it is simply better in sustainability terms to use and recycle old buildings than to demolish them and build new ones.' *Heritage Works*, a good practice document produced jointly by RICS, English Heritage, British Property Federation and Drivers Jonas in 2006 advises that 'there is a strong economic case for regenerating historic buildings', but also notes that 'critical to the success of regeneration is finding a viable economic use that can support initial refurbishment, provide the owner or developer with a reasonable return...and which generates sufficient income to ensure (the) long-term maintenance...'. Viability, as well as heritage value is therefore a critical factor in determining the future of an area.

4.0 HISTORIC DEVELOPMENT OF THE TOWN CENTRE

4.1 Location and brief description

Blackpool town centre is the commercial heart of the town, although perhaps second in character and importance to the Promenade, piers and Tower Buildings which characterise the town. Located immediately to the east of the Promenade buildings, it is approximately 25 metres above sea level, rising to the east along Albert and Adelaide Streets. The area of this survey is bounded to the north by the backs of buildings on the north side of Talbot Road; to the east by Larkhill Street, Grosvenor Street and the north end of Regent Road; to the south by the backs of houses on the south side of Albert Road; and to the west by a boundary along the centre of Bank Hey Street and Market Street.

The area contains most of the Town Centre Conservation Area, and is characterised by three distinct sub-areas: the historic shopping district, the modern shopping centre at Hounds Hill, and a large area of residential and boarding houses to the south and east of the Winter Gardens. The area contains several of Blackpool's famous and significant entertainment buildings and a large proportion of its listed buildings.

4.2 Historic development: Context

4.2.1 An overview of the development of Blackpool

Modern Blackpool developed from the medieval manorial holdings of Bispham to the north, Layton, to the south, and Marton and Carleton to the east, with each being further divided into townships. A settlement pattern of small nucleations in the manors probably changed little from the medieval period to the 18th century. The reclamation of mosslands, on which Blackpool is built, began in the 16th century. Following the reclamation there was pressure to enclose the land and the creation of farmsteads (including Foxhall and Raikes Hall) formed a farming community which may have been supplemented by fishing. Fragments of Bispham's 12th-century parish church incorporated in its 19th century successor, and a few 18th and early 19th-century cottages and farmhouses are almost all that survive of Blackpool before about 1850.

In the early 18th century the manorial land was owned by Alexander Rigby, but as a result of debt the land was dispersed of under an Act of Parliament in 1715 and again in 1731. The result of this was that most of the land surrounding the settlement of Blackpool was freehold and held in small estates, making its development piecemeal and unplanned. By the late 1780s there were about 50 houses on the seafront and the population, excluding visitors, in the early 1820s was about 750. The steady subsequent growth over the following 50 years was focused along the one mile stretch of coastline as demand grew from increasing visitor numbers as Blackpool became recognised for its seaside location. One of the earliest recordings of

Blackpool as a visitor attraction was made by Bishop Pococke in the early 1750s, who recorded that accommodation was available for those who came to bathe. Blackpool as a seaside resort developed in the early 19th century from a growing interest from the working classes of Lancashire and Yorkshire's textile districts; by the 1830s there were more than a thousand visitors a year. However, unlike Fleetwood and Lytham, Blackpool was not planned as a seaside resort. Expansion and improvement in the early 19th-century was hampered by poor communication systems and its layout was conditioned by patterns of landholding. The 1838 Tithe map (Fig. 2) shows that the mile-long stretch of houses on the seafront had evolved into a double row of buildings, with inland development to the south. Between 1841 and 1851 the housing stock grew by 83%, and a number of new streets were laid out in a grid behind the seafront, but this expansion was not governed by planning principles; the priority for new development was to be as close to the foreshore as possible. Between 1841 and 1861 the resident population had risen from 1,378 to 3,506, and although this was still less than at rapidly developing Fleetwood, by the middle of the 19th century Blackpool was considered a significant resort and in 1842 was described as 'the Brighton of Lancashire' (Redding & Taylor, 1842).



Fig. 2: Detail of Tithe Map of Blackpool, 1838 (Blackpool Local Studies)

The period of greatest 19th century development was the 1860s, with the fields to the east of the established centre being built upon. The Preston and Wyre railway opened a single line to Blackpool in 1846, with the Blackpool and Lytham railway adding to passenger numbers in 1862; the coming of the railway is seen by many as the start of an era of rapid expansion with the construction of respectable accommodation and public buildings. The first attraction of Blackpool was its sandy beach and the possibilities for sea bathing. By the end of the 1860s there were two piers (North and Central), and the construction of a new promenade was begun in 1868; the latter was both a tourist attraction and part of the town's sea defences. Building development, untrammelled by dominant landowners or effective local government, was initially undertaken piecemeal in small freehold units. New blocks of lodging houses, first established in the 1840s, were built in the 1870s on the fringes of the built up area, surrounded by houses for artisans employed in the tourism industry or the railway industry. The housing needs of Blackpool were met by brick-built terraced housing to the east of the town centre; however, the number of bedrooms in individual houses was maximised so that housing intended for domestic use could be adapted to offer holiday accommodation. Hotels of the period included the Imperial (1867), North Shore, an area developed as an enclave for middle-class residents and visitors.

By the 1870s, the population was around 7,000 and visitor numbers were estimated at more than one million, as the decade saw the first large-scale visitor attractions promoted by entertainment companies. These inaugurated the rise in a new sort of commercial entertainment, with large-scale theatrical presentations heralding the modern world of show business. The first purpose built theatre was the Theatre Royal (1868), followed by pleasure gardens at Raikes Hall estate in 1872 and from 1878 by the Winter Gardens. The 1870s boom was supported and promoted by the Corporation, who saw improvement of the town for tourism as their single-minded goal. Provision for visitors included increasing numbers of 'company houses', respectable boarding houses aimed at working-class visitors. The promenade was lit by electricity from 1879, placing the town in the vanguard of electric street-lighting, the famous electric tramway was inaugurated in 1885, and by the end of the century many amenities were controlled by the Corporation which had been formed in 1876. The latest technological advances were swiftly adopted in a policy which aimed at attaining a high profile and creating a new kind of mass holiday-making.

Blackpool became the resort with the greatest number of attractions in Europe, crowned in the 1890s by the opening of the Tower in 1894 when in six years, in addition to the Tower, investors in commercial entertainment constructed the Grand Theatre, Empress Ballroom, gigantic wheel, the Alhambra (1899), and a third Pier (1893), soon followed by the Pleasure Beach. The promenade was extended in 1895 to the north of the town centre and expanded in 1902 and 1905, extending the sea front 100 feet beyond the high tide mark.

The population in 1901 was 47, 348, although Blackpool had absorbed surrounding settlements such as Layton and South Shore. Tourist numbers rose to four million in 1914, while the resident population had risen to almost 60,000; between 1911 and 1939 the town more than doubled in size. In 1912 the Corporation inaugurated the Illuminations which popularised and extended the autumn season. The prosperity and draw of the coast ensured expansion through the inter-war years, and in response to booming populations of both residents and visitors, North Shore was earmarked for extensive development in the 1920s and '30s with avenues of detached and semi-detached houses. Between 1925 and 1935 around 12,500 houses were built, and a significant number of the properties were lived in by retired people, who constituted for a significant proportion of the population increase. One significant response to an influx of visitors in the 1930s, one of the earliest by any municipal authority, combined provision of multi-storey and underground car parks with investment in the tram system.

There were few large scale developments after the Second World War. Tourist facilities continued to grow; for example by 1936 there were 15 cinemas, including the Odeon on Dickson Road which catered for 1,800 and was the then largest Odeon ever built. The growth of the Pleasure Beach also quickly became a forerunner to the giant themed amusement parks of the later 20th-century. The population of the town peaked at 153,183 in 1961. Ambitious plans to redevelop the centre stuttered to a halt in the early 1970s but later developments including the Hounds Hill shopping centre provide for both residents and visitors. New hotel developments such as the Hilton, and the constant requirements for budget accommodation have ensured that many of the purpose built boarding houses have remained in use.

4.2.2 The historic development of the town centre

Many of Blackpool town centre's key development phases, notably the creation of entertainment complexes and the laying out of streets, are described in the preceding section. The historic town centre is noted as one of Blackpool's surviving plan components in the Lancashire Historic Town Survey (LHTS).

Before the creation of the 1838 Tithe map, earlier mapping shows very little detail of the layout of the commercial town centre. This correlates with research undertaken for the LHTS that late 18th-century Blackpool was still a relatively minor settlement with a few houses and lodgings catering for a small tourist trade; it was provisioned from Poulton-le-Fylde and had few shops of its own. The principal streets shown on the Tithe map are Church Street (running east to west with buildings on the south side only), crossed by Market Street and Bank Hey Street. At the south end the latter was linked to the Promenade by Hounds Hill, and south of this there was no inland development. Town centre development surged forward in the 1850s when Blackpool's principal shopping area was conceived. New streets were laid out in a grid behind the seafront; prime sites near the sea rather than planning principles governed this early development. By the late 1860s the fields surrounding Upper

Church Street, Topping Street and Edward Street were developed, and so the town centre spread eastwards. Bank Hey Street, Church Street, Lane Ends Street, Market Street and West Street, and later Abingdon Street, Birley Street and Clifton Street (named for the wealthy Clifton family who owned much of the land on which Blackpool was built) became the heart of Blackpool's commercial centre in the late 19th-century. Clifton Street originated as a street of boarding houses and only in the early 20th-century became a commercial centre. Early significant public buildings include the Talbot Road Assembly Rooms and Theatre Royal, opened in 1868, with a Free Library was opened in the Octagon Room in 1880 (notably with the first female librarian in the country).

The next available detailed mapping, Harding's street plan of 1877, shows the extent of the town centre development (Fig. 3). By 1848 Talbot Road had replaced Church Street as the principle east-west thoroughfare, linking the north railway station with the Promenade. All of the principal streets extant today were in place and were largely developed with ranges of buildings on both sides.



Fig. 3: Detail of the 1877 street plan, showing the developed streets within the town centre, very much the same layout as today (Blackpool Library)

The street pattern in the town centre was different to that developing contemporaneously in the south of Blackpool, for example in South Shore, where long east-west streets between the railway line and the Promenade with shorter north-south streets created a formalised grid. Talbot Road and Church Street were principal thoroughfares from the 1870s but the streets which developed off them did not develop with such formality, as the 1877 map shows. However, by the late 19th-century landmark buildings had begun to terminate major shopping streets such as Abingdon Street (Fig.4) and a homogenous street pattern had developed. Historic mapping suggests that the buildings on roads such as Church Street were generally small and constructed on a tight building grain up to the back of the footway, within which large buildings such as the Winter Gardens, the Grand Circus and St John's Church were prominent features.



Fig. 4: View south along Abingdon Street to the Winter Gardens, c.1895 (reproduced with permission of Ted Lightbown)

The streets to the west of Corporation Street were focused on St John's market which successively developed from 1844 to the early 20th-century. A photograph from c.1908 shows the market on the left with the Town Hall spire (later removed) in the distance (Fig. 5). A Lloyds Bank on the right had side is extant today but all of the buildings on the left, except the Town Hall, were replaced by a large department store in the 1950s, giving the street a very different character. Market Street was linked to Abingdon Street (then Lytham Street) by Upper West Street and Euston Street, forming a block with Talbot Road at the north and Church Street to the south. St John's Market became the site of the Town Hall Extension (1937-8), and a short

side street (Town Hall Street) was later eradicated to link the older and new municipal buildings. The remaining buildings to the south of West Street were demolished in c.1939.



Fig. 5: View north along Corporation Street (then Lytham Street) in about 1908 (reproduced with permission of Ted Lightbown)

Former domestic buildings on streets such as Clifton Street had shop fronts inserted to the ground floors and first floor bays or picture windows installed above the shop entrance so that the upper rooms could continue to be used as lodgings (LHTS, p.44; the 1892 and 1902 Barrett directories mark the change in building use). This is a feature prominent and particular to Blackpool.

The trade directories show that there was a mix of commercial and lodging premises within the town centre, for example the 1895 Barrett directory advertises a mix of lodging houses and commercial businesses on Birley Street, including architects and solicitors. The building types located in the town centre are outlined in *Section 5.3. Historic and current uses*; the history of the significant entertainment palaces in Blackpool's town centre are outlined in other literature, such as the Pevsner *Buildings of England* guides, and in designated buildings' list descriptions.

The principal entertainment building in the town centre is the Winter Gardens, the dome of which is prominent in views around the area. Its development can be seen through OS mapping starting from 1893 (Fig. 6), when a planted open area on the

south side must have been a pleasant outlook for holiday-makers on Adelaide Street. The enlargement of the Winter Gardens eradicated a couple of north-south streets running north from Adelaide Street and shown on the 1877 street plan. Adelaide Street was in place from at least 1877, and by 1893 was fully developed as high-quality boarding houses with large back gardens and small front yards.

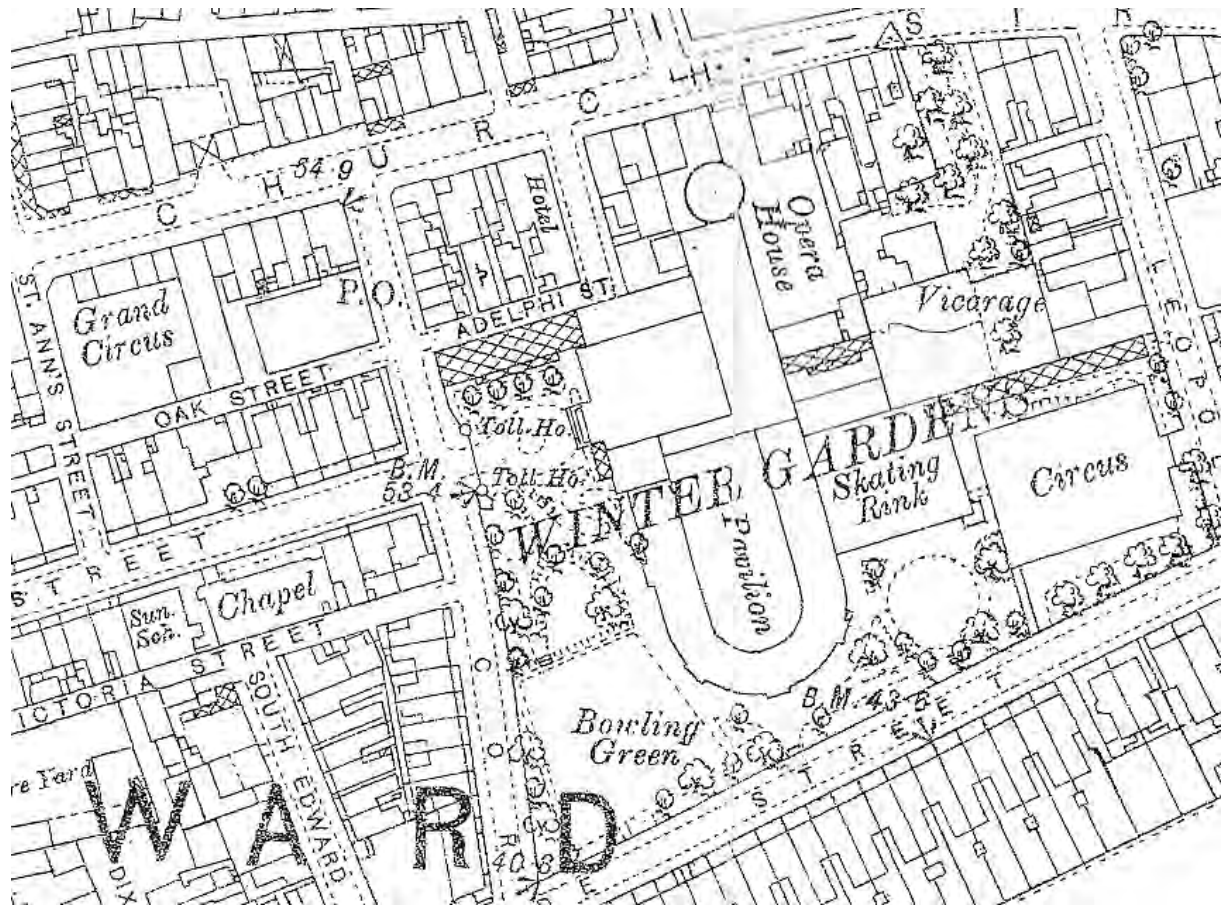


Fig. 6: Detail from the 1893 OS map, showing the Winter Gardens before it was extended along Adelaide Street (JRULM)

Hounds Hill was named in c.1833 after the area was used as the starting point for hare coursing which occurred there in earlier years. It is now the modern shopping district of Blackpool, and one of the largest modern redevelopment sites in the town centre. The new development was begun in 1982 on a series of streets between Church Street and Albert Street as shown on OS mapping, with the demolition of many 19th-century buildings typical of Blackpool's shopping streets (Fig.7).

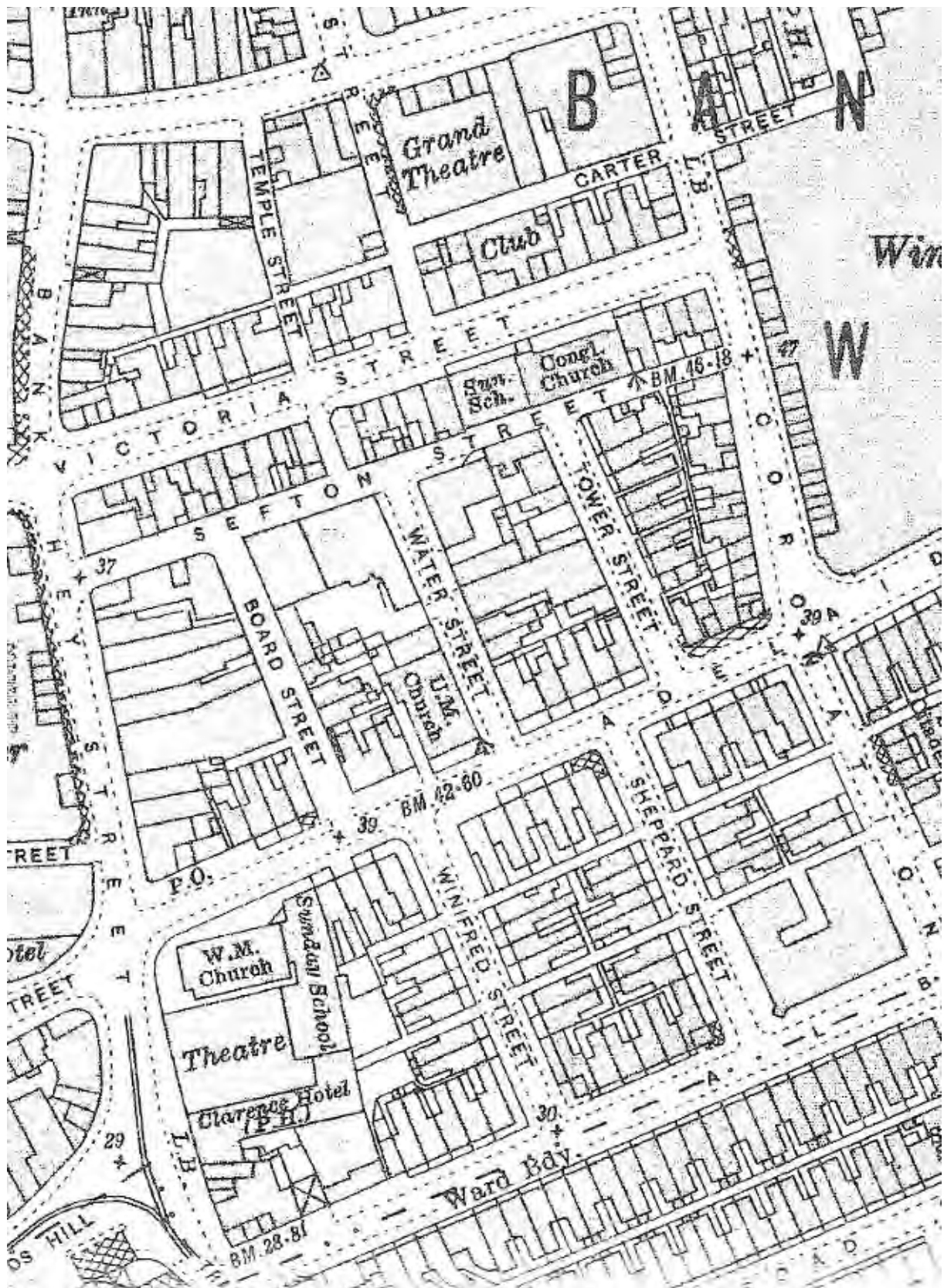


Fig. 7: Detail of 1932 OS map (1:2500) showing the grid of streets replaced by the Hounds Hill shopping centre (JRULM)

The new shopping centre has brought another dimension to the town, for locals and holidaymakers alike; the holiday destination is no longer singularly focused on the sea.

Although Blackpool's tram system initially served the seafront only, by the early 1930s there were tramlines along Talbot Road, Clifton Street and Church Street. The former linked with Blackpool North (then Talbot Road) railway station (Fig. 122). Hotels such as The Talbot were built on Topping Street to serve travellers due to its close proximity to Blackpool railway station. To the south-west of Albert Road was Blackpool's second station, Central Station, the terminus of the Blackpool and Lytham Railway, opened in 1863. It was closed in 1964 and replaced by a car park (outside of the survey area). As such the transport links were conveniently placed for entertainment complexes, the central shopping district and also the boarding houses to the south of the Winter Gardens.

South of Church Street and east of King Street boarding houses and residential properties were being constructed from the 1880s on newly laid-out streets; Adelaide Street and Albert Road were the principal east-west streets, with shorter streets such as Leopold Grove and Alfred Street crossing north-south. To the north-east the grid pattern seen in south Blackpool is repeated, with Charles, Milbourne and Counce Streets forming a horizontal grid with the vertical Cookson and Grosvenor Streets. OS mapping from 1912 shows that Albert Road street was lined on both sides by terraces with small front gardens and good sized rear yards to the properties east of Coronation Street, and the 1892 Barrett directory confirms that the majority of houses on Adelaide Street were in use as lodging houses although there were also some private residences. The location of Adelaide Street and Albert Road, to the east of Central Station, was prominent and convenient for holiday makers, hence the high proportion of high-quality boarding houses.

1930s development in Blackpool is strong in the town centre, and is further outlined in *Section 5.5. Architectural character*. One of the most significant buildings is the Talbot Road car park, completed in 1939 and built on the site of the Talbot Hotel and a bus station (Fig. 8). The cream and green tiles of its original faience matched Blackpool's buses and trams and high above the street was a frieze depicting the progress of transport. It was re-clad in 1963 but is recognised as perhaps the first multi-storey car park in the country.



Fig. 8: Talbot Road car park shortly before completion in 1939
(reproduced with permission of Ted Lightbown)

The east end of Talbot Road was successively developed through the interwar period, with a further large building on the north side (now Wilkinsons). Other interwar buildings of note in the town centre include the Regent Cinema and a range of buildings erected at the east end of Church Street with elevations to the latter, Cookson Street and Counce Street. There are also several shops on Talbot Road and Church Street, and the Cedar Tavern which retain their architectural character and are excellent examples of faience-clad buildings. The Winter Gardens were also notably re-clad in terracotta faience with blue decoration in the interwar period.

5.0 TOWN CENTRE: CHARACTERISATION ASSESSMENT

5.1 Character and appearance

The town centre area has been divided into three character areas defined by building uses and the historic layout of the area, shown in Fig. 9. The areas cannot be defined as clearly as those prescribed on, for example, the Promenades, and are described under the headings below.

1) The historic town centre: bounded to the north by Talbot Road; to the east by East Topping Street; to the south partially by Church Street and then running down the west side of Leopold Grove and around the Winter Gardens along Adelaide Street and returning on its west side north along Coronation Street; then along Church Street, meeting the western boundary north along Market Street.

2) Hounds Hill - the modern shopping district: the inherent late 20th-century character of Hounds Hill Shopping Centre provides a different commercial character to that described above. The area is bounded by Church Street to the north, Coronation Street to the east, Albert Road to the south and Bank Hey Street to the west.

3) Residential and boarding houses: to the south and east of the area residential properties are laid out on a grid of streets. The streets are separated by the main east-west thoroughfare of Church Street, distinguishing their different use and character to the commercial town centre district. The area is bounded to the south by the backs of buildings on Albert Street; to the east partially by Regent Road and including a block containing Riley's Pool Hall on Church Street, before running north along Grosvenor Street and Larkhill Street and then west around an area of large car-parks; south down King Street, partially along Church Street and then south along Leopold Grove, meeting the boundary of the historic town centre around the Winter Gardens and including Adelaide Street.

The character of the areas was assessed during field work and the principal characteristics recorded; these are set out in sections below.

Fig. 9: Town Centre character areas **to be inserted**

5.2 Spatial attributes, views and open spaces

Apart from the small grassed area in front of St John's Church and its graveyard, there is virtually no planned open space within the study area. The graveyard was closed for burials in 1873 following the opening of Layton cemetery and the graves removed to allow for the road to be widened. At the junctions of Cookson Street with Deansgate and George Street, along the east side of East Topping Street, and at the north-west end of Church Street buildings have been demolished and surface car parks created (Fig. 10). However, generally these expose the neglected backs of buildings on adjacent streets and are negative in character. The open aspect provided by the car park between Counce Street and Church Street allows views to Riley's Pool Hall (the former Regent cinema), recommended for the local list.



Fig. 10: Surface car park on Deansgate

Open aspects are, however, common. Cedar Square provides relief from the grid of streets and makes a positive contribution to the green space next to St John's mentioned above. Other urban open aspects include the junction of Abingdon and Church Streets, giving a view east towards Riley's Pool Hall; King's Square, where the view is split along Church and Counce Streets by a 1930s triangular-sited building; and the east ends of Albert Road and Adelaide Street, from where there are excellent views of the Tower and Winter Gardens' dome (Fig.11). The changing character of

these streets, from two-storey terraces to three or four storey boarding houses, is also evident in these views.



Fig. 11: Looking west down Albert Road

The relative density of the streets in the historic town centre area (Birley Street, Clifton Street etc) creates an enclosed character, although the Tower is a consistent landmark when looking towards the west; views from the west entrance of the Winter Gardens are particularly impressive (Fig.12). Views through to the seafront are few as the Promenade buildings are tall and densely built. Where gaps do appear, such as adjacent to the Tower Buildings, the view is obstructed by poorly placed telephone boxes and other street furniture.



Fig. 12: View west down Victoria Street from the steps of the Winter Gardens

The north-south streets give good views of other prominent landmark buildings, such as Riley's Pool Hall (achieved from the north of Cookson Street), the Winter Gardens, the Grand Theatre and the Library and Art Gallery on Queen Street (outside of the area). The Talbot Street car park is another landmark building, and has local list potential due to its historic architectural significance.

The grid of residential east-west streets to the north-east of the area (George, Charles, Milbourne and Counce Streets), although neutral in their townscape value are enhanced by excellent views of both the Tower and the tower of St John's church (Fig.13); these are the only good views of the latter from outside of Church Street.



Fig. 13: Looking west down Charles Street

5.3 Historic and current uses

Late 19th-century trade directories give an impression of the original building uses, and how uses changed into the 20th-century. In the 1892 Barrett directory the buildings on Church Street were in commercial use, but those on Clifton Street were lodging houses; the latter is now a shopping street. Lytham Street (now Corporation Street) was also a commercial road, mostly with tailors and drapers but with few grocery outlets. The Blackpool Tower Company, Blackpool Printing Company and the offices of the Gazette were located on Church Street. Leopold Grove, King Street and Adelaide Street comprised lodgings and boarding houses, with a few commercial premises and private residences. By 1924 Clifton Street was thoroughly commercial with premises for umbrella makers, confectioners, dressmakers and opticians among others, but streets such as Albert Road and Adelaide Street remained as the principal lodging-house district in the area.

The principal uses of the buildings in the town centre today are commercial and retail premises, extended with the construction of the Hounds Hill centre in the 1980s. However, to the south and north-east of the Winter Gardens the area mostly comprises terraces of high-quality boarding houses, now converted into bed & breakfast accommodation or small hotels. Public (the former Post Office), civic (the

Town Hall) and entertainment (the Winter Gardens and Grand Theatre) buildings are also common to this part of Blackpool, although the Post Office is now a sorting office only.

5.4 Materials and construction

5.4.1 Elevations and roofing

Due to the different types and uses of buildings within the area, no single material characterises the architecture. Buildings in the residential and boarding-house areas to the south are generally constructed of brick, although many have now been painted or rendered, destroying any homogeneity of materials to the principal street frontages (Fig.14). Nos 120-150 Adelaide Street are a positive example. Many of the early buildings on the east-west streets in the shopping area are also of red brick construction, but again have been altered.



Fig. 14: Red brick and rendered boarding houses on Adelaide Street

Brick was also the main material used in the first phase of the Hounds Hill shopping centre in 1982, and in the Tower Shopping Centre. Although some of the detailing to the upper floors of the former (especially on the north side of Victoria Street) is rather bland, the latter building reflects the scale and footprint of the listed Tower Buildings opposite (Fig.15).



Fig. 15: Looking south down Bank Hey Street

Sandstone ashlar is used for banks such as the RBS on Talbot Road, and pitch-faced yellow sandstone is common for late 19th-century public buildings, including St John's Church, the Spiritualist Church on Albert Road and the Masonic Hall on Adelaide Street (Fig.16). Yellow sandstone was also a popular choice for banks.



Fig. 16: The central bay of the Masonic Hall on Adelaide Street

Terracotta faience is also readily seen in the area; this material is common on the Promenade buildings due to its durability and was probably used in the Town Centre as an architectural flourish on steel-framed buildings, and also allowed further possibilities for decoration with the introduction of dark blue or pea-green panels, as seen on the Winter Gardens and the surviving original parts of Talbot Street car park. Most of the significant faience-clad buildings in the area date from the interwar period, including the re-faced elevations of the Winter Gardens (Fig. 17), and the range of buildings at the east end of Church Street which replaced Stanley Terrace in 1935.



Fig. 17: Faience to the Coronation Street elevation of the Winter Gardens, re-faced in 1930

Post-war architecture is more apparent in the town centre area than the Promenade or boarding-house centres to the south and north, and therefore there are a variety of modern materials, particularly in the Hounds Hill shopping area. Brutalist concrete buildings, such as the NatWest and Yorkshire banks, and the 1950s Marks & Spencer store on Church Street, are of varied quality and the scale and materials can create a jarring effect in the street scenes. Thoroughly modern buildings (Fig.18) introduce colour and metallic finishes into the streetscene, although some buildings are unsympathetic to their neighbours (for example the Syndicate nightclub on Church Street).



Fig.18: Modern finishes to the new Hounds Hill stores on Albert Road

Roofs, where visible, are generally of Welsh slate, although replacement roofing is often of concrete tiles, in common with other surveyed areas within Blackpool. There are also a number of flat-roofed buildings in the town centre area. The glazed dome to the Winter Gardens is the only unusual roofing structure in the area. The survival of brick chimney stacks is quite high to residential terraces in the south of the area. The eaves of these buildings often also have painted timber cornices.

5.4.2 Doors and windows

Stone canted bay windows are common in the south of the area, where they characterise the boarding and residential properties on Albert Street, Adelaide Street and the north-south streets which intersect. The bays vary in height from ground floor only to three storeys high from the basement, and there are also examples of rectangular bays. Some bays are embellished with cylindrical colonettes.



Fig. 19: End of terrace on Adelaide Street, canted bay windows with timber sash windows and panelled door on the right and uPVC casements on the left.

The windows themselves, as with most of the buildings in whole or partial residential use in Blackpool, have generally been replaced by modern uPVC or equivalent casements. However, there are a few surviving examples of original joinery, including panelled front doors and sash windows, some with leaded coloured glass. Listed buildings retain their original (or sympathetically replaced) windows, including many-paned sashes to the Abingdon Street Post Office. Shop fronts are described below.

Paired doorcases are also an important feature, and often give a building some merit when other architectural features have been removed. The boarding houses generally have steps up from the footway to the front door, which gives them an elevated status to the smaller residential houses in adjacent areas.



Fig. 20: Various styles of paired doorcases on Regent Road

5.4.3. Shopfronts and fascias

North of Adelaide Street the area is generally characterised by the various shopping districts at the heart of Blackpool. There is varied treatment of shopfronts, fascias and advertising signage, most of which are modern and of low merit. Their poor design is an overriding issue in the town's commercial area, and often bring a generally positive building down to neutral status (Fig.21). Poor-quality signage in inappropriate colours also applies to potential local list buildings, such as the Stanley Arms on Church Street, but buildings such as this have been chosen as the overall architectural merit overrides the alterations. Modern interventions such as signage and deep fascia boards are superficial and guided re-design would enhance the qualities of the associated buildings.



Fig. 21: Obtrusive superficial signage on positive building on Church Street



Fig. 22: Modern shopfronts to altered buildings on the south side of Talbot Road; these buildings can be said to have positive merit as the alterations are superficial

Good examples of shopfronts include the ground-floor shops to Nos 1-9a Cauce Street and 150-170 Church Street, many of which are occupied by private commercial concerns (Fig. 23). The survival of mosaic tiled surrounds and recessed entrances with plate-glass windows are rare features within the town.



Fig.23: Shopfronts to Cauce Street

Other frontages of a similar date include No. 28 Topping Street although the window itself has been altered, and Sun Chambers and Deansgate Chambers on Deansgate (Fig. 39). Hardly any complete 19th-century timber shopfronts or surrounds have survived although one example to Churchill's Bar at No. 83 Topping Street is an attractive survivor (Fig. 24).



Fig. 24: Churchill's pub on Topping Street

5.4.4. Signs and details

As noted above, the constant pressures of advertising in the commercial heart of the town has led to a large amount of poor-quality signage, some of which is temporary or covers up earlier timber entablatures. Overall it is superficial and does not affect the overall integrity of the building. Despite this, there is a good proportion of interesting signs and architectural details surviving in the town centre.

Street-name signs vary between metal plates, introduced in the 1920s during a period of street renaming, and modern steel signs which are typical throughout the country. On Birley Street there is a chunky steel name-sign, probably intended to replicate a historic cast-iron type. The 1920s signage is also occasionally used for directional signage, such as on the corner of Leopold Grove (Fig. 25).



Fig. 25: 1920s sign for Blackpool North Station

Many of the listed and potential local list buildings retain features such as moulded red terracotta decoration (the Town Hall), or faience panels (1930s Caunce Street/Church Street building, Fig. 26), carved sandstone panels (the Town Hall Extension), stone cartouches (Abingdon Street post office), or cast-iron canopies to the street (Grand Theatre, Fig. 28).

Also of interest is a relief sculpture of the Three Graces by Samuel Wood on the west side of Nos 23-27 Church Street. It was revealed in 1976 after being hidden for many years, but later damaged and replaced with a plastic replica (Fig. 28).

The tradition of cast-iron canopies and brick architectural details has been continued in the Hounds Hill centre, where the original design was described in 1982 as 'quasi-Paxton'. The detailing to the Hounds Hill centre varies in quality, although it is generally subtle and well-designed.

Details on residential and boarding houses include cast-iron cresting above doorways, and occasionally other historic finishes and details, such as terracotta paving tiles (Fig.29); gate piers and boundary walls are discussed below.



Fig. 26: Terracotta faience decoration on Church Street



Fig. 27: Canopies to Grand Theatre entrance



Fig. 28: Replica relief on 23-25 Church Street



Fig. 29: Terracotta paving tiles on Milbourne Street

5.4.5 Boundaries

The most conspicuous boundaries occur in the residential and boarding house streets to the south and north-east of the area. Here the houses generally have short front gardens, bounded to the footway by low brick or stone walls. However, in many cases this wall has been removed to allow off-street parking, rebuilt in a similar material or replaced with steel railings or fencing. There are, however, several excellent examples of walls and other boundary features such as cast-iron railings, as illustrated in Figs 30 & 31 and also seen on Charles Street and Milbourne Street.



Fig. 30: A continuous, if partially rebuilt, boundary wall on the south side of Adelaide Street



Fig. 31: Cast-iron railings on Albert Road

Some front gardens are well maintained, with a privet or similar hedge enhancing the external appearance of the property. Gate piers often survive alongside boundary walls and railings, and are usually of stone, mostly painted, with similar architectural details as doorcases to their associated houses. Some are inscribed with the historic house name. Modern galvanised steel gates have been added to many of the rear service lanes to help with crime prevention (Fig. 32).



Fig. 32: Modern steel security gate off Grosvenor Street

On the shopping streets there are few boundary features as the shops are built up to the back of the footway. There are modern safety barriers to street corners, such as the corner of Bank Hey and Albert Street. The definition of pedestrian areas is marked by a change in street surface (see *Section 5.4.6* below).

5.4.6 Roads and footways

Road surfaces are all modern asphalt, and footways generally are of poured concrete or slabs. There are however a few surviving examples of historic surfaces, especially to back service lanes, where stone setts survive under broken-up tarmac (Fig. 32). One example of stone flags survives off Cedar Square (Fig. 33).



Fig. 33: Stone flags to a back lane off Cedar Square

A variety of materials are used in the pedestrianised areas of the town centre. Examples include pink and buff paviments to Church Street, Bank Hey Street and Victoria Street, with artificial stone setts (made of concrete) and concrete granite-like slabs to the latter (Fig.34). Pedestrianised areas are defined not only by a step up from the road, but also by the surface finishes.



Fig. 34: Various non-traditional street surfaces to Victoria Street

5.4.7 Street furniture

There is a greater variety of street furniture in the town centre, in contrast to the Promenades, mainly due to the requirements of defining pedestrianised and vehicular areas. Boundaries between the footway and the road are marked by steel bollards, which also prevent parking on the kerbs; these are probably of a post-war date (Fig.35).

The pedestrianised areas of the town centre have a range of street furniture, much of which has little historic interest. Fig. 36 shows the differing styles of street furniture at the west end of Church Street, and the modern curving streetlamps are boldly designed, though they compete with the height of the buildings. Corporation Street is also blighted by clutter, and although the pavements are wide, street furniture creates obstacles on the footway, particularly for people with disabilities and parents with buggies. Plants in containers brighten the street.



Fig. 35: Steel bollards on Leopold Grove near the Winter Gardens



Fig. 36: Looking east from the west end of Church Street



Fig. 37: Street furniture on the east side of Corporation Street

The listed K6 telephone boxes outside the Abingdon Street post office and the Church of the Sacred Heart, Talbot Road are positive examples of street furniture, although they are also structures in their own right. Other phone boxes are modern, such as on Bank Hey Street, and not of an appealing design. Of a similar scale, cylindrical advertising stands are common in the pedestrian areas and do not add positively to the streetscene. Similarly, modern steel benches are rather industrial in character and do not suit the architectural character of many of the streets (Fig. 37). Telephone boxes and advertising stands are often also poorly sited, for example to the north of the Tower Buildings a group of phone boxes obstructs one of the few views from the town centre to the Promenade. These are issues that could easily be remedied with a design opportunity to tidy up the streetscene; practically they are superficial.

5.5 Architectural character

The architectural character of the town centre area is varied, representing architectural styles current from the mid to late 19th-century to the present day. If any buildings dating from before the middle of the 19th century survive they have generally been altered and nothing earlier in date than c.1850 has been identified (the 1838 Tithe map does not identify individual buildings so it is possible that earlier buildings survive in the town centre). The buildings exhibit an eclectic mix of styles and finishes, with many 20th and 21st century characteristics, typical of a busy town centre. Typical architectural styles from the late 19th-century are fairly well represented, including Renaissance, Baroque and classical styles, while Gothic Revival is largely confined to the churches and places of worship. Quite a number of buildings exhibit interwar features reflecting a spike in activity during this period when rebuilding and re-fronting of existing properties occurred. Styles adopted are typical of the period and include free classical compositions and others of Art Deco inspiration. Design typical of the late 20th and 21st-century is seen especially in the Hounds Hill Centre and retail outlets in neighbouring streets (*Section 5.4.1.*).

Buildings in the central area which give Blackpool real distinction are the Winter Gardens and Grand Theatre, the early company-house streets around Albert Road, the Town Hall extension, with its unusual sculptural panels, and the multi-storey car park and bus station on Talbot Road, the latter an exceptionally early example of the building type. The Abingdon Street Post Office also deserves mention as an unusually large, well preserved and architecturally accomplished example of its date.

5.5.1 The historic town centre

Public buildings are an important and characteristic feature of the historic core. The Grade II listed Town Hall is a key element of the Town Centre Conservation Area and a local landmark, in Jacobean or Northern Renaissance style typical of the turn of the 19th century. The building retains a range of original interior features such as stained glass, furnishings, fittings and statuary which enhances its historic character. Different in tone is the Town Hall Extension (or Progress House), an example of interwar style, which is made very distinctive by the sculptural panels on the theme of progress. These panels give it an important local character, reflecting the achievements and aspirations of the town and linking it with the latest technical advances of the day. The listed Post Office (1910) on Abingdon Street is a key public building and can be considered architecturally as one of the best buildings of its date in the centre, with good sculpture. It is broadly Baroque in conception, executed in Portland stone, and represents a particularly ambitious design by the Office of Works architectural team. Its character is enhanced by the presence of a row of K6 telephone boxes along the frontage.



Fig. 38: The Town Hall from the west

The two churches in this sub-area are both listed buildings. Sacred Heart was the first Roman Catholic Church in Blackpool (1854-6), and St John Evangelist (1878) is on the site of the first Anglican church in the town (1821). Both buildings adopt Gothic revival styles typical of the periods represented. Sacred Heart is by E.W. Pugin, one of the most active and important architects Catholic Church designers of the mid and later 19th-century. The building is one of the earliest to survive in the centre. It was enlarged by the successor firm Pugin & Pugin and the later work (1894) is of special note for particularly elaborate and unusual treatment of the crossing, which is octagonal, and east end. The group of related buildings is architecturally significant, and the former school has special merit and could well also be the work of the Pugin & Pugin firm; if this attribution could be confirmed it is a possible candidate for national designation.

St John Evangelist is more typical for its date; the principal architectural importance lies in the exterior and landmark tower, while in townscape terms the open space around it can be regarded as part of the character reflecting the presence of the (truncated) graveyard. The monument recording burials on the site has some historical significance.

Commercial buildings are an important element, especially banks, some of which are now in other uses. These include the RBS on Talbot Square which is a particularly good example of interwar classicism with freestyle elements, and a key building in the Town Centre Conservation Area. The quieter and smaller former District Bank, No. 26 Talbot Road, by the distinguished architect Francis Jones, combines mid to late 19th-century with restrained 20th century features. Banks and former banks at No. 22 Clifton Street (classical, interwar), the Birley Street HSBC (1897) and Barclays (early 20th-century) are typical of styles adopted when enlarging branches in town-centre contexts. Of later commercial buildings the Brutalist Yorkshire Bank on the corner of Church Street is perhaps the most challenging. It is considered to be a good example of its type, but alien in the street scene and with regard to the setting of St John's church (Fig. 39).



Fig. 39: St John's church on Church Street, next to a Brutalist concrete bank

Retail outlets, cafés and restaurants form another typical group. There is relatively little in the centre with special distinction, though there are a number of good examples of interwar design, often adopting a popular green and cream livery. Good examples include the Art Deco No.28 Topping Street, and the upper floors of Sun Chambers and Deansgate Chambers on Deansgate (Fig. 40). The Cedar Tavern public house at the head of Cedar Square is a good example of interwar classical

design with faience cladding and metal casements, as is the triangular-sided building between Cauce Street, Cookson Street and Church Street.



Fig. 40: Sun Chambers and Deansgate Chambers on Deansgate

Finally in the historic town centre character area are the entertainment buildings. The Tower is outside the area but a constant visual presence. The Winter Gardens is a vast, unique indoor entertainment complex with extraordinary interiors ranging from the 1870s to the 1930s. It is an enormously distinctive and important building with an exterior treatment which reflects investment and expansion during the interwar period and the influence of the cinema in interior design. The Grand Theatre (Fig. 41) is in contrast quite small, but it is one of the best preserved and most appealing theatres of its date by one of the best-known theatre architects, Frank Matcham. The late 1990s restoration is highly creditable. Lastly the Yates's Wine Lodge on Church Street was an interesting example of an entertainment building of relatively early date (1868) which originated as an arcade and assembly rooms and underwent various modifications and changes of use before serious damage by fire resulted in its demolition in early 2009.



Fig. 41: The corner of the Grand Theatre on Church Street

5.5.2 Hounds Hill

The architectural character of the Hounds Hill area is dominated by the 1980s shopping centre, which adopts a scale and palette designed to defer to the Tower Buildings and as such has some distinction in the field of shopping centre design. New additions and alterations sometimes adopt upbeat Postmodernist or later styles designed to create an atmosphere of modernity. Older retail buildings of local list quality include the Edith Centre, a former Marks & Spencer store of 1936 which is a large but relatively low-key Art Deco design incorporating maritime motifs (Fig. 42).



Fig. 42: Detail of the corner tower of the Edith Centre, to the junction of Bank Hey Street and Albert Road

The former Regent Cinema of 1921 by Lumb & Walton (now Riley's Pool Hall) is an interwar design of classical inspiration with good landmark qualities. The former Empire Hippodrome has been clad with unsympathetic materials and converted into the Syndicate nightclub, and has landmark qualities for all the wrong reasons.

Churches are represented by the New Central Methodist Church of 1973 on Adelaide Street which is not considered to be a particularly distinguished design of somewhat late Brutalist character.

5.5.3 Residential and boarding house areas.

The last character area, dominated by boarding or company houses represents a relatively early colonisation of this area, from the 1870-80s in prime positions close to the seafront and to the former Central Station. J. K. Walton has identified the part of this area nearest the seafront as the first specialised company-house district. The houses often incorporate large bay windows and were, as Walton remarks, aimed at working class visitors and 'similar in architectural idiom to the streets of their own home towns, writ only slightly larger'. The effect of the rows of similar buildings up and down the streets, especially in the Albert Road environs is strikingly distinctive (Fig. 43). Blackpool can lay claim to being the home of the archetypal company or

cheap but respectable boarding house. While other resorts possibly contain earlier examples it is doubtful if anywhere else has as many of such an early date as part of distinctive street scenes.



Fig. 43: Typical high-quality boarding houses on Adelaide Street

Transport buildings in this area include the site of Central Station, preserving the large public lavatories, essential in the days before facilities on the trains. However, the transport building of principal interest is the bus station and multi-storey car park on Talbot Road which marks a transport gateway into the town and is of technological and historical importance. If the original cladding survives it would emerge with a higher degree of architectural interest.

Churches and places of worship of architectural interest are hardly represented. The exception is the Albert Road Spiritualist Church (Fig. 44), of some architectural and historical interest as an early purpose-built example, retaining interior features and an interesting adoption of a broadly nonconformist format for this relatively rare building type.



Fig. 44: The Spiritualist Church on Albert Road

5.6 Degree of completeness

The three defined areas have comparatively different levels of original material and features remaining. In the historic town centre pressure for change through advertising and changing ownership has resulted in almost all of the buildings on the shopping streets north of the Winter Gardens having been altered; some modern interventions are purely superficial. Some prominent buildings, particularly banks, still exist in something of their original form (e.g. Barclay's on Birley Street). Comparing a photograph of Church Street from 1898 (Fig. 45) and today's streetscene the Liberal Club (now Poundland) is little changed, although a range of buildings stretching east along the street are all but gone. Buildings on Cedar Square and the Empire cinema are visible in the background; the latter is now the Syndicate nightclub.



Fig. 45: A view along Church Street in 1898 (reproduced with permission of Ted Lightbown)

Even recent and relatively cosmetic alterations have degraded more modern structures and the character of the street: in 1958 shops on the corner of Abingdon and Church Street built in the 1860s were replaced by a stylish building faced in black mosaic lined with pink; it was covered in ivory paint in the 1980s and today is vacant (Fig.46).



Fig. 46: Nos 86-94 Church Street

The Hounds Hill area is unquestionably modern, with little historic fabric retained. Where the occasional 19th-century building survives, the ground floor has generally been altered, such as the former Liberal Club on Victoria Street (Fig. 47), and No.18 Bank Hey Street.



Fig. 47: Modern shopfront to a late-19th century building on Victoria Street

The residential and boarding house area to the south of the Winter Gardens has been subjected to a range of cosmetic changes, such as rendering or painting of elevations, replacement roof coverings, windows and doors (with uPVC casements, ubiquitous to Blackpool where timber windows rarely withstand the weather), and the removal of front boundary walls and gardens to create off-street parking. Ground floor and attic extensions are less common here than, for example, in Bloomfield and South Beach. Some properties have been altered beyond recognition (Fig. 48), but despite this range of alterations some streets retain a homogeneity which gives positive townscape character (these characteristics are outlined in *Section 6*).



Fig. 48: A completely altered property on Milbourne Street

There are few vacant sites in the town centre area, and surface car-parks have been inserted where buildings have been demolished in the past, creating a viable if not wholly aesthetically pleasing use.

National designation has helped the most significant buildings in the town centre retain a high level of the historic and architectural interest. The creation of a list of building of local significance may assist in identifying buildings with worthwhile architectural and historic qualities worthy of preservation.

5.7 Archaeological potential

Early mapping suggests that before 18th century development the area was mainly open land or in cultivation with little evidence for human settlement. The remains of any pre-18th century structures along the principal historic routes are unlikely to have survived constant building and rebuilding, and the current state of knowledge suggests that the archaeological potential is low. Further advice on specific sites should be sought from Lancashire County Council in advance of major redevelopment.

6.0 SIGNIFICANCE

6.1 Assessing significance

The relative significance of buildings in the study area has been assessed using a variation of the assessment criteria developed and used in the AHP characterisation assessment of The Welsh Streets, Liverpool in 2007. The key issues that contribute to heritage significance are the historic context and the architectural merit of the buildings. The following factors have been taken into account:

- Buildings surviving from the earliest phases of development (prior to 20th century) and as part of the early 20th suburban development, and surviving in anything like their original form;
- Intrinsic architectural or historic merit, including association with significant event or individual;
- Relationship with other groups of significant buildings or landscapes, which have a designated merit, e.g. conservation areas;
- The relationship between otherwise unremarkable buildings and the wider urban landscape, to create townscape of value in the context of the wider area.

These attributes in some cases overlap. They have been used to determine significance values of buildings and groups of buildings or spaces, according to the following five categories of significance.

- **Protected:** buildings, features or spaces that are protected by way of listing, scheduling or being within a conservation area or registered park. There are seventeen listed buildings in the area: Sacred Heart Church is designated Grade II*, and the Winter Gardens, the Grand Theatre, St John the Evangelist, the former Post Office, 11 K6 telephone kiosks (8 outside the former post office and 3 on Talbot Road), the Town Hall are all listed Grade II. About one-third of the area lies within the boundary of the Town Centre Conservation Area.
- **Local List Potential:** buildings, features or spaces of clear local interest. Although not candidates for listing, they make a positive contribution to the street scene and should be retained unless it can be demonstrated that redevelopment would be of greater benefit to the character or setting of adjoining buildings and spaces or that there are overriding social or economic factors. The majority of potential local list buildings in the Town Centre area are commercial buildings such as shops, banks and pubs. Perhaps the most notable of the potential local list buildings is the Town Hall Extension (Progress House), which is theoretically part of the Grade II listed Town Hall, and the school connected to the Sacred Heart Church which may be by Pugin & Pugin and therefore a potential candidate for national designation.

- **Positive value:** buildings, features or spaces of clear local interest, but of lesser quality than Local List buildings, or altered superficially. They make a positive contribution to the street scene and should be retained as part of future regeneration, if practicable. Shops which have been altered at the ground floor but retain good architectural detail or character to the upper floors are an example of this. Early 20th-century red-brick terraces in the south of the area are little altered and as a group are a positive contribution to the streetscape.
- **Neutral:** buildings, features or spaces which although of little individual merit, for example due to the level of later alterations, combine with other buildings and spaces to create a townscape of value, which could be recreated through careful new development that complements the townscape.
- **Negative value:** buildings, features or spaces which have an adverse impact on any aspect of the significance or heritage value of the townscape or other buildings, and where redevelopment or removal is positively encouraged. In the Town Centre these are mainly located to the north-west of the area, such as the Wilkinson Store on Talbot Road.

6.2 Summary of significance of the Town Centre area

6.2.1 Character summary and designation status of the area.

The town centre has two distinct building uses, commercial and residential, which in turn defines the three sub-character areas: the historic shopping district; the modern shopping centre at Hounds Hill; and the residential and boarding-house area.

The town centre is identified by Blackpool's retail core, containing a mix of buildings of different styles, types and ages. The historic shopping area is focused around Abingdon Street, with a grid of north-south and east-west streets containing shops and other commercial premises, churches, and the prominent Winter Gardens complex at its southern edge. The area has a tight building grain allowing for little open space but supplying good vistas to landmark buildings. The LHTS identifies the historic street pattern as being of greatest significance, enhanced by several key buildings of outstanding merit.

The Hounds Hill development is part of the retail core, and although the historic street-layout was destroyed by buildings with large footprints, it contains some recent buildings of architectural merit.

South of the Winter Gardens and to the east of Topping Street the area is characterised by grids of residential and boarding-houses, similar to but in most cases of a better quality than the boarding houses streets in South Shore, Bloomfield and North Shore. Again vistas along streets are an important part of the streetscene,

and the area is of high significance as one of the earliest boarding houses areas in Blackpool centre.

There are a range of listed buildings in the Town Centre, from the Winter Gardens complex to the former Post Office on Abingdon Street. Most of the Town Centre Conservation Area is also in the area. Supplementing the designated buildings, some buildings have potential for a potential local list; these are mainly public and commercial buildings, with several good examples from the interwar period.

6.2.2 The historic town centre

The streets are listed alphabetically for easy reference, and minor and service streets are described together. Where only part of a street is described, the rest of its character can be found in the following section (i.e. Church Street has two characters, east and west of Cedar Square; the latter part is in this section).

Abingdon Street

Abingdon Street is one of Blackpool's historic shopping streets although its principal buildings were not added until the early 20th century. The street is a principal north-south thoroughfare in the town centre, and is of **positive** value. A wide street, it narrows at the north end across Talbot Road, and its linear qualities give important views to the south of the listed Winter Gardens and to the north of the listed Library and Art Gallery on Queen Street.



Fig. 49: Abingdon Street looking north



Fig. 50: Abingdon Street looking south towards the Winter Gardens

There are also views westwards down popular shopping streets in the centre, Birley Street and Clifton Street. Most buildings are two or three storeys high, and almost all are in retail or commercial use. Poorly-designed, but superficial, alterations to shop fronts and modern fascias are almost universal. At the north end of the street most of the buildings are of the late 19th-century and some buildings of less positive value, mainly of mid or late 20th-century date, are found towards the south end, where the scale increases. Nos 6-12 is a rather brutal building but it respects rooflines and shares the general scale of its neighbours, as does The Yorkshire Bank, another mid 20th-century Brutalist composition which attempts to respect its surroundings but is jarring in form and materials in relation to the listed St John's Church and Winter Gardens complex.

The grade II listed Post Office, with the row of eight Grade II listed telephone boxes, is highly significant to the townscape value and does much to enhance the character of the street, and views of these assets can be obtained from Clifton Street as well as in long views up and down Abingdon Street.

The south junction with Church Street is of high townscape significance and is currently the subject of improvement as part of the St John's Plaza project.



Fig. 51: Nos. 6-12 Abingdon Street (right) in the street scene



Fig. 52: Post Office and K6 telephone kiosks, Abingdon Street.

Birley Street

Along with Clifton Street, Birley Street was one of the early streets to be laid out between the seafront and Abingdon Street. Historic mapping shows that both sides of the street were characterised by small properties, few of which remain today, especially on the south side. Birley Street was pedestrianised in 1996 and was undergoing a programme of refurbishment at the time of the survey.

The street is a principal commercial street, mainly with cafes, banks, small chainstores and privately-owned shops. The buildings are a mix of two and three storeys, generally two bays wide, although some more recent buildings are of a larger scale, for example the three-storey Nos 9-19 Abingdon Street. The NatWest bank on the west corner is similarly prominent, and although Brutalist in its architecture is not a negative contribution to the street. It has a **high neutral** value.



Fig. 53: Looking down Birley Street from the east in February 2009

The north side of the street mainly comprises older, late 19th-century premises, although these have been considerably altered at the upper floors, and superficially to the ground floor with modern shopfronts and signage. Exceptions such as No.26 which is practically intact, and Nos. 6 & 8, although altered, represent the former character of the historic street. The south side is mainly of mid-late 20th-century flat-roofed blocks with modern shopfronts, although some of these are superficial cladding to original masonry fronts. The historic nature of the street is a positive aspect, but the buildings present little homogeneity to the streetscene presenting a neutral character with one or two exceptions. HSBC is positive though altered, and Barclays bank has local list potential. The Rose and Crown pub on the south-west corner has a modern verandah, obtrusive signage and outside seating arranged haphazardly on the pavement; it is a negative contribution, although historically the site of a pub since the early 20th-century.

Recent public realm installations impede on the spatial qualities of this relatively narrow street. This regeneration project is overscaled, but it could be used as a starting point for a period of change to Birley Street. Using surviving 19th-century fabric the street could form part of a townscape initiative to demonstrate beneficial change, similar to the works recently carried out in Cedar Square. There is enough historic fabric, backed-up by the history and development of the street, for this to

viable. The Rose and Crown and the NatWest bank opposite are included in the Town Centre Conservation Area and the remainder of the street has the potential to be included within an expanded boundary.

Street surfaces are modern, and include pink and grey pavements up to the building line. The street has a new lighting scheme integral to the recent public-realm works. Views to the west are terminated by Progress House (the town hall extension) and to the east by the Brutalist Yorkshire Bank on the corner of Abingdon and Church Streets. The Birley Street buildings are built up to the back of the footway and the closed views give a sense of enclosure at street level.

Carter Street, Adelphi Street and Matcham Court

These three streets are short service roads south of Church Street. Matcham Court was created following the construction of M&S in the 1950s, and originally joined with Carter Street across Coronation Street. Adelphi Street runs north from Carter Street, forming an island block of buildings, Nos 61-75; Nos 73-75 has an interesting architectural pediment on the east elevation which has been partially covered and its merit removed by post-war surfaces. The streets are pedestrianised but have vehicular access. Matcham Court is covered by a colourful sculptural steel glazed roof. The streets have a high **neutral** quality.



Fig. 54: Adelphi Street

Cedar Square

Cedar Square lies between Edward Street and Church Street, and is an area of high **positive** value with several potential local list buildings. Cedar Square is the subject of a scheme of improvement as part of the St John's Plaza project and work was in progress at the time of the survey.

A row of small shops on the east side, with a datestone for 1865 and formerly residential, are altered and individually of neutral value, but they share a common coherent scale, upgrading them to positive townscape value. The west side is dominated by the east end of St John's church (listed Grade II) which is prominent in views around the square and an important town-centre landmark. Views to the north are partially closed by the Cedar Tavern (Fig. 55), a pub of interwar date clad in creamy-coloured faience with retained metal casements, which has local list potential. The interior was not inspected but if this survives in any way intact the pub may be suitable for national designation.



Fig. 55: The Cedar Tavern and Homer Terrace, dated 1865

Abingdon Street market, the rear of which is on Cedar Square, was later joined on to earlier buildings (the former Police Station) on Abingdon Street also has local list potential. Just east of the church a monument commemorates those buried in the

graveyard when it was partially reduced to form Cedar Square and this too could be included on a potential local list (Fig. 56).



Fig. 56: Monument, St John's graveyard.

Off Cedar Square are two short service streets, Police Street and Queen Vera Road; the latter is part of Blackpool's civic trail as it was named after Vera Greenwood of Rochdale, the reigning Cotton Queen, in 1937. Both streets are of neutral value.

Church Street (west end, Nos 22-94 (even) and 7-109 (odd))

Church Street was historically the principal east-west thoroughfare in Blackpool, and today links the Promenade with Whitegate Drive, to the east. The street layout has changed little since its conception, and has retained its character as a major shopping street into the 21st-century. Today the street is pedestrianised at the west end, with traffic only from the junction with Abingdon Street. The street rises slightly from the west, and has a relatively wide aspect with two and three-storey buildings framing both sides. There is a large amount of street furniture of varying dates and styles which gives the impression of a cluttered street scene, although there are positive contributions outside the Grand Theatre (Fig. 57). There are good views to the west of Blackpool Tower from the junction with Abingdon Street, and the dome of the Grand Theatre is also a prominent feature. Church Street is a typical commercial street with a range of buildings of different styles and dates. The historic aspects of

the street, augmented by St John Evangelist church, the Grand Theatre and Winter Gardens which are all listed, are positive although there is a certain amount of off-putting post-war infill on what is an important historic street (Fig.58). Overall Church Street is **positive** in character, with some individual negative buildings.



Fig. 57: Church Street, looking east from the junction with Corporation Street



Fig. 58: Looking west along the south side of Church Street

Nos 23-27 is one of the oldest surviving buildings in the town centre, built in 1847. It retains much of its character and has local list potential. Nos 57-59 was built as a Post Office in 1877 and later became a Labour Bureau; it is a positive building. The north side of Church Street comprises individual narrow units, mainly of three storeys, some of which have strong architectural character and of merit; Nos 56-58 and 74-76 having local list potential. In between these two buildings is a block of c.1970s shops which are negative value, and re-fronting and modern shopfronts also impacts on most of the buildings on Church Street as they are unsympathetic in their scale and materials; however, it should be remembered that most of these alterations are superficial. Nos 77-81 is also negative as it jars with the positive qualities of the Winter Gardens (Fig. 59).



Fig. 59: Nos 77-81 Church Street, next to the Winter Gardens

The remaining buildings to Bank Hey Street are mainly of late 20th-century date and use modern materials. The design is simple and the scale is relatively sympathetic and they can be said to have a high neutral quality (Fig. 60).



Fig. 60: Nos 61-71 Church Street

Clifton Street and Cheapside

Clifton Street is at the north of the surveyed area, and with Talbot Road and Abingdon Street forms a triangular site with the apex at Talbot Square. Clifton Street is a relatively short commercial street forming part of the historic east-west grid of shopping streets between Corporation Street and Abingdon Street. The street is characterised by a relatively wide aspect, with a tight building grain of three-storey buildings, two bays wide, built up to the back of the footway. The buildings have shops at the ground floor with modern shopfronts and signage, and offices or residential apartments above, or are large entertainment premises. There are a couple of late 20th-century buildings, for example the No. 1 built as a Tourist Information Bureau in 1981. The remaining buildings were built in the mid to late 19th century. Overall the street is of **positive** value and three buildings have local list potential.



Fig. 61: South side of Clifton Street, looking west

There are good views to the west of the Town Hall tower and of North Pier and the Promenade. Abingdon Street Post Office has strong townscape value in views from the east, and until recently the curved frontage of Yates' Wine Bar was a strong focal point. Street surfaces are modern, with parking bays on the south side. Supplementing concrete street lamps, the street has two designs of large curving aluminium street lights, a feature in this commercial part of the town; their positioning often jeopardises views of important buildings, such as Nos 22-24 (Fig. 62).

At the east end are two attractive sculptures of nymphs by David Annand, 1997 (Fig. 63), and contribute positively to the streetscene.



Fig. 62: Nos 22-24, 'Sundays' pub and club, with a modern streetlight in front



Fig. 63: Sculpture of a nymph by David Annand at the junction with Abingdon Street

Cheapside, a narrow service street, runs east-west to the south of Clifton Street. Historically it was known as Back Clifton Street and historic mapping shows that the boarding houses on Clifton Street and premises on Birley Street, to the south, had short back yards with small outbuildings. Today the street is characterised by the tall rear elevations of buildings on Clifton Street and Birley Street, constructed of various materials and dates. It is of **neutral** character; the backs of the local list buildings in Clifton and Birley Streets are no different to the other buildings on the street.



Fig. 64: Cheapside, from the west; NatWest bank is on the right.

Clifton Street and the north side of Cheapside are included in the Town Centre Conservation Area.

Coronation Street (east side)

The east side of Coronation Street is dominated by the west elevation of the Winter Gardens. The street is relatively narrow and views of the whole elevation are difficult to obtain. The east side has **positive** value, but overall is neutral due to the buildings on the west side of the street related to the Hounds Hill Centre (see *Section 6.2.3*). There are good views of the Tower to the west from the steps of the Winter Gardens.

Corporation Street

Corporation Street was one of the first principal north-south shopping streets, historically characterised by parades of shops with small frontages. Today the street is one way to traffic, and has wide footways, giving it a relatively wide vista with, on the west side, BHS, the Town Hall and Town Hall Extension, all of which are constructed on large footprints, and a range of 19th-century shops and banks, generally of two or three storeys and of a smaller scale, to the east. The south end of the street, across Church Street, is pedestrianised and characterised by a dense building grain of late 20th-century buildings on the west side, and the Grand Theatre and Matcham Court on the east. There are concrete planters with palm trees, steel bollards and modern steel benches on the north-east side, with a mix of mid 20th-century and modern curving lamp standards. The Rose and Crown pub on the corner with Birley Street is of negative value (see also *Birley Street*), but generally the street has good architectural qualities, with Brutalist post-war infill such as No 20 (NatWest) giving variation to the character. Overall the street is **positive** in value.



Fig. 65: East side of Corporation Street, looking south

Deansgate

Deansgate was historically known as Upper Talbot Street and is now a minor thoroughfare running east-west from Cookson Street to Abingdon Street. The westernmost part of the street is pedestrianised. The street falls into two areas of different value, although overall it is of **neutral** value.

The section to the east of Topping Street, which meets Deansgate at its north end, is essentially of negative character, while to the west the area is of neutral merit. On the south side there is surface car parking and views of the unkempt backs of properties on King Street and Topping Street (Fig. 66). On the north side the rear of the potentially local list Talbot Road bus station and car park is a building of high historical interest but it does not engage with pedestrians. Beside it the Prudential Building, while matching its neighbour in scale, is of generally negative quality.



Fig. 66: Looking south from the east end of Deansgate

The western part of Deansgate is of high **neutral** value with the street characterised by terraces of late 19th-century domestic scale buildings, mainly now in retail use. An exception is the Telecom Building (see Edward Street). The buildings have some interesting features such as faience to Nos 10-12 which also have a strong interwar character, though later alteration to shop fronts has generally damaged their integrity.



Fig. 67: Deansgate looking east

Edward Street

Edward Street runs north-south linking Deansgate and Cedar Square. The street is an unusual survivor in the town centre, retaining on its west side a domestic scale terrace (Nos 12-28), with surviving canted bay windows and front boundary walls, now in use as offices. Overall the street has strong **positive** character.

Although Edward Street has an enclosed character, there are views south towards Cedar Square, where the vista opens out a little.



Fig. 68: Edward Street, east side looking south to Cedar Square

The west side is partially affected by the negative Telecom building in terms of scale and materials. The rear of the listed Abingdon Street Post Office, although being its service face, is another positive aspect with the retention of wrought-iron railings and lamps to the back of the footway (Fig.69).



Fig. 69: Wrought iron railings to the rear of the post office

Market Street (east side only), and West Street

One of Blackpool's earliest streets, Market Street became one of the first major north-south shopping streets in the 1860s, and was the location of a large covered market until the interwar years. Today Market Street is characterised by the west elevations of the Town Hall Extension and the 1957 British Home Stores (BHS) (Fig.66), with West Street intercepting from the east, and Talbot Square and Church Street at the north and south ends respectively. The west side of Market Street has been assessed under *Central Promenade*. West Street is a narrow street squeezed between the elevations of the Town Hall Extension and BHS, with access to a car-park within the BHS block on the south side. Market Street is one-way north to south and us a major bus stopping area. Although these factors make Market Street busy with traffic, overall the street is of **positive** value, with contributions made by good views of the Tower to the south and a general homogeneity of scale. BHS is typical of its time, and the curving south face is a strong feature of the building.



Fig. 70: East side of Market Street, from the south

Progress House was built as the Town Hall Extension in 1937-8 to designs by J. C. Robinson; it is an eye-catching and significant building and has good local list potential. The extension is linked at its north end to the Grade II listed Town Hall by Potts, Son & Hennings (1895-1900) and is therefore arguably part of the listed

building. The Town Hall and Town Hall Extension are within the Town Centre Conservation Area, reflecting the block's positive architectural value.



Fig. 71: The west elevation of the Progress Building with the Town Hall in the background

Talbot Road

Talbot Road is a principal town-centre street running east-west from High Street and Swainson Street in the study area to Talbot Square and the Promenade. There are views westwards down the street towards the North Pier with the Grade II listed Sacred Heart Roman Catholic Church and the Town Hall also providing good landmark quality. A pivotal street-corner building at the junction of Clifton Street is the Yates's Wine Lodge, recently seriously damaged by fire. The street is generally of **positive** value with stretches of buildings having high neutral value. The townscape of the eastern end has been impacted on by development.

Buildings on Talbot Road with local list potential include the Royal Bank of Scotland, formerly a Williams & Deacon Bank built in 1927 (Fig. 72). This is a fine architectural composition with group value with the neighbouring Counting House (in the North Promenade study area) and the listed town hall opposite.



Fig. 72: The RBS building on Talbot Road

The group around Sacred Heart Church includes a former school, west of the church (Fig. 73), which has group value with the church and is a building of strong architectural and historic interest. Dated 1898, it was completed shortly after the second phase of works at Sacred Heart by the architects Pugin & Pugin, who may have been responsible for the school's design. Its architectural quality and survival of details such as the boundary railings, makes it a candidate for the local list but if the attribution can be confirmed it may be suitable for national designation. The mid 20th-century associated Roman Catholic buildings to the north have local list potential.



Fig. 73: Former R.C. School on Talbot Road

Opposite, on the south side, the former District Bank is a building of strong architectural interest with local list potential. The undoubted historic interest and townscape value of the Yates's Wine Lodge building has been erased following demolition after a fire in 2009.



Fig. 74: Yates's Wine Lodge before the fire

Buildings in the middle part of the street, between Abingdon and Topping Streets, are largely in retail or commercial use. They are mainly of late 19th and early 20th-century date with a few later examples, and their consistent scale and building grain makes the street of high **neutral** value, although poorly designed shop fronts and fascias are intrusive. A block of late 19th-century commercial premises between Cookson Street and Swainson Street have the same townscape value.

From Topping Street the quality of the townscape disintegrates to buildings of a lesser quality, and views west to east are blighted by several large concrete buildings of little architectural value. These include the mid to late 20th-century Pearl Assurance building on the corner of Abingdon Street, the Prudential building on the corner of Topping Street, and the Wilkinson Building on an island site on the corner of Dickson Road (Fig. 75). These buildings have a damaging effect upon the character of the area, which is essentially a gateway to the town for rail travellers. The negative qualities are exacerbated by the busy roads junctions in this area.



Fig. 75: The Wilkinson building and the Talbot Road street scene

Despite the negative qualities of the east end of the street, the bus station and car park is an interwar building of high historical interest but with poor external finishes added in 1964 which undermines its appearance (Fig. 76). The historical interest is sufficient for its potentiality as a local list building; it is of more than local interest as probably the first municipal multi-storey car park in the country, reflecting the progressive character of Blackpool Corporation with regard to interwar transport policy.



Fig. 76: Talbot Road Car Park and Bus Station

The original finish seems to have been terracotta or faience tiles, of which a little survives around pedestrian entrances at the front and rear of the building (Fig. 77). If the original finishes survive beneath the later cladding their reinstatement would transform the appearance of the building.

Talbot Road is included in the Town Centre Conservation Area as far as the junction with Abingdon Street. There is no reason for the boundary to be extended here as it encompasses all the buildings of merit on the street.



Fig. 77: Talbot Road car park and bus station, original tiles and entrance.

Topping Street

Topping Street was probably constructed to provide commercial services for travellers due to its close proximity to Blackpool railway station. It runs north-south between the principal east-west thoroughfares of Talbot Road and Church Street. It is a street of **positive** value and is characterised by a mixture of retail premises built on a tight grain up to the back of the footway. Most buildings are of late 19th-century date with several examples built or re-fronted in terracotta during the interwar period. Most premises have been altered at ground-floor level to incorporate late 20th-century shop fronts or entrances, and almost all feature modern signage and fascia treatments.



Fig. 78: Topping Street looking north

Only one building of local list potential has been identified. The Washington Inn, dated 1875, retains relatively unaltered openings, including joinery at ground-floor level. It occupies a corner site and is splayed to the corner (Fig. 79). The interior has been altered.



Fig. 79: The Washington, corner of Wood Street and Topping Street

No. 28, the Card Market, is a building of strong positive character which preserves a little-altered interwar frontage (Fig. 80). It was re-modelled in 1933 as the new showrooms for Naylor's Fireplaces by John C. Durham, FRIBA, of Blackpool, emulating a proscenium arch or even a giant fireplace (Fig. 81). A newspaper report from 1933 announced that this was the first use of buff and green terracotta in the town (*Blackpool Gazette & Herald*, 25/02/1933, p10).



Fig. 80: No. 28 Topping Street; a striking interwar frontage



Fig.81: No. 28 Topping Street in 1933

The Barnardo's Shop (No.68) building is also of positive value and appears little-altered externally (Fig. 82). The building, which extends east along Wood Street may have been purpose-built as offices or works. Decorative features include pilasters, inset fascias and pale green detailing.



Fig. 82: The Barnardo's shop on Topping Street

Wood Street, East Topping Street and Winstanley Grove

On East Topping Street a terrace of small houses with tiny back yards was demolished and is now the site of a surface car park. Winstanley Grove was known as Stanley Grove in the early 20th-century. These three streets are minor service roads and side streets around Topping Street. Wood Street is fronted by the sides of buildings on neighbouring streets and is of **neutral** value. East Topping Street and Winstanley Grove, and other service streets and alleys in the study area are generally somewhat unkempt, with tarmac or occasionally stone flag surfaces, and varied treatment of the backs of properties which line them.

6.2.3. Hounds Hill: the modern shopping area

The Hounds Hill Shopping Centre is located on a three acre site within a block of streets approximately bounded by Albert Road to the south, Bank Hey Street to the west, Coronation Street to the east and Victoria Street to the north. The first phase was designed by Building Design Partnership in 1982 and attempted to link the red brick of the Tower Buildings and the architecture of the Winter Gardens with similar materials and 'quasi-Paxton cast ironwork' to create new and exciting architecture. The centre has been refurbished and updated since 1982, with an additional block housing Debenhams and Next on the corner of Albert Road and Coronation Street. This is the new shopping area vital to the heart of Blackpool, but its development has obliterated some of the historic connections with the town's 19th century street layout.

Victoria Street

Victoria Street follows the historic street line first shown on the 1877 street map; however only one 19th-century building remains, the former Liberal Club at Nos 17-23, which has local list potential. The rest of the street is composed of late 20th-century buildings, of red brick and generally two storeys, with a steel verandah along the south side, built as part of the Hounds Hill Shopping Centre development in 1982. The street is pedestrianised with modern benches and other street furniture. There is a significant view of the Winter Gardens from the west, but this is partially obscured by the 1950s Marks & Spencer store at the east end of the street, which is of negative value. Similarly, poorly positioned street furniture obstructs views of the sea to the north of the Tower Buildings. Overall the street is of **neutral** character.



Fig. 83: Looking east along Victoria Street

Bank Hey Street (east side)

Bank Hey Street was probably in place in the 1830s although there are few 19th-century buildings remaining. Albert Road, Adelaide Street and Victoria Street fed onto Bank Hey Street from the east, a layout less obvious since the construction of the Hounds Hill Shopping Centre in 1982. Today Bank Hey Street is one of Blackpool's principal shopping streets, with several large chain stores in modern buildings. It is pedestrianised from Albert Road through to Church Street. The street is characterised by a range of buildings of mid to late 20th-century date, mainly of two or three storeys with a flat roofline, with buildings built up to the back of the footway at the rear of the Tower Buildings, reflecting the large footprint of the latter. There is a sense of homogeneity, and the varied range of buildings relate reasonably well in terms of scale and materials. Overall the east side of the street is of **neutral** value, with the Edith Centre, a former M&S store, having local list potential. There are also some buildings of positive value, including No. 18, a two storey building, two bays wide, of red brick and terracotta with a 1893 datestone; the ground floor is altered with a modern shopfront, but this early building is a rarity on the street. Nos 6-10 (currently vacant), was built in 1935 to replace a parade of 1840s shops then considered as an eyesore; it retains some green and buff faience, but is of no more than neutral value.



Fig. 84: The Tower Shopping Centre and Boots building opposite the Tower Buildings

A concrete footbridge, constructed as part of an unfinished development involving high-level walkways, spans the street at the south end. The central Methodist church is located at the corner with Adelaide Street West, and is a two-storey brick building with a jettied verandah and piloti to Adelaide Street West, with shop units to the ground floor and the church above; it replaced a Wesleyan chapel on this corner site, shown on historic OS maps, and was constructed in 1973; it is of neutral value.

There is a large amount of street furniture, of different qualities and dates, including late 20th-century telephone boxes, benches and planters, and plastic bollards.

Coronation Street (west side)

The west side of Coronation Street at the junction with Albert Road is characterised by a mix of 19th-century individual units, mid 20th-century concrete buildings, and recent glass-fronted shopping units. The latter (Debenhams and Next), at the corner of Albert Road replaced semi-detached houses; it is of an acceptable scale and built of very modern materials and is neutral in value. Marks & Spencer, at the north end of the street, was built over the site of Oak Street in the 1950s, and wraps around the listed Grand Theatre. It is out of scale on all elevations and creates a bleak feel to the street; it is negative. Nos 31-53 are also neutral in value as they are all altered and offer little homogeneity. The street is **neutral** in townscape value.



Fig. 85: The west side of Coronation Street, from the south

Sheppard Street, Winifred Street, Tower Street, Adelaide Street West

These four streets are the remnants of a series of short streets which formed blocks of buildings to the north of Albert Road, built over during the Hounds Hill development in 1982. Winifred Street and Sheppard Street were apparently lined with good-sized terraced housing, while Adelaide Street West was the western end of Adelaide Street with a chapel on the south-east corner. Tower Street, named South Edward Street in 1893, was a triangular block of densely-built houses, bounded by Coronation Street to the east.

Today Adelaide Street West continues through the Hounds Hill Centre and a multi-storey car park built on the site, joining Adelaide Street at the east; the west end is pedestrianised and has benches and concrete planters. The north side is dominated by the tall blind elevation of the Tower Shopping Centre, extended upwards post-1982, and the street is terminated to the east by the refurbished west elevation of the Hounds Hill Centre. These streets are all **neutral** in character, with Sheppard Street and Winifred Street being the service entrances to the department stores at Hounds Hill. On Tower Street a former warehouse and three-storey terraced housing are of some historic merit but are of no more than neutral value (Fig. 87).



Fig. 86: Looking east along Adelaide Street West



Fig. 87: Warehouse and housing on Tower Street

6.2.4. Residential and lodging houses

These streets lie to the south and east of the historic town centre, and comprise mainly large, good-quality lodging houses, with a few terraces of two-storey residential properties. They are described below in alphabetical order, and streets which are similar in character are grouped together. Although these streets are generally neutral in character, the cumulative effect of rows of similar buildings largely built to serve the holiday trade is distinctive and has historic significance.

Adelaide Street

Adelaide Street runs east-west between Hounds Hill and Regent Road and is characterised by terraces of private residential and boarding houses. Today Adelaide Street has a similar mix of properties as Albert Road, and the wide aspect towards the Tower is also continued. It is overall **neutral** in value, with some terraces having strong positive value for their homogeneity, and several potential local list buildings.

At the west end the later extensions of the Winter Gardens are a prominent feature on the north side of the street. These extensions replaced an open area which included an ice rink and bowling green. At the junctions of Leopold Grove and Coronation Street there are elaborate canted corner entrances (Fig.89), but the rest

of the elevation is quite utilitarian. The Winter Gardens are listed Grade II and, especially when combined with views of the Tower, are a strong and important positive feature on the streetscene.



Fig. 88: Looking down Adelaide Street from the east towards the Tower



Fig. 89: The south elevation of the Winter Gardens, from the east

The range of terraced buildings on the north side as far as South King Street (Nos 61-79) are all of neutral value. They are mainly three storey lodging-house types, with attic extensions and have been affected by the general removal of front boundary walls and joinery. No. 71 retains the most original features. Nos 87-89 contribute positively to the streetscene, and have group value with the adjacent Masonic Hall, which has local list potential. Of red-brick and terracotta the buildings are a pair of double-fronted three storey houses with ground floor canted bay windows and panelled timber doors. The front boundary walls have been rebuilt. Nos 103-105 are also positive, flanked by two modern buildings, Adelaide Court and a new build to the corner of Regent Road, both of which are neutral as they respect scale and materials.

On the south side Nos 56-100 are neutral, and are three-storey lodging houses, facing the Winter Gardens as described above. Most have been altered with replacement windows and added attic storeys, although all retain double-height stone canted bay windows and most retain their original boundary cast-iron railings. Four properties at the west end (Nos 56-62) have a lower roofline and the bay windows are smaller in scale. Many of the houses have been combined to create larger hotels. The range is served by a back street accessed from Leopold Grove.



Fig. 90: The west end of the south side of Adelaide Street

The east end of the south side of the street (Nos 102-150) is generally positive in character. No 102, with one gabled bay to the Adelaide Street elevation and three to Leopold Grove, was probably built as a private residence and has terracotta plaques on the Leopold Grove elevation with the initials 'J. S' and a date of 1912 (Fig. 91). The house is of red brick with buff terracotta dressings to double-height bay windows and a Welsh slate roof. It also has a well-maintained garden, with intact boundary walls and planting.



Fig. 91: No 102 Adelaide Street, elevation to Leopold Grove

Nos 104-114, although typical good-quality boarding houses, retain a high level of original detail. No 116, the Comrades' Club, is a detached villa, and has local list potential. No 118, on the south-west corner of South King Street, is a three storey detached villa, now a doctors' surgery. It has been rendered and altered, but retains bracketed eaves and a classical-style doorcase, and is of positive value. Nos 124-150 are a red-brick two-storey terrace of residential properties, with paired doorcases and canted ground floor bay windows (Fig. 102). Some retain timber sash windows and panelled doors. All have front boundary walls to small front yards; although some of the boundary walls have been rebuilt this creates a homogenous streetscene here, which is enhanced by the retention of chimney stacks and pots to the roofline. Nos 124 and 120-122 are double-fronted villa-types, probably of the same building phase as the terrace. The latter has a canted corner entrance and forecourt to South

King Street; the corner premises are occupied by a pharmacy. The house retains timber sash windows with coloured glass to the upper panes, boundary walls and gate piers. The east end of the south side of the street is of positive value.



Fig. 92: Nos 124-150 Adelaide Street from the east

Albert Road

Albert Road is an east-west street located between the historic site of Hounds Hill and Regent Road, and crossed by Coronation Street, with smaller side streets on the north side: Leopold Grove, Alfred Street and South King Street. From Coronation Street Albert Road rises slightly uphill, giving good views back towards the Tower. The proximity of the street to the town centre and Promenade would have made it a popular choice with tourists looking for lodgings; the properties here are of a good quality with some architectural embellishments. Today most are in use as small hotels or bed & breakfasts, with residential properties at the east end of the street. It is generally **neutral** in value.

Today the street is characterised by these terraces of lodging houses, mostly of three storeys, two bays wide and constructed of red brick. Each set of buildings, e.g. Nos 5-51 on the south side, has different qualities and the range of modern alterations varies. This set was one of the first to be built, probably in the 1880s, and generally has attic extensions and uPVC replacement windows. Some properties have been

combined to provide larger hotels, such as No 29-31, the Hotel Avante. (Fig. 93) The range is of neutral townscape value.



Fig. 93: The Hotel Avante and neighbouring properties on Albert Road which retain some historic character

This range of buildings faces the newest part of the Hounds Hill development; Albert Road is quite narrow at the west end forcing the new building slightly out of scale; however the new development is of neutral value.



Fig. 94: Albert Road, east of Coronation Street

East of the junction with Coronation Street the street widens slightly and rises uphill. On the north side Nos 64-108 were probably built in the early 1900s as paired houses with paired central entrances; most have been amalgamated into double-fronted properties. They are generally of four storeys with double-height canted bay windows above a basement, and a varied roofline of gables and flat roofs. Most retain fair-faced red brick to the street elevation. The terrace generally retains a range of front gardens, larger than those to the houses to the west, with rebuilt boundary walls to the back of the footway. Some historic detail has been retained, such as ironwork to front boundaries (Nos 98-108), sash windows and panelled front doors (No. 108). This range is of neutral value. The properties on the south side, Nos 55-117, are of a similar date, with a few of an earlier date marked on the 1893 OS map. Although most of the houses have been altered with attic extensions and modern signage to the ground floor, and replacement uPVC windows, some retain good architectural details. Nos 75-83 have colonette details to the bay windows, and Nos 75-77 have cast-iron railings to the front boundary. Overall they are neutral in value.



Fig. 95: Nos. 73-117 Albert Road from the east

Nos 110-134, on the north side between Leopold Grove and South King Street, are of a general lodging house type, with 20th-century alterations. There is little definition between the properties and the footway, all boundary walls having been removed.

Nos 110-122 were built as 'Rydal Terrace' and the houses probably date from the early 20th century. They are all neutral.

The two storey red-brick terrace at Nos 136-154, on the north side and rising on a sloping site, is positive in value (Fig. 96), as although the houses have uPVC windows and some of the front boundary walls have been removed, they retain a substantial amount of architectural detail and have few major alterations or extensions, resulting in a homogenous streetscape. Nos 140-154 are private residences. The eastern corner property has a corner tower to Regent Road.



Fig.96: Nos 136-154 Albert Road

All other buildings not described above are neutral, i.e. Nos 133-147 and Nos 55-69. The Council offices at No 125 are modern, and harmonise with the scale of the earlier buildings; they were constructed on the site of a police station with an adjacent surface car park formerly the site of a fire station.

Nos 32-40 (a range of shops at the west end) and an early Spiritualist Church of 1896 on the south side both have local list potential. No. 53 has an altered ground floor with an interwar façade of green and cream faience over an earlier building; overall it is of no more than neutral value but the upper-floor treatment is good (Fig.97).



Fig.97: No 53 Albert Road

Alfred Street

Alfred Street was probably constructed at the same time as Leopold Street, with most buildings built as lodgings. Today the street is of similar character to Leopold Street, and comprises mainly late 19th-century brick two or three storey boarding houses with double-height bay windows; overall the street is of **neutral** value.



Fig. 98: Alfred Street from the south

On the north-west side Nos 2-4 have shops to the ground floor, and to the north of these there is a block of flat-roof shops. The side returns of No 110 and No 116 Adelaide Street are of positive value, the latter having local list potential. North of No. 13 a c.1950s two-storey brick garage block is of negative value. The rounded corner to No 125a Church Street is a prominent feature; it was probably built in the 1930s but is of neutral value.

The street is served by side lanes to the east and west, some of which retain stone setts to the street surface, and there is metal sign to No. 124 Albert Road, pointing to North Station, probably 1920s in date. Otherwise, street surfaces and furniture are modern.

Counce Street, George Street, Charles Street and Milbourne Street

These four streets form the east-west streets of a grid of terraced houses to the north-east of the area, running between King Street and, within this survey, Grosvenor Street, with Cookson Street intersecting. The historic tight building grain is retained today, and there are good views to the west of Blackpool Tower and the tower of St John's Church on Church Street. Overall the streets are of **neutral** value, with one or two positive aspects.

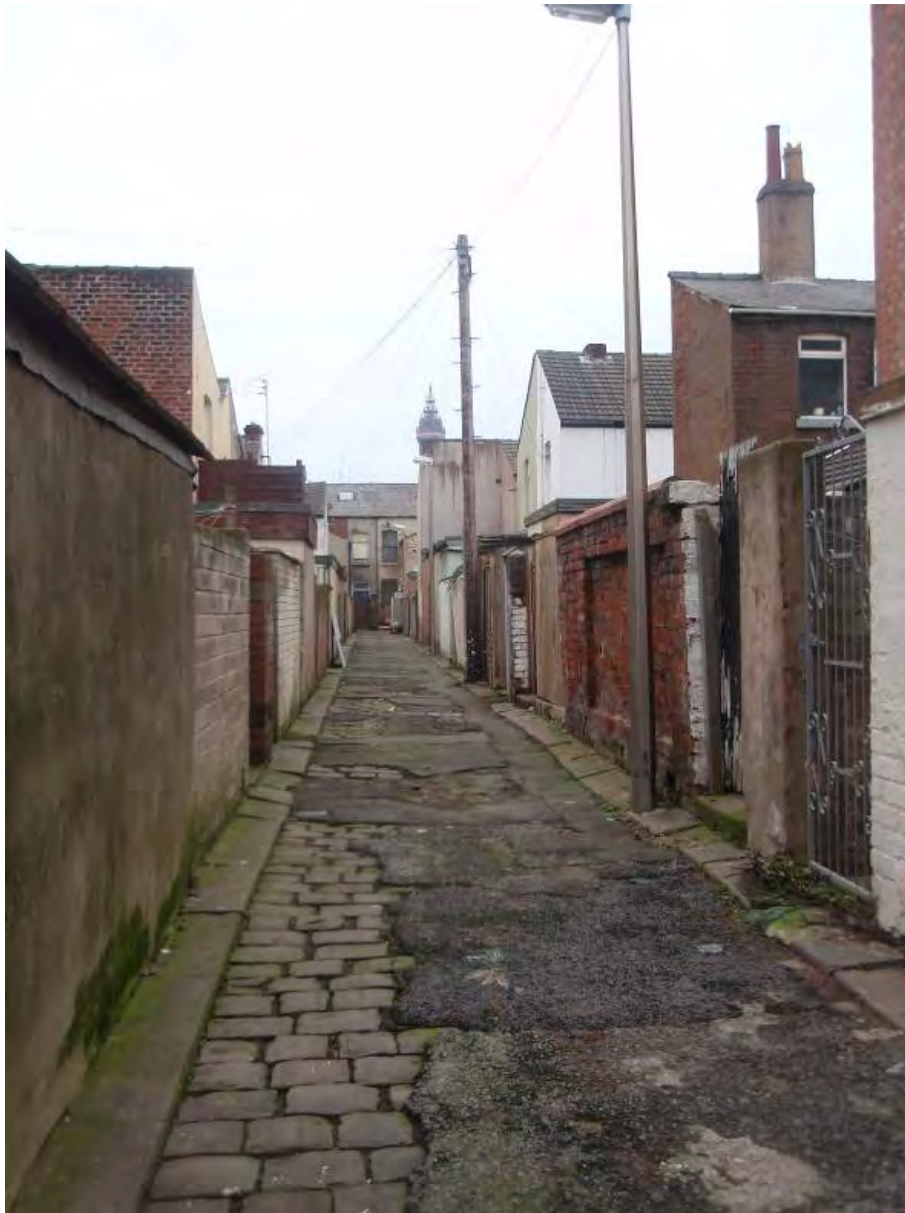


Fig. 99: Back service lane between Charles Street and George Street

George, Charles and Milbourne Streets comprise two-storey brick terraces (Charles Street properties generally having an added attic storey) with short front gardens with boundary walls to the back of the footway. Although Charles Street has some properties which appear to have been designed to a higher quality (e.g. Nos 13-17), it retains the least historic character of the four streets. Cauce Street consists of two blocks of buildings on its north side; that to the east of Cookson Street is a two-storey terrace with ground floor bay windows, and is significantly altered. To the west of Cookson Street there are commercial premises to the ground floor of a terrace. There is a gap site to the east of No. 20. On the south side of Cauce Street there is a surface car park across which there are good views to Riley's Pool Hall (the 1921 former Regent Cinema, with local list potential), and to the west of Cookson Street Nos 1-9a form part of a 1935 building with local list potential. Overall, both Charles and Cauce Street are **neutral** in value.



Fig. 100: Looking west down Counce Street

The houses on Milbourne Street have ground floor stone canted bay-windows, and the south side of the street (Nos 21-43) is positive as it has a homogenous character and retains front boundary walls, despite altered windows and doors. The north side is neutral.



Fig. 101: The south side of Milbourne Street, from the east

George Street (Nos 5-28) is also of positive value and, within the survey area, comprises a single terrace facing the 1990s indoor Bowling Centre. It is named 'Livingstone Terrace' on a central stone plaque. It is pretty homogenous, with front boundary walls to the back of the footway and ground floor bay windows (Fig. 102). The terrace also draws the eye to views of the tower to the west and is an important spatial feature.

The Bowling Centre is featureless and bland, and along with the wide expanse of paving and no boundary to the back of the footway to its south, is a negative building in the townscape (Fig. 103).

There are views north-west across an adjacent surface car park to the former Odeon on Dickson Road, although this view is also dominated by the Talbot Road multi-storey car park (which has local list potential).



Fig. 102: Nos 3-25 George Street from the north



Fig. 103: The indoor bowling centre on George Street

The west ends of Charles and Milbourne Streets, across Cookson Street, are much shorter and are all neutral in value. Here there are various commercial premises converted from residential terraces, and there has been a significant loss of architectural character.

Church Street (east end Nos 96-224a (north side) and Nos 115-197 (south side)), and including King's Square

As described in the historic shopping district, Church Street is the principal thoroughfare linking the promenade with Whitegate Drive, to the east. Today the street retains most of its historic character, including several interwar buildings inserted to help regenerate the street. Church Street has a wide aspect and there are good views west towards the town centre, with Blackpool's main landmarks prominent, and also east towards the Raikes area. The street is a busy traffic thoroughfare and also a main bus route (historically it was a major tram route), and there are a few good quality commercial buildings east of the Stanley Arms. The street has a high **neutral** value in terms of townscape character, with good positive aspects stemming from its importance as a historic shopping street. It represents a typical commercial street with a mix of buildings of scales, materials and ages.



Fig. 104: Looking east from the Winter Gardens towards Riley's Pool Hall

There are a number of two or three storey parades with shops at the ground floor; on the north side Nos 106-128 probably date from the 1870s to the 1890s, with Nos 106-116 being a double-fronted villa type regularly seen in Blackpool. The former Hippodrome has been superficially altered and clad in a metallic material and is now a large nightclub; it is overbearing and makes a negative contribution to the streetscape (Fig. 105). Nos 150-170 are part of the 1935 rebuild of Stanley Terrace, which has been local list potential. Nos 218-224a are all that remain of a terrace of late 19th-century premises, and have superficial modern signage and alterations.

However, at this end of the street there is a change of townscape character as Raikes is approached, with trees lining the streets and a more spacious quality to the streetscene. This is not enhanced by a large surface car park to the west of No. 218, which has no boundary to the back of the footway and reveals the back of buildings on surrounding streets.



Fig. 105: 'Syndicate' nightclub, formerly the Hippodrome, a negative building although the cladding is superficial

King's Square, at the west end of Stanley Terrace, is also an important open space. Historically used as a bus stop, it is now paved with modern materials and granite blocks as seating. The approach to the corner of this building from the west has strong townscape significance, and the 19th-century former red-brick Midland Bank (retained when the Terrace was rebuilt in the 1930s) is a positive and important landmark along Church Street (Fig. 106).

On the south side the street frontage is intact but there are few unaltered buildings. This side is generally of positive value, although most buildings have modern shopfronts to the ground floor and altered upper storeys. The range Nos 193-197 retain timber oriel bays to the first floor and are of some merit (Fig.107), as does a former bank at No.137 with a rusticated ground floor. St John's Primary School was being rebuilt at the time of the survey. Riley's Pool Hall has local list potential, and is a terminating landmark feature in the streetscape.



Fig. 106: The former Midland Bank in King's Square



Fig. 107: Nos 193-197 Church Street, next to Riley's Pool Hall

Coronation Street

The section of Coronation Street between Church Street and Albert Road is dominated by the east elevation of the modern Debenhams and Next store on the west side, which is neutral in value. On the east side there are two negative buildings, Nos 30-44 (the Citadel Market and Langley Dance Centre). The side returns of buildings on Adelaide Street and Albert Road are neutral; the large house at the corner of Adelaide Street (No. 28) has roller shutters to a vacant ground floor shop (Fig. 108). The street has overall townscape **neutral** value.



Fig. 108: The east side of Coronation Street, south of Adelaide Street

King Street, Cookson Street and Grosvenor Street

These three streets form the north-south streets within the grid where Charles Street, George Street, Milbourne Street and Cauce Street run east-west. Only the west side of Grosvenor Street is included in this survey. The properties on these streets are similar to those on the east-west streets, being two or three storey late 19th-century properties, although most are now in commercial use on the ground floor. All the buildings have all been significantly altered or are of low architectural merit, and the street is therefore **neutral** in character, with The Hop pub at the north-east end of King Street having local list potential.

Buildings on Cookson Street are built up to the back of the footway; Nos 7-19 have a datestone of 1873. There is no boundary between the footway and the building line on King Street, where the buildings are slightly set back from the footway with parking in front of premises.



Fig. 109: The east side of Cookson Street from the north

Views south down Cookson Street to Riley's Pool Hall, a local landmark, and down Grosvenor Street to the Salvation Army Citadel and the former Methodist Church on Raikes Parade (beyond the survey area) are a positive factor (Fig. 110).



Fig. 110: Looking south down the west side of Grosvenor Street towards Raikes

Leopold Grove

Leopold Grove is a north-west street connecting Church Street and Albert Road, and was historically developed with lodging houses. The character of the street is a narrow one way residential street, rising slightly towards the north, but has quite a wide aspect framed by trees planted on the footway. The street comprises both positive and neutral buildings, with few boundaries between the buildings and the back of the footway. Overall it has **high neutral** townscape value, with several boarding-houses and similar buildings of strong positive value which retain a high level of original detail. The retention and restoration of these buildings, would set an example for the future use of similar properties in Blackpool.

Nos 2-8 and 11-13 are of positive value; the former are a two storey red-brick terrace with dormers, with double-height bay windows, probably of late 19th-century date. There is some cast-iron cresting above the front doors and timber casements with coloured top-lights have been retained at No 4, but the boundary walls to the back of the footway have been removed. Nos 11-13 are named Beeston Villa with a date of 1883, and comprise a double-fronted house (now in use as a small hotel), of two storeys with a basement and attic extensions, with steps up to the front door and double-height rectangular bay windows. Although of brick construction it has been

largely rendered, but retains some cast-iron cresting over the door and stone gate piers. Its setting is enhanced by a tree immediately outside the front boundary.

The eastern part of the Winter Gardens, the former Circus, is a **positive** building, although this is jeopardised by a later extension below the positive brick gable feature (Fig.113).



Fig. 111: Looking north up Leopold Grove from Albert Road

Neutral buildings of interest include No. 115 Church Street, which has its east return to Leopold Grove, probably constructed in the 1930s but much altered. The remaining neutral buildings (Nos 10-26) are standard boarding house types. Return elevations of buildings on the east-west streets are also neutral.

There are several service lanes off Leopold Grove, some of which retains stone setts and Victorian street furniture. A service lane to the south of Nos 11-13 serves the rear of properties on Albert Road (Nos 64-108) (Fig. 112). The backs of the houses in some cases reach up to five storeys, and this lane is significant in exposing the 'working' rear face of the boarding houses, although most have modern fire-escapes and back yards are used for customer parking. There is also service access to the north of the Winter Gardens, on the west side of the street.



Fig. 112: South side of service lane to Albert Road

No 102 Albert Road is also positive, and is described under that street. Nos 7-11 (a former Roseby's store) is negative and currently vacant.



Fig. 113: The east elevation of the Winter Gardens complex and corner entrance

Regent Road (north of Albert Road only)

The west side of Regent Road comprises the side returns of buildings on Albert Road, Upper Adelaide Street and Church Street. Early 20th-century terraces on the east side are quite densely built, with small front and back gardens. The linear quality of the terraces on the east side has been retained today, and is mirrored in new and relatively good-quality residential buildings on the east side. Nos 34-36 have some positive qualities in their doorcases and retained boundary walls, but overall the street is **neutral** in quality, as many of the terraces have been altered and have attic extensions. They are mostly in use as small hotels. Riley's Pool Hall at the north-east end of the street has local list potential.

All street surfaces are modern, with galvanised barriers at the north end to the footway. Some trees give a slightly positive air, although it is a main vehicular thoroughfare and often congested with traffic.



Fig. 114: The east side of Regent Road, from the north

South King Street (north of Albert Road only)

South King Street was slowly developed in the late 19th-century and is similar in character and quality to other north-south streets in the area. The east side of the road is generally **positive**: a range of two-storey red-brick terraces with ground floor canted bay windows and front boundary walls to the back of the footway (Fig. 115).

Although some have been rendered or painted and the windows have generally been replaced, the range remains homogenous with a consistent roofline and no breaks in the building frontage. At the north end, across Adelaide Street, are the two potential local list buildings, the Stanley Arms and the Masonic Hall. The west side of the street is less homogenous, with a single-storey late 20th-century medical centre and a range of shops (Nos 3-21) being neutral in character; the latter are possibly those shown on the 1877 street plan. No 118 Adelaide Street and No 137 Church Street, both corner properties, are positive in character.



Fig. 115: Nos 8-30 South King Street (east side)

Views to the north are closed by the Syndicate nightclub which has a negative character. The street continues to the south across Regent Road (outside of the surveyed area).

70 RECOMMENDATIONS

The significance of the area is set out in *Section 6.2*. Recommendations are based on heritage value, as assessed in earlier sections of this report and do not take detailed account of other factors such as economic viability or sustainability.

7.1 Local List Potential

To protect buildings of positive significance, a Local List containing the buildings identified in this report could be maintained, covered by relevant policy and guidance in the Local Development Framework. 25 groups of buildings or individual buildings have been selected as having Local List potential in the town centre area.

7.2 Potential conservation area extensions

The current boundary of the Town Centre Conservation Area includes most of the significant shopping streets at the north-west corner of the town centre area, but is tightly drawn and excludes some key buildings to the south. There is merit in extending the boundary to the north to include the west end of Queen Street (see *North Shore* characterisation report), to the east to include Edward Street, and to the south to include the whole of Birley Street and Church Street, to include the Winter Gardens complex and the Grand Theatre. Although this would include some buildings of more negative townscape value, and the recent public realm additions on Birley Street detract from its value, the larger conservation area would enable all the essential elements of Blackpool's historic town centre to be encompassed. It would also include more of the historic street pattern which contributes to the area's historic significance and character.

7.3 Development control in and around the conservation area

As the Town Centre Conservation Area is Blackpool's only conservation area, it has a unique significance. Around its edge, the car parks to the north-east of the area have a particularly negative impact on the approach to the conservation area and the town in general. The proposed Talbot Gateway regeneration in this area of the town offers an important opportunity to improve the image of the town and also to enhance the setting of the Town Centre Conservation Area. The scheme has been described as providing 'Complementary retail, civic, commercial and residential developments...to greatly enhance the vitality of the town centre and the resort. Distinctive, high quality buildings and streets will enrich the visitor experience and be a catalyst for Blackpool's Regeneration'. However, this opportunity should also take into account any buildings of historic merit within the scheme's boundary, notably the Talbot Road bus station and car park, which, whilst its re-clad and rather downtrodden appearance makes it unattractive to users, is an important building architecturally and in terms of the history of Blackpool's transport system. The development will also affect Cookson Street and King Street which are covered in this report and are regarded as having some good townscape qualities, but are overall neutral in character.

Poor-quality design of shopfronts, signage and finishes, including cladding has had an adverse impact on the conservation area. The design quality of these elements is not noticeably higher or more sensitive within the designated area, and its unique historic character could be protected by stronger advertisement controls. More control over shopfronts and alterations to commercial buildings would protect the special character of the area and also enhance its attractiveness as a retail district. Many of these modern interventions are superficial, and original external wall finishes and timber shopfronts and surrounds may survive below modern ones. If discovered, these should be retained and restored, particularly on the historic shopping streets such as Church Street, Birley Street and Abingdon Street. The positioning of street furniture could also be carefully controlled, as there are several examples and types which detract from townscape qualities, including obstructing views of the sea front and of important buildings. The design of some of the street furniture is also out of character with the town centre.

While it is important to retain as much of the Town Centre's historic character as possible, within the conservation area particularly, opportunities for Townscape Heritage Initiatives may provide prospects to demonstrate positive change in the town centre, following the lead of the Cedar Square development.

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APPENDIX 1: Historic maps showing the development of the town centre



Fig. 116: Detail of 1817 Greenwood map of Lancashire
(<http://www.lancashire.gov.uk/environment/oldmap/index.asp>)



Fig. 117: Detail of 1838 Tithe map showing the whole Town Centre area (Blackpool Library)

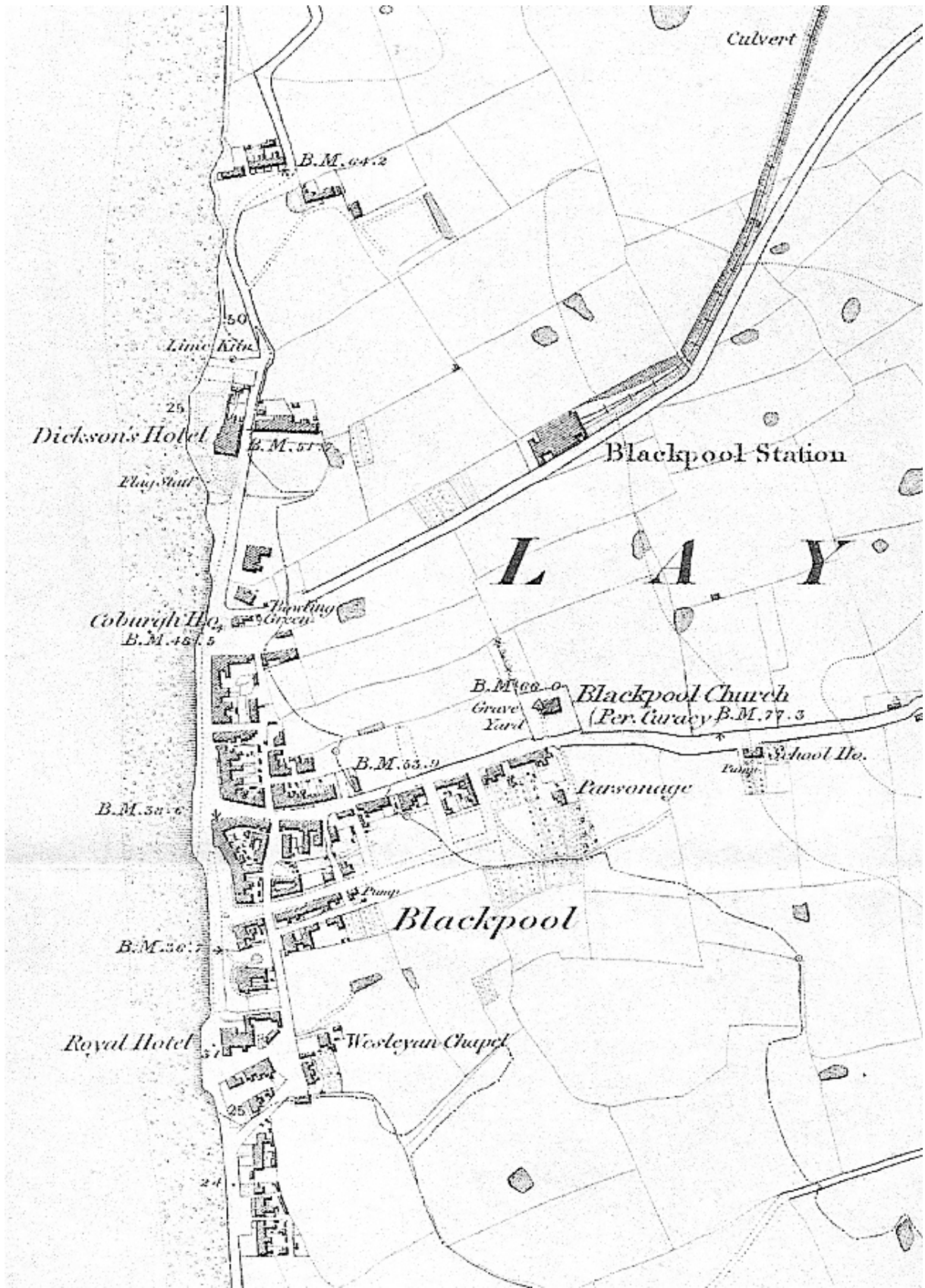


Fig. 118: Detail of 1848 OS map (1:10560) (JRULM)



Fig. 119: Detail of Harding's 1877 street plan (Blackpool Library)



Fig. 120: Detail of 1893 OS map (1:2500) (JRULM)

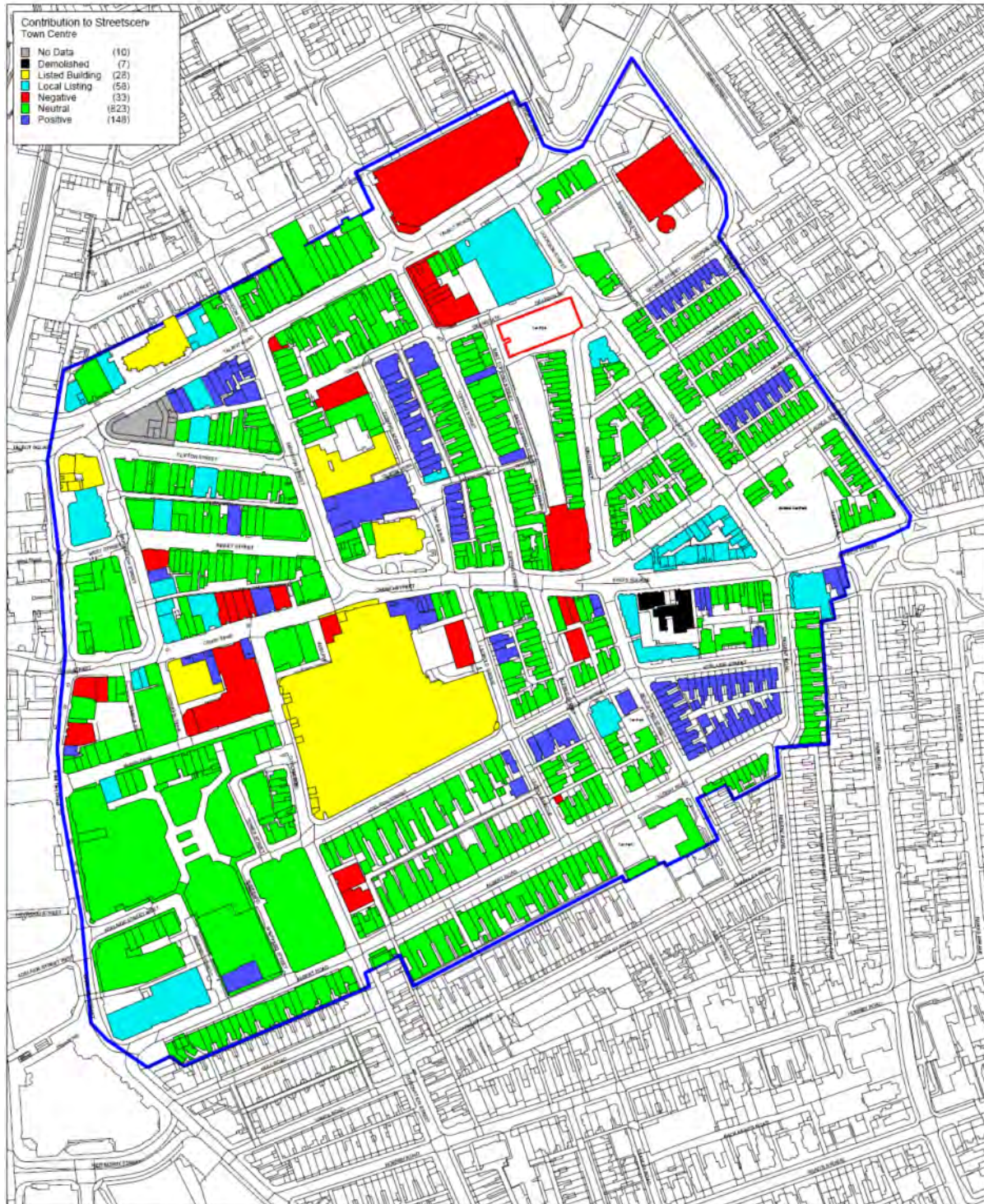


Fig. 121: Detail of 1912 OS map (1:2500) (JRULM)



Fig. 122: Detail of 1932 OS map (1:2500) (JRULM)

APPENDIX 2: Characterisation map



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Planning Department
Tourism & Regeneration Directorat
PO Box 17, Corporation Street,
Blackpool, FY1 1LZ

planning@blackpool.gov.uk



Title: Contribution to Streetscene
[Town Centre]

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APPENDIX 3: Proposed extensions to the Town Centre Conservation Area

To be added

The Architectural History Practice Limited

29 Mount Pleasant Villas
London
N4 4HH

Telephone 01483 208633
Fax 01483 208684

mail@architecturalhistory.co.uk

www.architecturalhistory.co.uk

Historic Townscape Characterisation Assessment

South Beach, Blackpool



AHP Architectural
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Practice

August 2009

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EXECUTIVE SUMMARY

South Beach (historically known as South Shore) is a distinctive area of largely late 19th-century resort-development less than two miles south of Blackpool town centre, immediately inland of the South Promenade. The study area stretches from Balmoral Road in the south to Shaw Road in the north, with the line of Simpson Street/Montague Street/Bath Street forming the western boundary and the railway line defining the eastern edge of the study area. The Casino on South Promenade is outside the study area, with the study areas of Central Promenade adjoining to the west and Bloomfield to the north. The principal north-south route is Lytham Road, a straight, wide road laid out in the late 18th-century as part of the enclosure of the moss, but not built-up until the end of the 19th century. To the west, Bond Street, formerly called Church Street, developed as an important shopping street in the second half of the 19th century, serving a largely middle class market of residents and holiday-makers and originally named after Holy Trinity Church, first built in 1836. Waterloo Road, the principal east-west road also developed as a busy retail street, leading to the sea front.

South Beach initially developed as a separate resort from Blackpool; the first houses were built in 1819 and it was fashionable with middle class families for holidays and private housing. By the 1890s there was continuous development between the two settlements, linked by the improved promenade and tramway, and the density of building had increased. The present built character of South Beach reflects the social history of its past, with larger middle class lodging houses to the south on east-west roads closest to the sea, such as Balmoral Road and towards the south end of Lytham Road, but with denser houses built for working people towards the north; streets such as Garden Street and Wolseley Road are lined with workers' housing. Bolton, Montague and Bath Streets developed as narrow service roads to the rear of Promenade hotels. The rate of development accelerated after South Shore railway station opened in the 1870s and with the opening of the South Pier in 1892. The third quarter of the 19th century is marked by groups of handsome terraced lodging houses on streets such as Withnell Road. There are now few houses dating from the earlier phases of development; No.51 Dean Street is a rare mid 19th-century house.

The historic pattern of development has resulted in a distinctive, fairly homogenous townscape with a fine grain, with streets densely lined with buildings of regular scale and similar pattern. Houses are mostly red brick, with some stone-fronted properties. There are no public open spaces in South Beach, apart from a surface car park on the site of the former railway station. Private gardens and rear yards are generally very small, the high density relieved only by the openness of the nearby Promenade. Most of the streets of terraced lodging houses are intact with very little later development, cleared sites or modern infill to disrupt the urban grain and unity of the streets; there have been some losses along Lytham Road and towards the south end of Bond Street. This means that views along most streets, including to the west

and towards the sea, are much as they were a hundred years ago. The dense grain and linear street layout provides tightly-framed views out of the area towards the Promenade and sea along the major east-west streets. To the north, Blackpool Tower dominates more open views along Lytham Road, while Holy Trinity Church is a local landmark on Bond Street.

At a detailed level there has been a high degree of alteration, particularly to doors, windows and shop fronts. Many of the lodging houses on streets closest to the sea have been altered with attic extensions and ground floor additions over front gardens, although front garden walls are generally still *in situ* along these streets. Most buildings appear in reasonable condition, and are occupied and in use, although there are signs of low maintenance levels on some properties dependent on tourism. Waterloo Road retains some good groups of shops, the best being the former early 20th century Woolworths on the corner with Bond Street. On Bond Street, the streetscene is varied, due to the wide range of building styles from the late 19th century; some street corners are marked by prominent former banks although uses have changed due to economic decline. The quality of ground floors has been eroded by replacement shop fronts and advertising, although upper floors are little changed.

Every street and group of buildings was assessed for townscape and heritage merit as part of the study, and the best examples of historic buildings were recognised as having Local List potential. There is a relatively high incidence of quality buildings in the area compared with, say North Shore, reflecting the higher historic social status of the area. Only one building is statutorily listed – Holy Trinity Church, at Grade II. Most buildings are of modest architectural quality and it is the unity of the terraced streets rather than the individual merit of buildings that gives the area its distinctive character. Streets of overall positive townscape value include Bagot Street, St Bede's Road, Waterloo Road, Bright Street, Bond Street, Osborne Road and Brighton Avenue. Due to the level of detailed change, no areas merit consideration for conservation area designation.

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Note: JRULM - John Rylands University Library, Manchester

All images by AHP unless stated

1.0 INTRODUCTION

1.1 Background

The Architectural History Practice Limited [AHP] was commissioned in September 2008 by Blackpool Council (The Council) to prepare a characterisation assessment of the South Beach area in the context of developing plans for regeneration.

1.2 The Brief

The brief for this project was issued by The Council in July 2008. The Brief explains the reasons for the assessment, the outputs, the local and national context, a summary of matters to be covered by the characterisation assessment, and resources available from The Council. The project has also been undertaken with reference to guidance from English Heritage on urban characterisation, including on the assessment of historic significance in areas of low demand housing.

1.3 Authors

This characterisation assessment was prepared by Marion Barter, BA MA IHBC, Director of AHP and Samantha Barnes BA MA, Associate of AHP.

1.4 Acknowledgements

AHP is grateful for assistance and advice offered during this project, in particular from Carl Carrington and Chris Crossland of Blackpool Council, Tony Sharkey and the librarians at Blackpool Library, staff at John Rylands University Library, Manchester (JRULM), and Ted Lightbown, local historian. AHP are also grateful for permission to reproduce historic images from www.rossallbeach.co.uk.

1.5 Location of study area

South Beach is a rectangular grid of streets to the south of Blackpool, immediately inland of the South Promenade. It stretches from south of Balmoral Road in the south to north of Shaw Road in the north, with the line of Simpson Street/Montague Street/Bath Street forming the western boundary and the railway line defining the eastern edge of the study area. The study area does not include the listed Casino on South Promenade [See Fig.1 for a map of the area.] South Beach begins approximately 1.3 miles to the south of Blackpool town centre (Talbot Square), and extends for approximately a mile further south. The NGR centred on the middle of the study area is SD30603380.

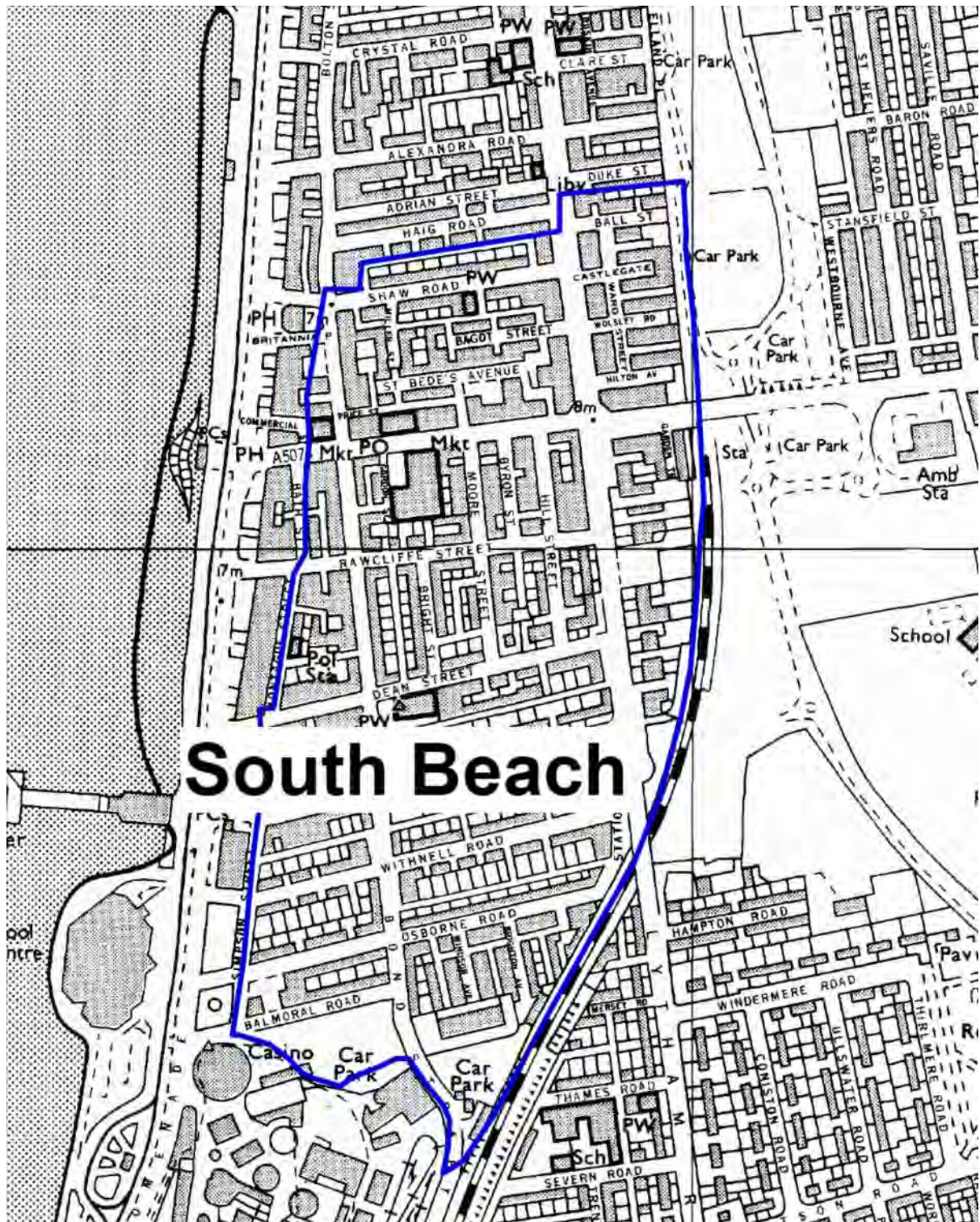


Fig.1: Location of study area

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2.0 METHODOLOGY

2.1 Assessment

The work was undertaken as an intensive assessment of the whole area. The project was divided into an initial research phase and a detailed fieldwork phase, which included photography, GIS mapping and an assessment of potential Local List buildings.

2.1.1 Research

The Historic Towns report produced by Lancashire County Council with Egerton Archaeology in 2005 provides a good starting for an understanding of the area. Secondary research was carried out at the Local History Library at Blackpool Library. This consisted of a detailed review of historic maps and trade directories, a general review of works on the history of Blackpool, its architecture and housing, and its development through to the twentieth century. Relevant websites on the history of the area were reviewed, including the collection of historic photographs available at <http://www.blackpoolimagegallery.org.uk/>. Photographs in the Local History Library collections were also consulted, as well as private online collections such as that at www.rossallbeach.co.uk. Additional historic maps were obtained from the John Rylands University of Manchester Map Collections. See the *Bibliography* for full details.

2.1.2 Fieldwork

South Beach was physically assessed on foot in September and October 2008. The fieldwork took place after the research had been undertaken and took into account its findings. Where public buildings were of interest and accessible (i.e. churches and former banks) the principal interiors were assessed; however, generally the assessment is based on what could be seen from the public highway and frontages.

2.1.3 Knowledge gaps

There are a number of additional lines of research which might produce additional historical information on the history and development of South Beach such as the rate books, insurance and drainage records. However, whilst further research may provide greater detail and depth to an understanding of how the area developed, it is not considered that this will significantly alter the overall findings of this assessment.

2.2 Limitations

AHP were commissioned to assess the architectural and historic character of the buildings of South Beach as part of a characterisation assessment, including the heritage significance of the area. This study has not assessed other important factors which may be relevant to a decision on the future of the area's buildings. Relevant factors which AHP has not assessed include the physical condition of the buildings, their internal or external facilities, thermal performance, repair costs and viability, market value, potential for adaptation, environmental consequences of demolition

and rebuilding, and quality in relation to current standards or any other factors that are not directly related to their heritage value.

No further full review of the buildings in the area was undertaken after the initial survey period in Autumn 2008. The status of some buildings may have changed, but this has only been later altered in the report where it has been brought to AHP's attention, for example the damage caused by fire and subsequent demolition of the Grand Hotel, Station Road in Summer 2009.

2.3 Consultation and community involvement

This draft report will be subject to community consultation, including with the Heritage Forum and may also be available on Blackpool's Council's website. Following initial consultation, the report may be amended to take account of any new information that emerges and of the views of local people, particularly in relation to significance.

3.0 PLANNING AND REGENERATION CONTEXT

3.1 The Blackpool Local Plan

The Local Plan was adopted in June 2006. The Proposals Map identifies South Beach as a resort neighbourhood within the defined inner area. Waterloo Road is part of a primary distributor route and is designated as a district centre. Lytham Road is a tertiary distribution route with a local centre around the junction with Station Road, which is shown as a local distributor route.

3.2 Heritage assets and regeneration

The protection of the historic environment is a Government priority, enshrined in planning legislation and guidance, such as PPG15 *Planning and the Historic Environment*. The level of protection depends on the value attached to the historic building or asset and Planning Policy Statement 1, *Delivering Sustainable Development* states that ‘a high level of protection should be given to the most valued townscapes and landscapes...’; this encompasses designated heritage assets such as listed buildings, scheduled ancient monuments and conservation areas. There is also now recognition that local heritage merits attention, that people care about the historic environment (*Power of Place*, p.4) and the community should be consulted on masterplans and regeneration proposals. However, it is also recognised in national planning policy that not all aspects of the historic environment can be retained; PPG15 notes that ‘the historic environment is all-pervasive, and it cannot in practice be preserved unchanged’ (para 1.3). It is therefore important to understand the relative value of the historic environment before making decisions about the future of an area (*Power of Place* p.5).

The Government recognises that heritage assets can play an important role in the success of sustainable urban regeneration, helping to create distinctive places with a strong identity. English Heritage, the government’s advisor on the historic environment promotes the re-use of historic buildings in regeneration; their published guidance includes *Regeneration and the Historic Environment*, *Low Demand Housing and the Historic Environment*, both issued in 2005 and *Regeneration in Historic Coastal Towns*, 2007. English Heritage guidance on townscape and heritage characterisation developed from a methodology used by EH in Anfield, Liverpool in advance of housing market renewal. In autumn 2008, CABE and English Heritage jointly issued guidance on townscape appraisals in housing market renewal areas, emphasising the importance of understanding and assessing an area before decisions are made on its future regeneration.

The contribution that historic buildings can make to sustainable development was investigated by a 2004 House of Commons Select Committee, which reported that ‘it is simply better in sustainability terms to use and recycle old buildings than to demolish them and build new ones.’ *Heritage Works*, a good practice document produced jointly by RICS, English Heritage, British Property Federation and Drivers

Jonas in 2006 advises that 'there is a strong economic case for regenerating historic buildings', but also notes that 'critical to the success of regeneration is finding a viable economic use that can support initial refurbishment, provide the owner or developer with a reasonable return...and which generates sufficient income to ensure (the) long-term maintenance...'. Viability, as well as heritage value is therefore a critical factor in determining the future of an area.

4.0 HISTORICAL DEVELOPMENT OF THE SOUTH BEACH AREA

4.1 Location and brief description

South Beach is a rectangular grid of streets to the south of Blackpool, immediately inland of the South Promenade. It stretches from south of Balmoral Road in the south to north of Shaw Road in the north, with the line of Simpson Street/Montague Street/Bath Street forming the western boundary and the railway line defining the eastern edge of the study area. The study area does not include the Casino on South Promenade [See Fig.1 for a map of the area.] South Beach begins approximately 1.3 miles to the south of Blackpool town centre (Talbot Square), and extends for approximately a mile further south. The NGR centred on the middle of the study area is SD30603380.

The ground levels in the South Beach area are at a height of less than 10 metres above sea level, with small variations to the north and south; there is little change in topography and the area is essentially level. The underlying geology consists of Permo-Triassic sandstones masked by drift deposits of Aeolian-deposited sand and alluvium. The soil was described in 1838 as being composed of fine sand and gravel (LHTS, p10).

4.2 Historic Development: Context

4.2.1 An overview of the development of Blackpool

Modern Blackpool developed from the medieval manorial holdings of Bispham, to the north, Layton, to the south, and Marton and Carleton to the east, with each being further divided into townships. A settlement pattern of small nucleations in the manors probably changed little from the medieval period to the 18th century. The reclamation of mosslands, on which Blackpool is built, began in the 16th century. Following the reclamation enclosure of the land for farming led to the development of a small farming community with larger farmsteads including Foxhall and Raikes Hall; farming was supplemented by fishing. A few 18th and early 19th-century cottages and farmhouses are almost all that survive of Blackpool before about 1850.

In the early 18th century the manorial land was owned by Alexander Rigby, but as a result of debt the land was dispersed of under an Act of Parliament in 1715 and again in 1731. The result of this was that most of the land surrounding Blackpool was freehold and held in small estates, allowing its development to be piecemeal and unplanned. By the late 1780s there were about 50 houses on the seafront and the population, excluding visitors, in the early 1820s was about 750. The steady growth over the following 50 years was focused along the one mile stretch of coastline, as demand grew from increasing visitor numbers attracted by Blackpool's seaside location. One of the earliest references to Blackpool as a visitor attraction was made by Bishop Pococke in the early 1750s, who recorded that accommodation was available for those who came to bathe. The resort developed initially with middle

class interest, but the early 19th century people on lower incomes were making the journey from Lancashire and Yorkshire textile towns; by the 1830s there were more than a thousand visitors a year. However, unlike Fleetwood and Lytham, Blackpool was not planned as a seaside resort. Expansion and improvement in the early 19th-century was hampered by its remoteness and its layout was constrained by patterns of landholding. The 1838 Tithe map (Fig. 2) shows that the mile-long stretch of houses on the seafront had evolved into a double row of buildings, with inland development to the south.



Fig. 2: Detail of Tithe Map of Blackpool, 1838 (Blackpool Local Studies)

Between 1841 and 1851 the housing stock grew by 83%, and a number of new streets were laid out in a grid behind the seafront, but this expansion was not governed by planning principles; the priority for new development was to be as close to the foreshore as possible. Between 1841 and 1861 the resident population had risen from 1,378 to 3,506, and although this was still less than at rapidly developing Fleetwood, by the middle of the 19th century Blackpool was considered a significant resort and in 1842 was described as 'the Brighton of Lancashire' (Redding & Taylor, 1842).

The period of greatest 19th century development was the 1860s, with the fields to the east of the established centre being built upon. The Preston and Wyre railway opened a single line to Blackpool in 1846, with the Blackpool and Lytham railway adding to passenger numbers in 1862; the coming of the railway is seen by many as the start of an era of rapid expansion with the construction of respectable accommodation and public buildings. The first attraction of Blackpool was its sandy beach and the possibilities for sea bathing. By the end of the 1860s there were two piers (North and Central), and the construction of a new promenade was begun in 1868; the latter was both a tourist attraction and part of the town's sea defences. Building development, untrammelled by dominant landowners or effective local government, was initially undertaken piecemeal in small freehold units. New blocks of lodging houses, first established in the 1840s, were built in the 1870s on the fringes of the built up area, surrounded by terraced houses for artisans employed in tourism or the railway industry. The housing needs of Blackpool workers were met by brick-built terraced housing to the east of the town centre; however, the number of bedrooms in individual houses was maximised so that housing intended for domestic use could be adapted to offer holiday accommodation. Hotels of the period included the Imperial (1867) at North Shore, an area developed as an enclave for middle-class residents and visitors.

By the 1870s, the population was around 7,000 and visitor numbers were estimated at more than one million, as the decade saw the first large-scale visitor attractions promoted by entertainment companies, with large-scale theatrical presentations heralding modern show business. The first purpose-built theatre was the Theatre Royal (1868), followed by pleasure gardens at Raikes Hall estate in 1872 and from 1878 by the Winter Gardens. The 1870s boom was supported and promoted by the Corporation. Provision for visitors included increasing numbers of 'company houses', respectable boarding houses aimed at working-class visitors. The promenade was lit by electricity from 1879, an early example of urban electric street-lighting, the famous electric tramway was opened in 1885, and by the end of the century many amenities were controlled by the Corporation, formed in 1876. The latest technological advances were swiftly adopted, promoting a high profile for the town and helping to create a new kind of mass holiday-making.

Blackpool became the resort with the greatest number of attractions in Europe, crowned in the 1890s by the opening of the Tower in 1894 when in six years, in

addition to the Tower, investors in commercial entertainment constructed the Grand Theatre, Empress Ballroom, gigantic wheel, the Alhambra (1899), and a third Pier (1893), soon followed by the Pleasure Beach. The promenade was extended in 1895 to the north of the town centre and expanded in 1902 and 1905, extending the sea front 100 feet beyond the high tide mark.

The population in 1901 was 47, 348, although Blackpool had absorbed surrounding settlements such as Layton and South Shore. Tourist numbers rose to four million in 1914, while the resident population had risen to almost 60,000; between 1911 and 1939 the town more than doubled in size. In 1912 the Corporation inaugurated the Illuminations which extended the autumn season. The prosperity and draw of the coast ensured expansion through the inter-war years, and in response to booming populations of both residents and visitors, North Shore was earmarked for extensive development in the 1920s and '30s with avenues of detached and semi-detached houses. Between 1925 and 1935 around 12,500 houses were built, and a significant number of the properties were lived in by retired people, who constituted for a significant proportion of the population increase. One significant response to an influx of visitors in the 1930s, one of the earliest by any municipal authority, combined provision of multi-storey and underground car parks with investment in the tram system.

There were few large scale developments after the Second World War. Tourist facilities continued to grow; for example by 1936 there were 15 cinemas, including the Odeon on Dickson Road which catered for 1,800 and was then the largest Odeon ever built. The growth of the Pleasure Beach also quickly became a forerunner to the giant themed amusement parks of the later 20th-century. The population of the town peaked at 153,183 in 1961. Ambitious plans to redevelop the centre stuttered to a halt in the early 1970s but later developments including the Hounds Hill shopping centre provide for both residents and visitors. The late 20th century availability of low cost package holidays to the Mediterranean affected demand for family holidays in the resort and few new hotels such as the Hilton were built. However, continuing demand for budget accommodation has ensured that many purpose-built boarding houses have remained in use.

4.2.2 The 19th-century development of the South Beach area

Early mapping of South Beach shows that there were few buildings in the area until the mid 1800s. From Yates' 1786 map (Fig. 65) the area was rural with a main road (Lytham Road) running north to south parallel to the coast and one or two properties at Lawton Hayes. Greenwood's map of 1818 (Fig. 66) shows the development of a network of roads off Lytham Road with a few buildings along it. Hennet's map of 1829 (Fig. 67) shows several indistinct buildings on the road's seaward side.

In the early 19th century the area today known as South Beach was known as New Blackpool and was formed as a separate community and a rival resort to Blackpool

(the area is often locally known as South Shore, its historic name). The first house was reputedly built by Mr Thomas Moore in 1819, and the community grew to a definable settlement by 1838 although it only contained about fifty properties. The 1838 Tithe map (Fig. 68) shows that South Beach was a distinguishable community, with buildings mainly located on a square of streets behind the seafront, between Bolton Street and Britannia Place. William Thornber described the early settlement as 'a pretty hamlet, chiefly comprised in a row of handsome cottages fronting the sea, having a lawn or promenade at the front' (Thornber, 1837, p.344). Moore's son managed cottages for rent on the seafront.

Between 1845 and 1850 land at South Beach had become highly desirable, and its separation from Blackpool is clear on the 1st edition (1844) OS map (1:10560) (Fig. 69). Lytham Road (then Broad Lane) and Waterloo Road formed the principal routes through South Beach, with Church Street (later Bond Street) running parallel to the seafront; this was no more than a track or drive at its south end where it led to the church. Most houses were located to the north of Waterloo Road, with only a few detached villas and a church to its south, and little inland development. The early developments at South Beach appear to have mainly been private residences, with a hotel and weekly-let cottages aimed at the growing middle class tourist market. A journal of a barrister visiting in 1846 suggests that lodgings could be found for up to £4 per week, with charges for extras such as a cook and linen. There were also several baths at South Beach, fed by sea water. Although there was no station at South Beach until the 1870s, the Blackpool & Lytham Railway ran along the east edge of the area, creating an inland boundary for future development.

The rapid growth of the area in the late 19th-century can be seen by comparing the 1844 and 1895 OS maps (1:10560) (Figs 69 & 70). By 1857 South Beach was considered by the historian Hardwick as an extensive suburb to Blackpool, with the private villas and hotels facing the sea connected to the line of villas and summer cottages which ran along the seafront south from Claremont north of Blackpool town centre. A street plan from 1877 by Joseph Harding fills in the gaps between OS map coverage (Fig. 3). By comparing the plan to the 1844 OS, the construction of streets and building plots running east to west are shown, generally along the former field boundaries. In addition to the streets shown on the Tithe map, the principal streets were Station Road (running east near to South Shore station), Dean Street, Rawcliffe Street, Waterloo Road, Church Street, and Moore Street (named after the early developer); Withnell Road was also laid out in the early stages of development. Semi-detached and terraced houses filled the grid of streets.

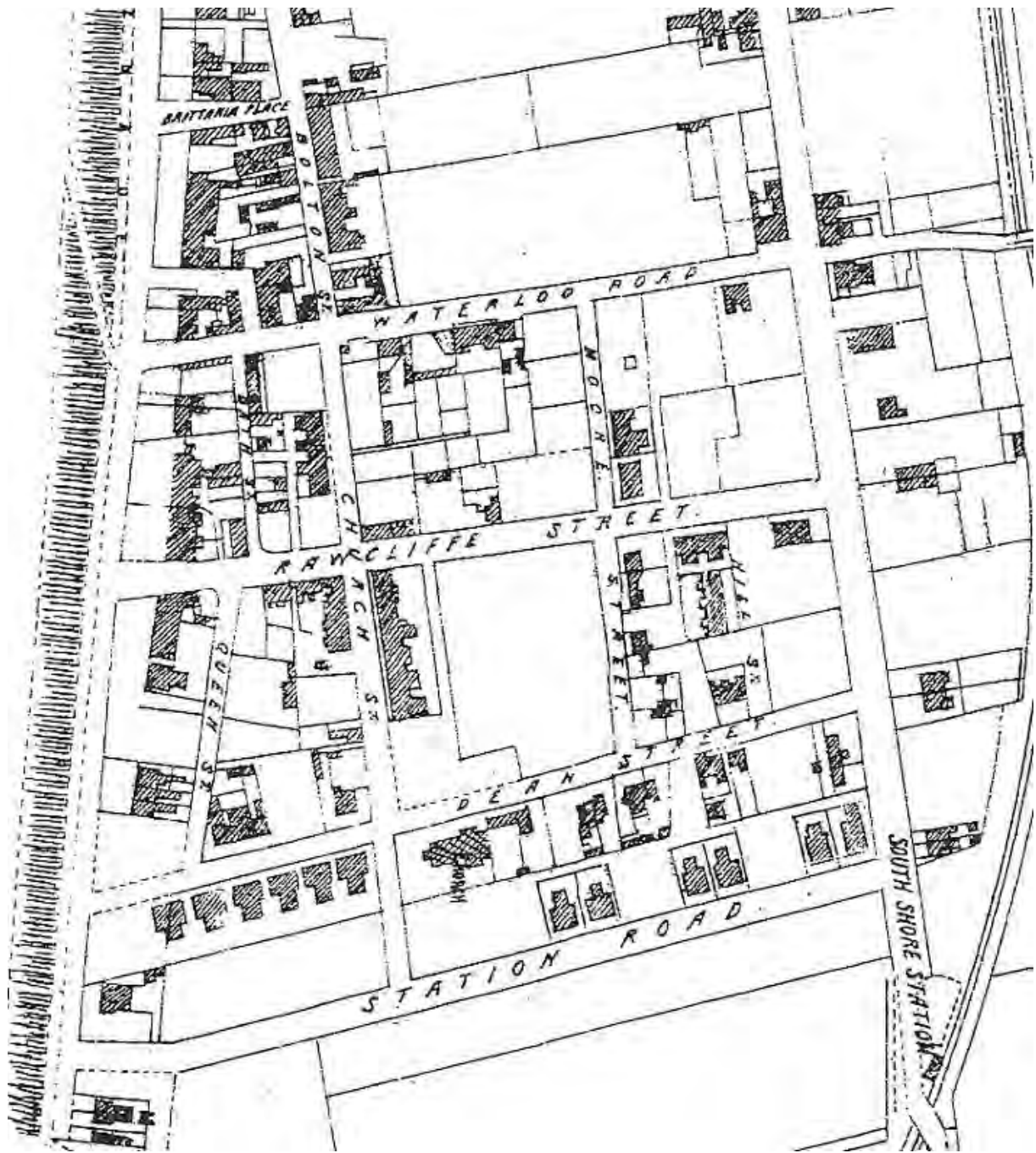


Fig. 3: Detail of "Plan of Blackpool, Southshore [sic], & the township of Layton with Warbreck, in the county of Lancaster, laid down from actual survey made in the year 1877", made by Joseph Harding, Civil Engineer (Blackpool Local Studies)

The OS map of 1893 1:2500 OS map (surveyed in 1891) shows that South Beach had by then merged with growing Blackpool to form the southern tip of the urban area. The mapping shows a densely built-up area around Church Street (later Bond Street), which developed as the area's principal shopping district, with South Shore Station off Lytham Road. New streets to the south of Station Road are clearly shown, following field boundaries, and by the 1890s these streets were lined with rows of semi-detached, terraced and detached houses. To the south of the Dean Street the

houses were larger and less densely developed, their middle class aspirations expressed by streets named after Queen Victoria's holiday homes (Osborne and Balmoral) (Fig. 4).



Fig. 4: Detail of Ordnance Survey, 1893 (surveyed 1891), 1:2500, showing the area south of Dean Street (Blackpool Local Studies)

To the north of Dean Street, denser terraced streets were developed parallel to the seafront, in a compact grid (Fig. 71). To the north of Waterloo Road the growth pattern was similar but apparently slower as there were still vacant plots within the new street layout in 1891. The spatial contrast of the terraces with the seafront properties is also clear from the OS map; the larger seafront villas and hotels had large gardens fronting the Promenade. Proximity to the sea was the attraction; larger properties are shown on the 1890s OS map closest to the sea, compared with inland, although streets south of Dean Street were lined with substantial houses built for the middle classes. Alongside affluent retired people, these houses were mostly occupied by commuters and commercial travellers who had easy access to the rail network from South Shore station. There were also a few respectable lodging houses for summer visitors drawn by the Pleasure Beach, developed on rough pasture to the south of Balmoral Road in the 1890s. Although the Pleasure Beach attracted visitors to the south end of the town, it also brought complaints from the new residents of South Beach. The district was also served by the promenade tramway from 1885 and the tram along Lytham Road.



Fig. 5: Station Road in the 1890s (Blackpool Library).

By 1911 most of the gap sites to the south of Waterloo Road had been filled with terraces and semi-detached houses, and a large hotel facing the station had been built in the late 19th-century on Lytham Road - The Grand. The streets to the north of Waterloo Road were also completed, with higher density terraced housing, shown from the 1912 OS map. 1930s OS mapping shows little change in the area, although the Pleasure Beach, Promenade and South Pier had been redeveloped during the interwar period. The growth of this area is described in the report for *Central Promenade*.

4.3 North-south streets: Bond Street and Lytham Road

Bond Street and Lytham Road are the principal streets running north-south within South Beach. Important for strong townscape character, their linear alignment provides uninterrupted views of Blackpool Tower to the north. Lytham Road is around two miles long; this study includes the stretch from the railway bridge near the site of the former South Shore Station north to just beyond Waterloo Road. Bond Street, roughly 0.75 miles long, runs south to Blackpool Pleasure Beach Station; this study includes the stretch to just south of Balmoral Road, at the north end of the Pleasure Beach.

The earliest available clear mapping of Blackpool shows that Lytham Road was in place by 1786, although little development took place over the next hundred years (Fig. 65). Later maps from 1818 and 1829 show the road and the developing grid of streets to its east (north of the South Beach area). From the 1838 Tithe map it is clear that Lytham Road was planned a major route into Blackpool; it is wider than any other street. This map shows scattered buildings at the crossroads with Waterloo Road and at its distinctive westward bend at the north end. On the 1st edition OS (1844) Lytham Road is named as Broad Lane but it was not until the 1880s and 1890s that the road was fully developed, shown on the 1893 OS map (1:2500, surveyed 1891). The road was by then lined on both sides by blocks of terraces, semi-detached or detached houses, with denser terraces towards the north end, incorporating shops and businesses (Fig. 6).

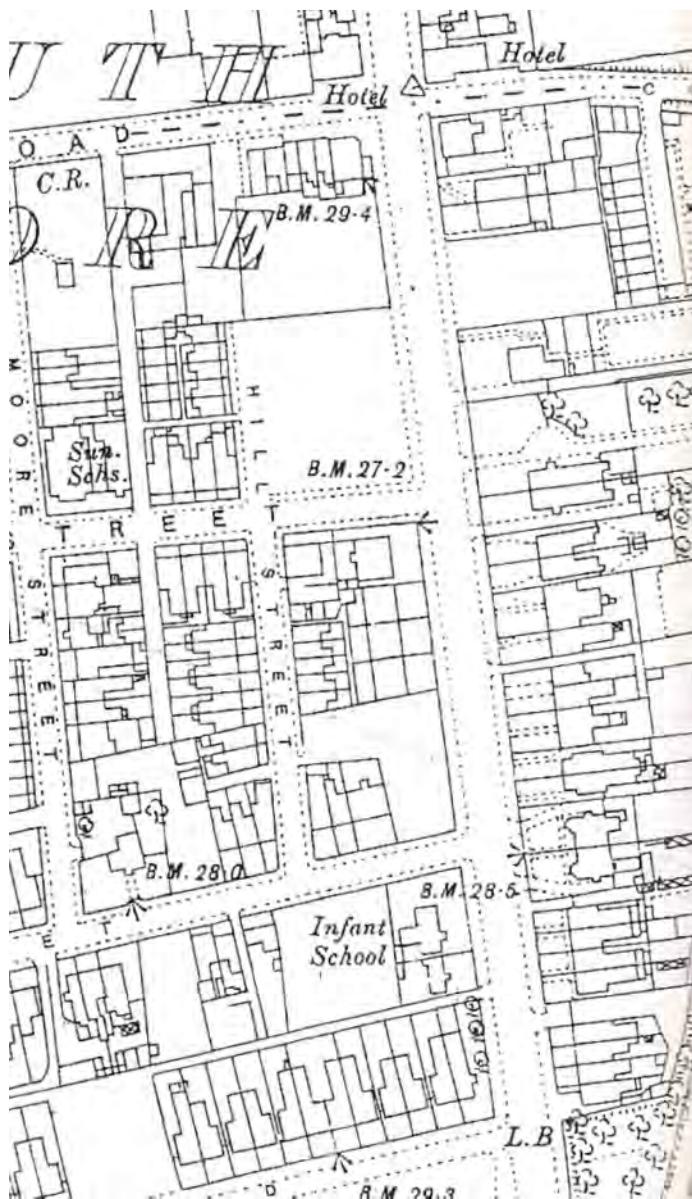


Fig. 6: Detail of Ordnance Survey, 1893 (surveyed 1891), 1:2500, the north stretch of Lytham Road (Blackpool Local Studies)

Community facilities on the road by 1893 included several hotels and public houses, strategically positioned on junctions and corners; churches and chapels included St Cuthbert's Roman Catholic Church built in 1880. From the 1870s, the area was served by South Shore Station, located at the south end of the study area on the east side of the road. Today the road retains a commercial role and is a major route to the south (B5262) leading to Blackpool Airport.

The 1838 Tithe map shows Bond Street as little more than a narrow track running south from the Waterloo Road / Bolton Street crossroads to Holy Trinity Church (first built in 1836). By 1877 it had become a medium-width road named Church Street, terminating at Station Road with groups of buildings around road junctions. As with Lytham Road, major construction on the street occurred in the 1880s and 1890s, especially north of Dean Street where it developed into the main retail street for the area with parades of shops, and banks located on street corners (Fig. 7). The straightness of the street provides tightly-framed views along its length, with Blackpool Tower to the north. South of Dean Street, Bond Street developed at a lower density and was largely residential. Holy Trinity Church was rebuilt between 1888 and 1895 with a new tower which provides a strong feature in the streetscape. The street name was changed in 1925 during a period of renaming to eliminate duplicate street names in the town. Today the street retains a mix of residential and retail character and is a busy thoroughfare.



Fig. 7: The south end of Church Street in c. early 20th-century
(Image from www.rossallbeach.co.uk)

Bolton Street is the continuation of Bond Street north of Waterloo Road, joining Lytham Road at its north end. Bolton Street is historically one of the earliest streets in the area, and by 1838 was a short street terminating at Britannia Place developed with a few buildings. By 1877 the south end of the street was almost fully developed and its northern stretch planned. The street was lined with smaller, two-storey houses, with a scattering of boarding houses and hotels and inns; within the study area Bolton Street covers numbers 82-126 only (the remainder are covered in the *Bloomfield* report).

4.4 The east-west streets

The first street running east to west constructed within the South Beach area was Waterloo Road, shown on the 1838 Tithe map, with a few buildings on its south side, including 'Adelphi House' (named on the 1st edition OS, 1847) (Fig. 69). By 1877 Rawcliffe Street, Dean Street and Station Road had been laid out connecting the promenade to Lytham Road; Station Road marked the southern edge of the community. The 1877 street plan shows the new streets laid out along or parallel to former field boundaries (Fig. 3), with detached or semi-detached houses built between Station Road and Dean Street, close to Holy Trinity Church. Undeveloped areas at this date included fields to the south of Station Road, north of Waterloo Road and along Lytham Road.

The major east-west streets of today were in place by the early 1890s (1893 OS map, Figs 4 & 71). The former fields were overlaid with a grid of streets and back lanes and the map shows that the area south of Dean Street was intended for higher social status properties, with wider streets and larger building plots; the houses were occupied by professional people, commuters, artisans and the privately wealthy. North of Dean Street the building grain was much tighter, with more commercial development, and with a grid of terraced housing infilling denser streets. By the early 1930s the east-west streets were fully developed and Station Road was a major thoroughfare with a tram; Waterloo Road, along with Bond Street, was part of the retail centre of South Beach with a wide range of commercial premises (Fig. 8). The historic grid pattern of the east-west streets remains today, in most cases providing long views towards the seafront.



Fig. 8: Detail of Ordnance Survey, 1932 (revised 1930), 1:2500 showing Waterloo Road and Bond Street (JRULM map collections)

To the east of Lytham Road, land was developed for shorter residential streets, such as Wolsley Road, densely lined with terraced workers' housing and terminating at the former railway line. On Waterloo Road, a railway station opened in the early 1900s, since demolished (Fig.9). To the west of Lytham Road and north of Waterloo Road are streets of varying density; Bagot Street is lined with dense terraced housing, Shaw Road with larger terraces and St Bede's Avenue with larger semi-detached houses, some used for lodging houses.



Fig. 9: Waterloo Road Station c.1900 (Blackpool Library)

5.0 SOUTH BEACH: CHARACTERISATION ASSESSMENT

5.1 Character and appearance

The area has been divided into two character areas, north and south of Dean Street shown on the map at Fig.10. Both areas comprise grids or rows of streets running east to west between Bond Street and Lytham Road. The survival rate of historic buildings and street pattern is high, although many buildings have been altered. The areas have a fairly homogenous character, due to the consistent use of building materials, an even scale and urban grain and buildings being constructed over a short period in the late 19th-century.

North of Dean Street the density is higher than to the south, with short side streets splitting the blocks north-south to create a tighter building grain. Most of the buildings in this area were built in the late 19th century, with commercial uses dominating the main streets, and residential or 'boarding house' streets on secondary streets.

South of Dean Street the area has a largely residential, more spacious character, developed for large middle class villas or boarding houses (now small hotels) of a good architectural quality. The earliest buildings are in this area, dating from the third quarter of the 19th century. This area retains some westward views of the promenade and sea, although views today are interrupted by the Sandcastle complex on the seafront.

The character of both areas was assessed during field work and the principal characteristics recorded set out in sections below.



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Planning Department
 Tourism & Regeneration Directorate
 PO Box 17, Corporation Street,
 Blackpool, FY1 1LZ
 planning@blackpool.gov.uk



Title: South Beach Sub-Character Areas
 Scale: 1:10000
 Date: 01/11/2008 Printed by: CCC

Fig. 10: South Shore character areas

5.2 Spatial attributes, views and open spaces

The spatial character of the area is derived from a combination of the underlying topography of the area, and the pattern of superimposed development. The dense grain and gridded street layout allows tightly-framed views out of the area towards the Promenade and sea along the major east-west streets. In views north, Blackpool Tower is ever-present along Lytham Road and Bond Street and side streets. The urban grain has been disrupted in only a few instances; there are several surface car parks on cleared sites, including on the south edge of the area relating to the Pleasure Beach, but there are no designed public open spaces.

5.2.1 North of Dean Street

Unusually, the streets to the north of Dean Street were not overlaid onto a historic field pattern; the 1838 Tithe map shows that the area south of Waterloo Road was one enclosure and the later grid of streets was a late 19th-century development. The tight grain and flat landscape provide few views out of the area. From the junctions of Bond Street with Dean Street, Rawcliffe Street, Waterloo Road and Shaw Road there are views of the seafront across the Promenade (Fig. 11). As the scale and height of buildings is fairly uniform, Blackpool Tower dominates views to the north; the tower of Holy Trinity Church is important to the immediate streetscene.



Fig. 11: View west from the junction of Bond Street and Dean Street

Most views along the streets, principally on Bond Street and Waterloo Road, are tightly framed by retail premises built up to the back of the footway. Generally of homogenous scale, varied eaves heights, architectural styles and materials create a lively street-scene and roof line. The broader width of Waterloo Road provides a more spacious street-scene in contrast to the surrounding east-west residential streets (Fig. 12). Lytham Road is also wider, with most property set back from the footway, and without the sense of enclosure on Waterloo Road and Bond Street.



Fig. 12: View along Waterloo Road from the west

The grid formed by the insertion of side streets between Dean Street and Waterloo Road is filled with terraces of private residential houses or lodging houses providing tight linear views (Fig. 13).



Fig. 13: View looking south down Bright Street from Rawcliffe Street

Side streets are often served by rear lanes. Most properties in this area have retained rear boundary walls and yards, with two-storey rear outshuts containing bathrooms or service buildings. Extensions and modern development are visible to the rear of Bond Street (Fig. 14). The lanes give good views through to the east-west streets, but some are inaccessible due to the insertion of alley gates. Bolton, Montague and Bath Streets act as narrow service roads to the Promenade hotels and are built up to the back of the footway on both sides (the west side is covered in the *Central Promenade* assessment).



Fig. 14: View south between the backs of Bright Street and Bond Street, with Holy Trinity Church in the distance.

Between Rawcliffe Street and Dean Street the building density is tighter than anywhere else in the area. Narrow rear lanes off the principal streets lead to rear alleys little more than a metre wide at the backs of terraces. High rear boundary walls contain very small rear yards allowing little room for private outdoor space or for extensions (Fig. 15).



Fig. 15: Narrow rear alley to the west of Gordon Street

There is a definite hierarchy in the pattern of streets to the north of Dean Street. This is expressed in street width, density and related to the social status and use of the buildings on the street; residential and boarding houses, or retail. Lytham Road is highest in the hierarchy, followed by Bond Street and other retail streets and the main residential streets such as Dean Street and Rawcliffe Street, with side streets such as Moore Street lower in the scale, followed by service roads and narrow side streets such as Byron Street.

There are no areas of public open space north of Dean Street and the lack of greenery is noticeable. Gardens are too small to enable much planting and trees are generally absent from the area. Properties on the north-south side streets tend to be built up to the back of the footway, but on the wider residential streets (notably Dean Street) the properties were designed with private front gardens; where these have been retained, especially where original boundary walls are incorporated, they provide a positive contribution to the streetscene. Many front gardens to small hotels, especially on the north side of the street, have been paved to create patio areas, and others have been in-filled with sunrooms or conservatories. These alterations to front gardens adversely affect views down residential streets. Some larger buildings (for example No.68 Dean Street) and many residential buildings on the east-west streets have off-street parking on their gardens, with no boundary between the footway and hard-standing. This erodes the unity created by front boundary walls.

5.2.2 South of Dean Street

The lower density of the streets in this area provides a sense of spaciousness. Blackpool Tower remains a focal point in views to the north, and the tower of Holy Trinity Church is important in views from the south along Bond Street. The views are linear, with good vistas of the Promenade's west end along Station Road. The Sandcastle leisure complex, constructed in 1986, restricts views west along Osbourne Road and Withnell Road to the sea; this has a negative impact. Views are again defined by elevations, with gable patterns, bays and front boundary walls providing interest. The retail buildings on Withnell Road are built up to the back of a wide footway but boarding houses have noticeable larger front gardens; again some have been built over but most retain their front boundary walls.



Fig. 16: View east along the south side of Withnell Road

The back streets here have more consistent character than to the north, although many rear boundary walls have been demolished to create parking areas behind hotels.

The hierarchy in the street pattern is less noticeable, as all of the boarding and residential houses are of a larger size and similar style. Station Road is a wider cross street, a historic route from the Promenade to South Shore Station. The residential streets, Withnell Road, Osbourne Road and Balmoral Road, are secondary; at this point Bond Street has few important buildings. The corner sites are important in the

street scene, and three-storey octagonal bay window towers were built facing the seafront on westward corners. Simpson Street, Bath Street, Montague Street and Bolton Street stretch north-south and act as narrow service roads to the Promenade hotels; buildings here are built up to the back of the footway.

There are no public open spaces south of Dean Street, although the churchyard to Holy Trinity provides a breathing space at the junction of Dean Street and Bond Street.

5.3 Historic and current uses

The principal historic uses for the buildings in South Beach are residential, in the form of villas or large semi-detached houses; holiday accommodation in the form of boarding, lodging or company houses, with a few larger hotels. There were also commercial, retail and public houses and a few public buildings of architectural merit. Late 19th-century Trade Directories help to understand the proportion of the buildings intended as guest accommodation, and the type of people occupying residential houses, and record the retail and public facilities available to both residents and visitors. South of Dean Street, taking the latter and Station Road as examples, the Directories record that around a third of the 70 houses on Dean Street were listed as 'lodgings', with various other occupants being a surgeon, a plumber, a music professor, and an agent. There were also a number of occupants who were probably living on private incomes. Station Road was mainly occupied by the latter, with only six lodging houses listed, and a grocer, builder and tobacconist. The size and quality of houses on residential streets such as Balmoral Road, suggests that they were occupied by the middle classes; Nos 2-4 were in use as a school for young ladies in the 1890s. The list of 'apartments and company houses' in the 1895 Slater's Directory gives an immediate impression of the amount of holiday accommodation available; almost every other entry is suffixed by 'S S' (South Shore).

On the principal streets, Waterloo Road, Bond Street (then Church Street) and Lytham Road, the 1901 Barrett Directory shows that Bond Street was an important retail street, with premises from shoemakers and stationers to grocers and banks in occupation. Lytham Road was a mix of lodgings, private residences and commercial buildings, with banks and hotels also of note. Waterloo Road was primarily commercial with a cinema and post office at its centre, although there were stretches of residential property to the east of Lytham Road (not covered in this survey). Much of the commercial property remains in retail use, although uses have changed as the economic status of the street has declined. For example at least three former banks on Bond Street have been converted to pubs or shops. Many of the larger terraced properties south of Dean Street (on Balmoral and Osbourne Road) were built as private residences for artisans, commuters and the privately wealthy. Although some of these remain in private occupation, or have been converted into flats, many are used as small hotels.

By the late 19th-century the spiritual needs of visitors and residents had been met by churches or chapels of all denominations, most with a school. An institute on Station Road and Assembly Rooms linked to the Grand Hotel provided community and event space, and by the early 20th-century there were a large number of inns and taverns. South Shore railway station provided links beyond Blackpool. Today, the churches and pubs provide community amenities, and the shopping streets remain lively; however the status of the streets has declined with banks converted to pubs or retail premises and lower market shops. The post office on Waterloo Road closed in the late 20th century, and there are no schools in the area.

There has been post-war redevelopment along Waterloo Road, Rawcliffe Street (on the site of a Wesleyan Methodist Church) and at the east end of Dean Street. A Baptist Church and Sunday School at the south-east junction of Bond Street and Station Road has been cleared and is now used as a surface car park. The same use is given to an area of cleared semi-detached houses to the south of Balmoral Road. Recent developments include the Enterprise Centre at the north east corner of Rawcliffe Street, apparently a gap site until at least 1938, and a new Travelodge on Balmoral Road on the site of a hotel.

The architectural character of the existing buildings is described in the following section.

5.4 Materials and construction

5.4.1 Elevations and roofing

The majority of buildings within South Shore are of red brick construction. Brick-making became an important industry during Blackpool's expansion, using local clay from pits shown on late 19th-century maps. By 1891 there were four brickworks in the town, but these were demolished by 1910 to make way for housing development. A later works was located at North Shore (LHTS, p26). The brick is smooth-faced and generally laid in stretcher bond, with some larger buildings (such as No.107 Bond Street) being of Flemish bond. Moulded brick details are used on large commercial buildings such as the former Woolworth's on Bond Street, where roll moulds are employed for the window reveals and a simple classical-style frieze is used at the entablature. The Edwardian stepped gables of Nos. 16-22 Bond Street, a former bank, are a strong townscape feature in bright red brick and moulded terracotta (Fig. 17).



Fig. 17: Nos. 16-22 Bond Street, an altered former bank

Some public buildings, particularly former banks, are faced in ashlar or pitch-faced yellow sandstone. Holy Trinity Church is constructed of coursed, pitch-faced yellow sandstone with red sandstone dressings. A former club on the corner of Bond Street and Station Road, dating from the 1920s, is faced in pitch-faced yellow sandstone and has a wealth of ashlar pilasters, cornices, keystone, colonettes, hoodmoulds and carved details. Ashlar pilasters between the ground floor bays are visible between modern shopfronts and fascias (Fig. 18). The Last Orders Inn, a former bank on the corner of Bond Street and Rawcliffe Street has a rusticated ground floor of sandstone ashlar, brick to the upper floors, with sandstone 'Gibbs' surrounds to the windows and sandstone details (Fig. 19). The building survives with little alteration to the exterior treatment, unlike others which have been obscured by render or modern shop fascias and signs. Other examples of ashlar are the Grand Hotel and attached Assembly Rooms on Station Road, sadly destroyed by fire in July 2009 after the area had been surveyed.



Fig. 18: South elevation of 33-36 Station Road



Fig. 19: The Last Orders Inn, Bond Street / Rawcliffe Street

Boarding houses and residences generally have sandstone lintels and cills, although yellow and blue bricks are used in some streets (Fig. 20). Red sandstone is used for chunky transoms and mullions at the former Holy Trinity School (rebuilt 1930), relating to the materials used for Holy Trinity Church. Stone hoodmoulds are also a regular feature to both doors and windows, although in most cases they have been painted.

Some three-storey boarding houses are also faced in sandstone, but in many cases the facing material has been covered by render or painted treatments, or clad in artificial 20th-century materials. This has eroded the unity of terraces.



Fig. 20: Yellow and blue brick details to red brick houses on Hill Street



Fig. 21: Contrasting treatments to a row of boarding houses on Withnell Road; the house to the right retains original yellow brick with red brick details; other houses been rendered and painted.

Other facing treatments such as faience are rare; No. 35 Waterloo Road is a good early 20th-century example (Fig. 22). Tile-hung projecting dormers and gables are also rare; examples can be found on Bond Street.



Fig. 22: No. 35 Waterloo Road

Roofs were originally laid with Welsh slates, and in most cases these have been retained, especially to the south of the area and to public and retail buildings. Concrete tiles are conspicuous on some residential buildings. The rhythm of gables and dormers is an important part of the character of boarding houses, and decorative timber eaves cornices and bargeboards are an attractive enrichment to many of the three-storey boarding houses in the area.



Fig. 23: Timber barge boards to boarding houses on the south side of Dean Street

5.4.2 Doors and windows

The boarding houses of South Beach are characterised by single or double height masonry canted bay windows. The houses would have originally been fitted with double-hung, timber-framed sliding sash windows, and tend to survive only on the higher-status streets to the south of the area. On smaller terraces and above retail premises, replacement windows are the norm.



Fig. 24: Sash windows and panelled door on a property on Osbourne Road.

Variations include tripartite windows, especially on St Bede's Avenue, where the rhythm of fenestration is important to the overall character of the terraced street. Many of the properties on this street also retain their original sliding-sash windows and timber fielded-panel front doors.

The survival of joinery from the interwar period is rare. There are a few streets and pairs of semi-detached houses built as infill in South Beach during the 1920s and 30s but most have been stripped of their original joinery and details. One good example of coloured glass and surviving joinery is at No.45 Dean Street (Fig. 26). An early 20th-century first-floor oriel window at No.267 Lytham Road also contains some coloured, leaded glass.



Fig. 25: Tripartite window on St Bede's Avenue.



Fig. 26: Original windows on an inter-war house at 45 Dean Street

Victorian semi-detached houses and terraces with paired entrances were designed with paired door-sets, usually with a gothic-style hoodmould or in a classical idiom. A large proportion of these survive although the doors have invariably been replaced (Fig. 27). The door-sets enrich the boarding houses, especially where other architectural details have been obscured or removed.

Larger properties, especially on the wider streets such as Station Road, have steps up to paired entrances. Nos. 60-68 Osbourne Road is a particularly interesting example, with a curved flight of stone steps leading up to paired doorways. On the south side of Station Road there is a row of surviving doorways with cast-iron cresting above, and many complete with original timber partly-glazed doors (Fig. 28).



Fig. 27: Gothic paired entrance details on Brighton Avenue



Fig. 28: Original door sets on Station Road

Several properties on the north-south side streets in South Beach have small timber door-canopies. Examples of these can be seen on Gordon Street and Byron Street and are an interesting survival of late 19th-century architectural detail (Fig. 29).



Fig. 29: Timber door canopy on Gordon Street

5.4.3 Shop fronts and fascias

The survival of historic shopfronts on the commercial streets in South Shore is rare, and where they have been retained they have invariably been altered or partially obscured with plastic signage and fascias. However, there are a number of attractive late 19th and early 20th-century timber examples with console brackets, such as No. 145 Bond Street and No. 97 Withnell Road (Fig. 30). Hartes store on the corner of Waterloo Road and Bond Street has marble stall risers with intact curved glass display windows and recessed doors; important on both elevations.



Fig. 30: Early 20th-century timber shopfront at No. 145 Bond Street

Canted corner entrances are an important aspect of the street scene. Examples of well-designed mid 20th-century shopfronts are also rare, although 'Kathy's Kitchen' at No.49 Waterloo Road has a polished granite surround and recessed entry with glazed display windows (Fig. 31).

Modern interpretations of historic styles, such as at Victoria Market, work well with the historic street scene and bring positive character (Fig. 32). The overwhelming use of deep plastic fascias has a negative impact on the townscape and detracts from the otherwise good quality of commercial buildings on streets such as Bond Street.



Fig. 31: No.49 Waterloo Road



Fig. 32: Modern shopfront adjacent to the Victoria Market, Waterloo Road

5.4.4. Signs and details

Most of the streets in South Beach have cast iron street names signs, with individual ceramic or metal letter tiles within a decorative metal frame (Fig. 33). These were probably introduced during a street-renaming programme in the 1920s and are an attractive addition to the street scene. In some places, such as on Moore Street, modern street signs have been inserted alongside the historic signs.



Fig. 33: Historic signs at the north end of Waterloo Road, on No.267 Lytham Road

Other historic forms of signage include directional signs in the same style, and painted timber wall signs relating to former commercial premises, such as at the corner of Waterloo Road and Byron Street (Fig. 34).



Fig. 34: Cast-iron and tile street sign, and painted timber sign advertising the Yorkshire Bedding House Company at the corner of Byron Street and Waterloo Road

Other architectural details include decorative cast-iron used as cresting to bay windows, and more rarely as low front boundary railings (see *Section 5.4.5 Boundaries*), especially to larger boarding and residential houses in the south of the area.

5.4.5 Boundaries

Front boundary walls to residential and boarding houses are an integral part of the streetscene in South Beach and relate to the linear horizontal qualities of views. Most of the houses on the east-west streets were designed with medium to large front gardens, bounded by low brick or stone walls to the back of the footway, usually with stone copings and stone gate piers. Some remaining gate piers are inscribed with the property's historic name, such as on Osbourne Road. Rarely, boundary walls are augmented by trimmed yew or privet hedges (Figs 35 & 36). Most of the historic boundary walls are still in place, although there are also numerous cases of rebuilt and replacement walls, topped with modern steel railings. Where ground floor extensions to small hotels have been built up to the back of the footway, walls have been demolished. Walls and gate piers have also occasionally been removed to allow surface car-parking in front of properties.



Fig. 35: Low brick boundary walls, stone copings and gate piers, and a neatly trimmed hedge on Osbourne Road



Fig. 36: Intact interwar brick boundary walls on Brighton Avenue

There are a few examples of traditional cobble walls in South Beach, for example at Rawcliffe Street (Fig. 37), the corner of Dean Street and Moore Street and surrounding Holy Trinity churchyard. The cobbles were traditionally laid in lime mortar, with a central rubble core. The damage to the walls through vandalism or erosion has allowed the rubble core to collapse, and poor repair and maintenance has led to the loss of this once-common seaside wall.

Cast-iron railings are also used for front boundaries. These are rare, but examples can be found on Osbourne Road (Fig. 38). On Lytham Road good quality cast iron railings are used to protect the footway over the railway bridge.

There are also several examples of cast-iron or steel bollards, introduced to prevent parking on pavements; the date of these is not known but they probably date from the 1920s or 1930s and are extant on side streets such Bath Street and Gordon Street (Fig. 39). Modern replacement bollards are of concrete, and galvanised-steel barriers have been used on busy junctions



Fig. 37: Traditional cobble wall on Rawcliffe Street



Fig. 38: Cast-iron railings to boarding houses on the north side of Osbourne Road



Fig. 39: 20th century cast-iron bollards on Bath Street

5.4.6 Roads, back lanes and footways

Surfaces to major streets are tarmac throughout the South Beach area. In some places where the tarmac has disintegrated the original street surface of squared stone setts is visible (Fig. 40). Kerbs were historically stone but most are now concrete.



Fig. 40: Stone kerbs and setts, below tarmac on Balmoral Road

Rear lanes often retain setted surfaces with a central gulley. These lanes are generally in good condition, but are affected by poor maintenance, litter and fly-tipping. Galvanised alley gates have been installed on most of the lanes as part of crime prevention (Fig. 41).



Fig. 41: Setted surface to a gated rear lane off Hill Street

Footways to the major streets are usually surfaced with tarmac, concrete or concrete paving slabs. Paviours and tactile surfacing is used at pedestrian crossings and streets corners on the commercial streets, particularly on Waterloo and Lytham Roads. On smaller side streets, such as Byron Street, natural stone paving and stone kerbs are extant, and natural stone kerbs can also be found on Brighton Avenue and Balmoral Road (Fig. 42).



Fig. 42: Natural stone paving and kerbs on Byron Street

5.5 Architectural character

The area has two principle building types, terraced houses used as private residence or for holiday accommodation, and commercial buildings with living accommodation to the upper storeys. These prevailing two buildings types are punctuated by a few higher status buildings such as hotels and banks and churches; generally of higher architectural quality.

The principal building type at South Beach is the large boarding house, and as these were constructed over a short period (c.1870-1910) they have a homogenous character. The prominence of tall gables and architectural details such as decorative barge boards, hoodmoulds, doorcases, gate piers and polychrome brickwork creates a Gothic feel to many of the boarding-house streets. Within each street the terraces keep to a pattern of either two or three storeys, usually with paired entrances and a single or double-height canted bay window to the lounge and first-floor bedroom. Elevations are well modelled with plenty of details to enliven elevations. Slight variations in frontage styles are due to the role of different builders, although a general formula is adhered to. Conversely, alterations such as attic dormers and ground floor extensions also provide some regularity and reflect 20th-century demand for accommodation, although this phase is generally of poor architectural quality and erodes the integrity of the historic streets.

Most properties have a large rear outshut containing a bathroom and smaller bedrooms, with a small rear yard backing onto a service road or alley between the terraces. Historic outbuildings such as coal sheds or coach houses are relatively rare. Small front gardens with boundary walls and gate piers to the footway provide unity to the street frontage where they survive, broken by front extensions and car parking on front gardens.

Mid 19th-century residential buildings stand out from later terraces; part of the RBS bank on the corner of Dean Street and Bond Street is a former villa, Italianate in style, and the Old Coach House on Dean Street is Gothic Revival in style with Tudor detailing, although later altered.

The prevailing scale is fairly homogenous at around three storeys, but the piecemeal nature of commercial development has created varied frontages in different architectural styles. The elevational emphasis tends to be vertical, expressing narrow plot widths. Public and commercial buildings are varied in style and character; for example 'Your Local Market' on Waterloo Road has Greek Revival details and banks are generally designed in a stripped Renaissance style. On Bond Street several prominent public buildings have Dutch gables, which coupled with the changing roof and parapet details, creates a lively roof line which has a positive impact on the townscape character. Commercial buildings on Bond Street and Waterloo Road are built up to the back of the footway, and corner buildings have canted entrances, sometimes with a wide pavement or forecourt to the street corner.

There are few 20th century buildings within the area, examples being a pair of semi-detached houses on Dean Street and the 'National' Autocare centre, a former garage depot with a Belfast truss roof, on Waterloo Road, built in the 1930s.

5.6 Degree of completeness

The historic street pattern within South Beach is almost unaltered, retaining the layout developed up to the early 20th-century. Changes to buildings in the area have been prompted by the demand for more holiday accommodation, resulting in a large proportion of boarding houses extending upwards, usually with a flat-roofed attic storey (Fig. 43). Many houses on the north (sunny) side of the east-west streets also have extensions to the ground floor over front gardens, creating sunrooms or conservatories for guests. The addition of roof and front extensions has had a marked negative impact on the street scene, as views along the terraced east-west streets are characterised by the rhythm of gables, regular eaves lines, front walls and bay windows.

The creation of paved, raised sun terraces on front gardens has also affected the street scene, although front boundary walls are often retained in these cases. Boundary walls on some wider streets, such as Station Road and Lytham Road, have been removed to create parking space to the front of the building (Fig. 44), affecting the integrity of the streetscene.



Fig. 43: Intrusive attic and ground floor extensions on Withnell Road



There is also a plethora of signage, advertising and Dutch blinds to the holiday accommodation, and while this is garish, these changes are additive and often retain historic fabric behind the new features. The replacement of timber sash-windows and panelled timber doors with uPVC windows and doors, and concrete tiles to roofs are common within the area. As outlined in *Section 5.4.1*, many houses have been painted, rendered or clad in various materials, resulting in a loss of unity.

Many of the properties on the north-south side streets are in private residential use, as individual properties or as flats, and therefore retain more of their architectural character and details, such as eaves details and sash windows. There has been little demolition on side streets and they are relatively intact.



Fig. 45: Sash windows, exposed brickwork and decorative eaves cornice to a property on Byron Street

Waterloo Road and Bond Street were developed as commercial streets, and this use has been retained. Although patterns of retail activity have changed, the streets retain a bustling atmosphere, enhanced by brightly-coloured shopfronts and tables to cafés on the pavement, particularly on Waterloo Road. However, the removal and replacement of historic shopfronts and the addition of deep plastic fascias is common and has eroded the visual quality of ground floors. The upper storeys of shops are usually in use as flats and have been altered in much the same manner as houses on the boarding house streets.

Public buildings such as churches are complete to a large degree, although the Bible Pattern Church in Shaw Road has been largely altered and is now of no more than neutral merit to the townscape. In contrast the Holy Trinity Church has been protected by its designation at Grade II, and the neighbouring former school retains its form created by rebuilding in 1930. Major buildings which have been lost include public baths on the north-east corner of Rawcliffe Street to Lytham Road (replaced by the Enterprise Centre); a Methodist Church on Rawcliffe Street (replaced by Clarence Court); and a Sunday School and Baptist Church on the north-east corner of Bond Street to Station Road (now a surface car park).

5.7 Archaeological potential

Historic maps suggest that the area was in cultivation on drained moss fields prior to early 19th-century development, and no earlier settlement has been recorded. The archaeological potential for the South Beach area is therefore considered to be low, however, advice on the archaeological potential of specific sites should be sought from the Lancashire County Archaeologist prior to any new development.

6.0 SIGNIFICANCE

6.1 Assessing significance

The relative significance of buildings in the study area has been assessed using a variation of the assessment criteria developed and used the AHP characterisation assessment of The Welsh Streets, Liverpool in 2007. The key issues that contribute to heritage significance are the historic context and the architectural merit of the buildings. The following factors have been taken into account:

- Buildings constructed as part of the 19th century phase of development and surviving in anything like their original form;
- Intrinsic architectural or historic merit, including association with significant event or individual;
- Relationship with other groups of significant buildings or landscapes, which have a designated merit, eg. conservation areas;
- The relationship between otherwise unremarkable buildings and the wider urban landscape, to create townscape of value in the context of the wider area.

These attributes in some cases overlap. They have been used to determine significance values of buildings and groups of buildings or spaces, according to the following categories of significance.

- **Protected:** buildings, features or spaces that are protected by way of listing, scheduling or being within a conservation area or registered park. There is only one listed building in the area, Holy Trinity Church (Grade II), and no other designated assets.
- **High value:** buildings, features or spaces that could be candidates for listing or other protection, where retention is presumed.
- **Local List Potential:** buildings, features or spaces of clear local interest. Although not candidates for listing, they make a positive contribution to the street scene and should be retained unless it can be demonstrated that redevelopment would be of greater benefit to the character of setting of adjoining buildings and spaces or that there are overriding social or economic factors. Twenty-seven buildings have been recognised as having Local List potential in South Beach, including both commercial and residential buildings.
- **Positive value:** buildings, features or spaces of clear local interest, but of lesser quality than potential Local List buildings, or altered superficially. They make a positive contribution to the street scene and should be retained as part of future regeneration, if practicable. In the South Beach area whole terraces or streets have been defined as positive, generally when they have had little alteration and have a homogenous character in the streetscape.

- **Neutral value:** buildings, features or spaces which although of little individual merit, combine with other buildings and spaces to create a townscape of value, which could be recreated through careful new development that complements the townscape. Former boarding houses constitute the highest proportion of neutral elements in South Beach, where alterations to the ground floor and the addition of an attic storey and loss of original detail reduces their merit.
- **Negative value:** buildings, features or spaces which have an adverse impact on any aspect of the significance or heritage value of the townscape or other buildings, and where redevelopment or removal is positively encouraged. There are few negative buildings in South Beach; those defined are generally mid 20th-century residential buildings.

6.2 Summary of significance of South Beach

6.2.1 Character summary and designation status of the area.

The character of the South Beach area can be summarised as a grid of streets mainly of high-quality residential and boarding houses, with several commercial streets, interspersed with a number of public buildings of a good architectural quality. The area was developed between the mid 19th and early 20th century, initially as a separate resort to Blackpool. The level of historic character retained and the overall built character in the area contrasts to the much-altered leisure areas around the Tower and Central Promenade area. South Beach is a distinct community, although many of the residential properties have been converted to hotels. The contribution of the buildings to the streetscene is shown on a map in Appendix 2.

There is one listed building within the South Beach area, Holy Trinity Church, designed by R. K. Freeman in 1878 and altered in 1894-5, on the site of an earlier 1836 church. It is listed at Grade II. The Grade II listed Blackpool Pleasure Beach Casino (1937-40) by Joseph Emberton, with its stylish circular form and prominent staircase tower, is just outside the southern boundary of the study area but is a local landmark; the staircase tower forms part of the townscape of the streets in its immediate vicinity. Blackpool Tower is the only Grade I listed building within Blackpool and it plays an important role in the skyline and views north from South Beach. Within South Beach there are no buildings which merit statutory designation; however, a number of buildings have local list potential. These buildings do not meet the standard for national protection, but make a very positive contribution to the townscape.

There are no conservation areas within the South Beach area, and none adjoin it.

6.2.2 Bond Street

Bond Street is an important commercial street in the South Beach area, running north-south between Waterloo Road in the north and south to the Pleasure Beach railway station (beyond the boundary of the study area). The street was historically known as Church Street due to the presence of Holy Trinity Church, the earliest church built in South Beach. The street's higher status in the street hierarchy is expressed in its width and in the commercial character and height and quality of the buildings.

From Balmoral Road northwards, the street runs in a straight line, providing tightly-framed views along its length. The building line follows the back of the footway in most cases, creating a dense street scene. Properties have narrow frontages and a vertical emphasis. The grain of the area is tight with an absence of open space; back yards are mostly developed with outshuts and extensions. The buildings are generally of three or more storeys, with a varied, lively roof line of gabled or parapet roofs. Corner properties tend to be given more architectural prominence with corner features and more elaborate entrances. The buildings are a mix of brick and stone construction with red brick used for earlier buildings. Some are painted or rendered, and roofs are largely Welsh slate, with some clay and concrete tile. Almost all buildings have uPVC windows, although some timber sashes or leaded casements survive on upper floors. Upper floors generally retain historic character and features. Historic shop fronts are relatively rare with late 20th-century signage and fascias dominating street frontages. Building uses have changed as the economic status of the street has declined, for example at least three former banks have been converted to pubs or shops. The street surface is tarmac with largely concrete paved footways with concrete kerbs. There is no historic street furniture; street lighting is on modern steel poles.

Overall the street has **positive** character. Buildings with local list potential include, at the south end, a 1930s garage on the corner with Withnell Road. Former banks and large shops also have local list potential, including a former District Bank at No.29, the RBS at No.87 and Hartes store on the corner with Waterloo Road. Most buildings are of neutral quality. The Bond Hotel on the south-east corner of Withnell Road (Nos.112-120 Bond Street) has been substantially altered with pebbledash render, a 'wraparound' extension to the ground floor, and roof extension; this has a negative impact on the street scene.



Fig. 46: West side of Bond Street

6.2.3 Lytham Road

The principal through-route in the South Shore area, Lytham Road runs north-south on the east side of the area, continuing south to Lytham. It was laid out in the late 18th-century, to improve connections between the growing coastal communities; the Blackpool section is shown on the 1838 Tithe map although the road did not extend all the way to Lytham until the mid 19th-century. The street runs in a straight line, providing long views along its length. The street's character changes towards the south with the section south of Waterloo Road being quieter, broader and less densely-developed than the stretch to the north; the open grain and houses set back behind front gardens on both sides of the road results in a spacious suburban character to the southern section. This contrasts with the northern stretch around the Waterloo Road junction and beyond which has a denser, busier character. The high status of Lytham Road in the local street-hierarchy is expressed in its width and in the commercial character and quality of the buildings.

Lytham Road developed slowly during the first half of the 19th century with individual houses or small groups of buildings clustered around junctions. Development activity on the road increased after the railway line to Lytham opened in 1863 with South Shore Station built opposite the east end of Station Road. Pairs of villas were built south of Waterloo Road, the first of these are shown on the 1877 map and most have survived. Commercial buildings and hotels clustered around the

Waterloo Road junction and groups of shops and flats were built on the frontage northwards. Further development was attracted by the tram, opened along Lytham Road in the early 1900s.

The late Victorian railway bridge marks the south end of the road in the study area, a strong feature in the street scene with good railings. The site of the station to the north-east of the bridge is now a surface car park. Although all altered, the pairs of large semi-detached villas on the east side of the road north of the station contribute to the street scene; occupied by professional and middle class families in the 1890s, the buildings are tall, two to three storeys, with gables and strong vertical emphasis. The Blackpool New Enterprise Centre is the only prominent recent building on the street, contrasting with neighbouring housing in scale and design. On the east side of the road, a post-war clinic set behind a large surface car park breaks the regular grain of the road. North of Waterloo Road, the grain is tighter with densely developed plots, terraced groups of shops and houses built up to the rear of the footway. Most properties are in retail or café and bar use, with flats on upper floors. Properties have narrow frontages and a vertical emphasis. There is an absence of open space. The houses have no front gardens and back yards are mostly developed with outshuts and extensions. The buildings are generally of three or more storeys, with a fairly homogenous roof line. The street's diverse range of building styles and types reflects the unplanned growth of the street with plots individually developed by different builders and developers. Most of the buildings were constructed in the last quarter of the 19th century for shops and lodging houses, with pubs on important corners.

The buildings are a mix of brick and stone construction with red brick used for earlier buildings. Some are painted or rendered, and roofs are largely Welsh slate, with some clay and concrete tile. Almost all buildings have uPVC windows, although some timber sashes or leaded casements survive on upper floors. Upper floors generally retain some historic character with external features such as first floor bay windows and are still largely occupied by flats. Historic shop fronts are relatively rare with late 20th-century signage and fascias dominating street frontages. Building uses have remained fairly constant in the northern section, although the villas to the south are now largely in business use. The street surface is tarmac with largely concrete paved footways with concrete kerbs. There is no historic street furniture; street lighting is on modern steel poles and modern street furniture is intrusive around the Waterloo Road junction.

Overall the street has **positive** character. Potential local list buildings include to the north, a former auctioneers, now a Wetherspoons pub at No. 235; a 1930s bank south of Waterloo Rd (No. 344); and a little altered 19th century house, No. 307. Buildings generally make a positive contribution to the street scene to the south, with mostly neutral buildings north of Waterloo Road. Examples of buildings that have a negative impact on the street scene include the post-war garage built on the site of

the Trinity School at Nos 321-333 on the corner of Dean Street, and the health centre between Nos 350 and 360; both are set back from the building line.



Fig. 47: Looking north along Lytham Road from Waterloo Road

6.2.4 Balmoral Road to Dean Street

Balmoral Road

Balmoral Road is the most southerly east-west street in South Beach and is located directly adjacent to the Pleasure Beach. The street was developed after 1877, with most houses constructed in the 1880s. The 1893 OS map shows three pairs of semi-detached houses on the north side of the street, at the west and east ends. By 1911 the street was fully developed, with four further pairs on the north side and five pairs on the south side. The latter were demolished after 1960 and the area is now a surface car park; the brick boundary wall to the back of the footway has survived. Today, the houses on the street are pairs of semi-detached houses, all two storeys with a gabled third storey, forming a homogenous roofline. The houses have short front gardens, mostly contained by their original boundary walls. The houses face a surface car park on the south side, bounded by a multi-phase brick wall. The promenade can be seen at the west end of the street, as is the Pleasure Beach Casino (1937-40; Grade II), marked by its tall staircase tower. Overall the street has **positive** character. Nos 10-

16 (The Gables Hotel) have recently been demolished and a three-storey Travelodge erected. The new building is in-keeping with the scale of the earlier buildings on the street – it is neutral. Nos. 2-4 has local list potential. No.30 is also neutral due to a large ground-floor extension to the back of the footway. The south boundary wall also makes a positive contribution. The street surface is tarmac over setts. The footway is tarmac with natural stone kerbs and there are concrete lamp-posts and timber telegraph poles.



Fig. 48: Balmoral Road, looking west along the north side

Osbourne Road

The 1893 OS map shows six pairs of semi-detached houses on the north side of the street, and two on the south, at the east end. By 1911 the road was fully developed with an open site at the south-west end. The properties relate to the late Victorian development of South Beach, before it became joined to Blackpool itself, and many of the houses were built for commuters and retired people. Today Osbourne Road is a two-way residential street, with on-street parking. The street is lined with two-storey terraces, most with double height bays, and gables, dormers or added attic storeys giving an extra storey. These additions are ubiquitous within the street and form a homogenous roofline. The houses originally had short front gardens bounded by low brick walls, and although a number of these survive, many properties have ground floor extensions on their gardens to create sun rooms; this is especially noticeable on

the north side of the street. The majority of houses have uPVC windows and many are rendered or painted. Most of the properties are bed & breakfasts or small hotels, but several private residences are also present. The houses retain a range of good quality original architectural details, such as metalwork, sash windows and front boundary walls, and overall the street has a **positive** character. At the east end on the south side is a recent three-storey block of brick apartments; this is of neutral character as it has similar details to the earlier housing and is also at the end of the street and separated from the terraces by a side street. Also of neutral character is the rear elevation of a new Travelodge, which has its principal elevation to Balmoral Road. The only negative aspect of the street is a surface car park at the south-west corner, on the corner between Osbourne Road and Simpson Street.



Fig. 49: Osbourne Road, north side from the west

Brighton Avenue

The street was begun in the late 1890s with a terrace of two-storey houses on the east side. The west side of the street was developed in the interwar period when a terrace of two-storey houses was added; the properties are typical of the interwar period. The houses were built as residential properties, and remain in private use today. Located on the south-east side of Osbourne Road, the street is short and terminates in a surface car park with late 20th-century garages. The east-side terrace (Nos. 2-18) is of brick construction, generally painted and rendered, with double-height canted bay windows and Gothic-style paired doorways. Several of the houses have concrete tile roofs, and some have an added attic storey. The houses have short front yards to

basement windows; some of the original front boundary walls and gate piers remain. The interwar terrace (Nos. 1-15) is of brick construction, rendered and painted to the first floor, terracotta-tile roof and brick chimney stacks. The houses have double-height bay windows and arched entrances to inner porches; No. 15 retains its original door. The houses have short front gardens, and all of the brick front boundary walls have been retained. Most of the properties on the street have uPVC windows and doors. The road surface is tarmac with a concrete footway and natural stone kerbs. At the south end the car park is bounded by a tall brick wall. Brighton Avenue makes a **positive** contribution to the townscape as it is little altered and a good example of two phases of residential building at South Beach.



Fig. 50: Brighton Avenue, the east side

Windsor Avenue

The street was probably developed at the same time as Brighton Avenue as the houses on the east side of this street are very similar. Windsor Avenue is first shown on the 1911 OS map, with terraces on both sides of the street. The terraces were probably built in the late 1890s. The street is a cul-de-sac and has two rows of stone terraced houses, mostly painted or rendered. The houses are of two storeys but most have an added attic storey creating a flat roof. The houses have double-height bay windows with ground floor extensions to Nos. 4 and 6, and paired entrances. The houses have very small front yards with basement windows, and very few boundary walls and gate piers have been retained. The street surfaced is tarmac, with paved

concrete footways and natural stone kerbs. The south end of the street is terminated by a galvanised-steel fence and hedges. The street makes a **neutral** contribution to the townscape as the houses have largely been altered.

Withnell Road

A wide street of pairs of semi-detached houses largely built in the 1890s and fully developed by the time of the 1911 OS. A datestone on a range of buildings at the south-east end of the street states 'Millers Buildings 1893' and it can be assumed that much of the street to the east of Bond Street was developed by this date due to the houses' similar character. The properties were probably built as private residences, with many later converted to boarding houses. Today most are bed & breakfast establishments or small hotels. The houses are generally of three storeys, with a gabled or attic third storey, with double-height canted bays, creating a homogenous roof line and character. Two of the corner properties are in commercial use, and a further property is a garage. At the north-east corner the street is framed by a three-storey house (No.2) with an octagonal corner tower. The houses are a mix of brick and stone construction and most are painted or rendered. They have short front gardens with stone or brick boundary walls and gate piers, although many properties have a ground floor extension on their gardens; this is especially apparent on the north side of the street. Almost all have uPVC windows and the hotel properties have Dutch blinds and late 20th-century signage. The street surface is tarmaced with tarmac and concrete footways with concrete kerbs. Corner properties generally have no boundary to the footway. The view west along the street is terminated by the Sandcastle leisure complex on the Promenade, which replaced a 1930s open-air swimming pool in 1986; the building is of low architectural quality and therefore has a negative impact on views along the street. Overall the street has **neutral** character. A 1930s corner garage at 30-38 Withnell Road and 123-129 Bond Street has local list potential. The Bond Hotel on the south-east corner of Withnell Road (Nos.112-120 Bond Street) has been rendered in pink pebbledash and a wraparound extension added to the ground floor. An attic storey has also been added. The property is incongruous to the historic fabric of the rest of the street and is therefore negative.



Fig. 51: Withnell Road, looking east

Station Road

Station Road was constructed to connect the Promenade to Lytham Road and to South Shore Station, which had opened in 1863. The road is shown on the 1877 street plan. At first, few buildings were constructed on the new street, although a series of pairs of semi-detached houses were built on the north side, in the vicinity of Holy Trinity Church. The 1893 OS (surveyed 1891) shows that the street was still not yet fully developed, with large semi-detached houses set in relatively large gardens set-back from the road. The 1911 OS suggests that the majority of construction on the street occurred in the late 19th and early 20th century, and buildings such as the Grand Hotel on the corner with Lytham Road and an institute on the north side of the street started to appear. The street was fully developed in the interwar years, with the 1932 OS showing the filling of gap sites with a new Baptist Church and small shop units on the north-east corner of the junction with Bond Street.

Station Road is a wide street, with commercial buildings built up to the back of the footway, and residential and boarding-houses set back from the footway with small front gardens contained by low boundary walls. Most boarding-house properties are of three storeys with a gabled upper storey creating a homogenous character, especially when looking west along the north side. On the south side the scale of the buildings is more varied, with two-storey commercial premises at the west end at the junction with Bond Street (Fig. 51). The Grand Hotel and attached former assembly

rooms made a positive contribution at the time of the survey but have recently been destroyed by fire. The buildings on Station Road are generally brick-built with Welsh slate roofs; a former club on the corner with Bond Street is of yellow sandstone. The boarding house properties are generally rendered or painted and some roofs have been replaced with terracotta or concrete tiles. Paired doorways with stone doorcases and decorative architectural metalwork are common to the residential buildings, with good examples of the former at Nos. 49-63. Front boundary walls have been retained, and few properties have an added attic storey. However, front gardens have almost all been built over on the north side of the street.

The street surface and footway are of tarmac; there are no historic surfaces. A surface car park at the south-east corner with Bond Street has no fence or boundary to the footway.

Overall the street is of **neutral** character, with positive buildings being Nos 39-63, Nos 46-48, and Nos 36-40 (Centenary House). A former social club (Nos 32-34 and 98-100 Bond Street) has local list potential.



Fig. 52: Station Road, looking east

6.2.5 Dean Street to Waterloo Road

Dean Street

From early mapping, Dean Street was probably constructed in the 1860s and 70s and is first shown on the 1877 street plan. A group of large semi-detached houses and several smaller properties on the south side, alongside Holy Trinity Church were the earliest development, and by 1891 almost the whole street was lined with buildings. Later buildings filled gap sites, particularly on the south side. Dean Street has a strong early historic character, as Holy Trinity Church has its roots in the 1830s, and a couple of detached villas at the east end of the street are notably older, dating from the 1850s (No. 50 Dean Street is reputed to be one of the oldest houses in the area and built by the descendent of one of Blackpool's first housing developers). The looser grain of buildings on Dean Street is in marked contrast to the tight north-south grid formed to its north.

Dean Street is one of the principal east-west streets within the South Beach grid. It is a medium-width two-way street, lined at the west end with three-storey boarding houses in a variety of styles with double-height bay windows. Towards the east end the building grain is not as strong, with three-storey boarding houses filling gap sites between detached two-storey villas of various sizes (51 Dean Street and the Elmsdene residential home are contrasting sizes) and older properties. The main building material is brick, with a few stone-clad examples, although most residential properties have been rendered or painted. The properties originally had Welsh slate roofs, but many now have concrete tiles. Original timber sash windows are rare; most windows and doors are uPVC or timber replacements. There are also some good quality examples of architectural detail, such as on several houses at Parrot Terrace (Nos. 34-46), and timber bargeboards to Nos 18-20. Original boundary walls are generally extant, and are a mix of brick and stone; front gardens to boarding houses on the north side of the street have been built on with ground floor extensions, and some have been hard surfaced for off-street parking. There are also a number of properties with an added third or attic storey. Large front gardens are a characteristic of the east end and Nos. 50 and 56 have particularly good examples. There are views of the Promenade from the junction with Bond Street. Commercial property includes fish and chips shops on the north-west corners, with modern fascias and shop fronts.

The street surface is tarmac, with a mix of concrete slab and tarmac pavements with concrete kerbs. Street lighting is on standard concrete columns. There are dropped kerbs to driveways and street-corner commercial property.

Overall the street has **positive** character, due to a strong building line at the west end and the contribution of several buildings of architectural merit; Holy Trinity Church (Grade II), Holy Trinity Church School, No. 22, No. 51, and No.50 Dean Street, reputed to be one of the oldest houses in the area. The latter four buildings have local list potential. At the north-east corner facing Lytham Road is Mabel Court,

a 1970s brick-built apartment block with a flat roof, and Nos. 31-35 are a recent three-storey development; these buildings are of neutral character as although they are in-keeping with the scale and building line of the street they are incongruous in detail and character. Opposite Mabel Court is a one-storey late 20th-century garage of little merit; it is currently vacant and is of negative value.



Fig. 53: The south side of Dean Street from the west

Rawcliffe Street

The 1877 street plan of Blackpool shows that Rawcliffe Street was in place by this date and had a few buildings on its south side, particularly at the south-east end and at the junction with Bond Street. Moore Street was the only north-south side street to cross the street at this date. By 1891 when the first 1:2500 OS map was surveyed, Hill Street, Byron Street and Bright Street had been constructed, and Rawcliffe Street was composed of small blocks of terraces between these side streets; because of this the regular pattern of blocks of terraces or semi-detached houses does not occur on Rawcliffe Street. On the north side of the street were a chapel and Sunday School, with smaller, mainly commercial buildings at its western end. Gap sites on the north side of the street were not filled until the late interwar years; at the north-east corner with Lytham Road a baths is shown on the 1938 OS. The chapel was demolished and replaced with Clarence Court in the c.1970s, and the baths demolished in the late 20th-century and replaced by the Enterprise Centre.

Approaching from the south, Rawcliffe Street is the first of the major east-west streets to be interrupted by north-south side streets along its length. This affects the character of the street as the returns of corner buildings become part of the street scene. The street is of medium width, similar to Dean Street, and there are views of the seafront to the west. The variation in style and use of buildings and size of building plots on the street creates varied rooflines and elevations. Most are two-storey boarding houses, faced in pitch-faced sandstone with double-height bay windows, with double-fronted detached villas at the south-east end. The properties have short front gardens, with stone or brick boundary walls to the back of the footway. Most of the boarding houses have been rendered or painted, with added attic storeys, altered front boundary walls and the insertion of uPVC windows (No.27 retains timber sash-windows). Commercial buildings occupy sites at the westerly corners of the street, with corner entrances to Bond Street and their returns to Rawcliffe Street, including a former bank (The Last Orders Inn, No.46 Bond Street) and Cookson Buildings (Autocare, No.35 Bond Street). There is a number of post-war infill buildings on the north side including Clarence Court (1970s) and the Enterprise Centre at the north-east corner to Lytham Road.

Overall the street has a **neutral** quality. A cobbled wall to No.39, and Nos. 49 and 39 makes a positive contribution, and No. 22 and No.46 Rawcliffe Street, No.307 Lytham Road (north return to Withnell Street) and Pyper's Garage have local list potential. Clarence Court and the Enterprise Building are of metal character as they are incongruous in their use of materials, and the Enterprise Centre breaks with the building line.



Fig. 54: The north side of Rawcliffe Street, looking west

Bright Street

A street of high-quality two-storey terraced houses, probably built as small boarding houses in the late 19th-century. Bright Street is first shown on the 1893 OS map (surveyed 1891), by which point it was fully developed. Although the north-south side streets in this area are planned with a dense grain, views along the street are wide due to the homogeneity of the houses and their substantial front gardens.

The houses are stone built, most now rendered or painted, with double-height canted bay windows and central paired entrances with simple stone door surrounds. Although some of the houses have been extended with attic storeys, most retain their front boundary walls and some examples of timber sash-windows are extant. Nos 18 and 20 are a good example and retain original front boundary walls, gate piers and door cases. Overall the street is of **positive** value.



Fig. 55: Bright Street, looking south from Rawcliffe Street

Moore Street, Byron Street and Hill Street

These three streets are located to the north-east of the area, stretching between Dean Street and Waterloo Road and crossing Rawcliffe Street. The streets were not laid out on historic field boundaries, but Moore Street was in place by the time of the 1877 street plan. Hill Street was apparently planned at this time as it is named but not developed. In 1877 there were a few building on the east side of Moore Street and by

1891 it was partially lined with blocks of terraces, with a Sunday School and Wesleyan Methodist Church at the north junction with Rawcliffe Street. Hill Street was similar in character, with the first development occurring to the south. By 1938 there was a public baths on the north-east junction with Lytham Road. The houses on the two streets were good-sized, with short front gardens and rear outshuts with service roads to the rear. Byron Street was constructed between the two streets as a service road, and the properties on this street have short front gardens with boundary walls to the back of the footway. The west side of Byron Street is composed of the backs of Moore Street buildings, with no boundary walls to the street frontage. Most properties are of stone construction, or have been painted and rendered. Two rows of terraced houses at the north end of Hill Street are of fair-faced brick with yellow and blue brick details and there are two detached properties on Byron Street which are also of brick construction. It is likely that the properties were built as small lodging houses or private residences; most are now small hotels with a few being converted to private flats. Two rows of red-brick terraces at the north of Hill Street remain in private residential use. The Wesleyan Chapel and school has been demolished and replaced with Clarence Court (c.1970s). The former swimming baths have been demolished and replaced with the Enterprise Centre.

Street surfaces are tarmac, with tarmac footways and concrete kerbs, except to Byron Street where natural stone kerbs and footways have been retained.

Overall, the streets are **positive** in character, although some houses have been extended with attic storeys to create flat-roofed properties. A high percentage retains original front boundary walls and a number have timber barge-boards and timber sash-windows.

Positive groups of buildings of note include: Nos 1-19 Hill Street, Nos 11-19 having red brick with yellow and blue brick dressings, shaped timber eaves cornice and barge boards, and timber porch hoods; Nos 4-14 Hill Street, brick terrace with paired doors in decorative surrounds, timber eaves cornice and some retention of timber sashes; No. 49 Rawcliffe Street (a villa described under Rawcliffe St); Nos 21-35 Hill Street; Nos. 15-31 Moore Street; No.39 Moore Street; Nos 5 and 6 Byron Street, No.6 retaining original sash windows and front boundary wall and gate-piers. The Enterprise Centre and return elevations of Clarence Court are of negative value, the latter for their poor-quality design and the former due to its size and unsympathetic surface car-park to the rear. No buildings on these streets have local list potential.



Fig. 56: Moore Street looking south from Rawcliffe Street



Fig. 57: Hill Street looking north from Rawcliffe Street



Fig. 58: Backs of terraces on the south-east side of Byron Street

Montague Street

Located parallel to the seafront between Rawcliffe Street and Dean Street, Montague Street was developed in the mid 19th-century, and was known as Queen Street until the early 20th century. The 1911 OS shows the street fully developed, with the backs of Promenade hotels and houses on the west, and a police station (opened in 1898) and short row of three-storey terraces to the east.

The properties on the street are faced in pitched-faced sandstone, now painted, and have been altered with additional attic storeys and uPVC windows throughout. The police station is red brick with tripartite windows with stone dressings and a Welsh slate roof. The properties on the south east side, on Rawcliffe Street, are bounded by a high cobble-stone wall. A narrow side lane leads through to Bond Street.

The street is overall of **neutral** character, with some individual structures of positive value, including the cobblestone wall on the east side. The police station has local list potential.



Fig. 59: Cobble stone wall, police station and terraced housing on Montague Street

Bath Street

Set slightly further back from the seafront as an access road to the rear of the Promenade hotels, Bath Street was in place by 1877 and was fully developed by 1891.

The buildings on Bath Street are built up to the back of the footway and are of various styles and sizes. All are brick built. A terrace of two-storey houses built in the interwar years were probably constructed as workers' housing, due to their size and location. Of note on this street is a 1920s garage at the south end, historically occupied by the Queens and Brighton Motor Company; and the west return of the former Woolworth's store, built on the site of a bowling green in the early 20th-century. Overall the street is of **neutral** character, with the garage and store having local list potential.



Fig. 60: The east side of Bath Street from the north

6.2.6 Waterloo Road

Waterloo Road was one of the first east-west streets in South Beach to be laid out, and is shown on the 1838 Tithe map. By the late 19th century it rivaled Bond Street as a main commercial street in the area, with residential premises at the east end, across Lytham Road (not covered in this survey). By 1938 retailers such as Woolworth's, Saxone and Boot's were trading from the street, as well as independent confectioners and drapers. There was a cinema at No. 36, a bank and post office. In the early 20th -century a railway station opened to the east.

The street is characterised by its relatively wide aspect, with buildings built up to the rear of wide footways, and the intersection of north-west side streets along its length. The streetscape has a varied mix of buildings, with late 19th to early 20th-century buildings such as Victoria Market and the former post office, and a range of 1970s shop units on the north side, creating variations in the roofline and scale. The Victoria Market and post office are both prominent on the street and reflect each other in their vertical height, and the post office relates in scale to post-war 20th-century buildings on the north-west side of the street. The scale throughout the rest of the street is generally of two-storey shops and commercial premises.

Gordon Street, as short north-south side street lies to the south of Waterloo Road and contains terraced, two-storey houses on both sides, those on the east side being of a higher quality, and the side and rear elevations of the Victoria Market. A rear alley runs behind the western houses and provides a sense of the dense development of the area. The street is of **neutral** character.

Most of the commercial properties have modern fascias and shop fronts to the ground floor, with the upper floors being converted into residential flats. The survival of historic details such as timber shop fronts and sash windows is relatively low and post-war infill has eroded the historic character of the road. Positive value buildings include the Victoria Market, built in the late 1930s on the site of an old market hall, and three blocks of shops-cum-flats at Nos 37-75. The 1930s 'Shoemarket' (formerly a fruit shop) on an island site to the west of Bolton Street is also of merit and retains its original fenestration pattern of large shop-windows. Nos 46-74 replaced a 19th-century terrace of three-storey shops, and were constructed in the 1970s; they are of no intrinsic merit. Nos 20-32, the former Post Office; No. 35 'Your Local Market'; Nos 7-11 Bond Street, and No. 40 have local list potential.



Fig. 61: Waterloo Road from the west

6.2.7 North of Waterloo Road

St Bede's Avenue (Nos. 1-30)

St Bede's Avenue was laid out in the early 20th-century with pairs of three storey, brick semi-detached houses, probably intended as private residences. The resulting street has a very **positive** character, visually composed of long terraces made homogenous by the retention of exposed brick elevations and a consistent roofline and front boundary walls. Each house in the pair is double-fronted with a protruding ground floor with a central entrance with a gabled porch, and large tripartite windows, and sets of three windows above. Each pair has a narrow ginnel between leading to the rear of the properties. The houses have narrow front gardens with low brick boundary walls with stone copings to the back of the footway. Notable examples which have retained timber sash windows and fielded-panel timber front doors include Nos 7, 11, 16, 17 and 18.

A side street leads to Waterloo Road on the south side, where there is a two-storey red-brick building (No. 19) which has local list potential as part of No. 44 Waterloo Road. At the south-east end there is a surface car park and the rear elevation of the Waterloo Road post office and its related mid 20th-century buildings and the rear elevation of buildings on Lytham Road at the east end; these are of neutral character.

The street surface is tarmac with a concrete footway, with cast-iron or steel bollards common throughout the area.



Fig. 62: St Bede's Avenue from the east

Shaw Road and Miller Street

The back alley of Shaw Road defines the northern boundary of the South Beach area, with Miller Street being a north-south cul-de-sac on the south side.

Shaw Road is a medium width street of two-storey terraces, mostly of brick on the south side and those on the north side having an additional attic storey and ground floor extensions over the front gardens. At the Lytham Road end (east) there are shops to the street corner with modern fascias and shop fronts. The fenestration to the Bible Pattern church (former United Methodist Church, built c.1890) has been changed, and although its corner tower and red-brick construction are prominent it contributes little positive character to the streetscene.

Miller Street is composed on the west side of a row of yellow brick late 20th-century two-storey apartments, with ground floor bays, and on the east side a terrace of stone-faced two-storey houses with ground-floor bays and paired entrance with stone doorcases. No. 2 is a large, double-fronted detached house, brick built with a Welsh slate roof with square ground-floor tripartite bay windows. No. 14 was possibly originally a larger, double-fronted house with a gabled porch.

The street surfaces are of tarmac, with concrete slab pavements to Miller Street. Miller Street is terminated at the south end by a brick wall to the rear yards of St Bede's Avenue. Both streets are **neutral** in character. Nos 13-27 Shaw Road have some retained historic details such as sash windows and original panelled doors within stone door sets. The Bible Pattern Church has been altered and modernised and is of no more than neutral value.



Fig. 63: Shaw Road from the east

Bagot Street

Bagot Street is a short cul-de-sac to the west of Lytham Road, lined on both sides by two-storey brick terraces all in residential use. The terrace has a Welsh slate roof and brick chimney stacks, and although most of the properties have altered or replaced windows and doors and some are rendered or painted, the street has a homogenous character which makes it of **positive** value. At the west end the street is terminated by a brick wall, leading to an asphalted yard with single storey commercial buildings of neutral quality. All street and footway surfaces are modern, and there is a mix of steel and concrete bollards to the edge of the footway.



Fig. 64: The south side of Bagot Street, from the east

Bolton Street (Nos. 55-69 and 82-126 only)

Bolton Street is one of the earliest streets in the area, and the section covered in the assessment of South Beach is shown on the 1838 Tithe map. The street is narrow in comparison to the surrounding residential and commercial streets, and following the development of the promenade hotels acted as a service street. The extant two-storey buildings at the north-east end of the street (Nos. 90-96 and 102-108) are possibly some of the earliest buildings in the South Beach area and relate to those shown on the Tithe map. The street was almost fully developed by 1891, although there was an empty island site between Britannia Place and Shaw Road (the Lion Hotel was constructed here in 1937; see *Central Promenade* assessment). The buildings are

built up to the back of the footway except on the west side adjacent to Yates's wine bar where there is a surface car park with no boundary to the footway. All of the properties are of brick construction, and are of varying heights; the densely developed plots and building line to the rear of the footway results in a tight urban grain.

The street surface is tarmac, with a tarmac and concrete footway and concrete kerbs. The street furniture (bollards and lampposts) is c.1970s and is also of concrete. Price Street, to the east, provides access to the rear of St Bede's Avenue and has a setted surface.

Overall, Bolton Street has a **neutral** character as many of the properties have been altered and there is little retained historic detail. Buildings of note include Nos 124-126, a pair of two-storey shops, one with 'EM 1835' on a first floor cill. The Sun Inn has local list potential.



Fig. 65: The west side of Bolton Street from the south

7.0 RECOMMENDATIONS

7.1 Heritage protection

The significance of the area is set out in *Section 6.2*. The following recommendations are based on heritage value, as assessed in earlier sections of this report and do not take detailed account of other factors such as economic viability or sustainability. To protect buildings of positive significance, a Local List containing the potential buildings identified in this report could be maintained, informed by relevant policy and guidance in the Local Development Framework. It is not considered that any part of the area merits being designated as a conservation area.

7.2 Redevelopment

This study has identified streets with a positive value and it is recommended that these streets with their historic buildings are retained as far as possible. For streets where their townscape value is now neutral, it is recommended that any redevelopment takes account of the distinctive grid pattern and hierarchy of streets with secondary streets running off the key north-south roads of Lytham Road and Bond Street. Framed linear views, to the north and to the west with glimpses of the promenade, are a feature of the area that should be retained as far as possible.

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Fig. 67: Detail of Blackpool from Greenwood's map of Lancashire, 1818
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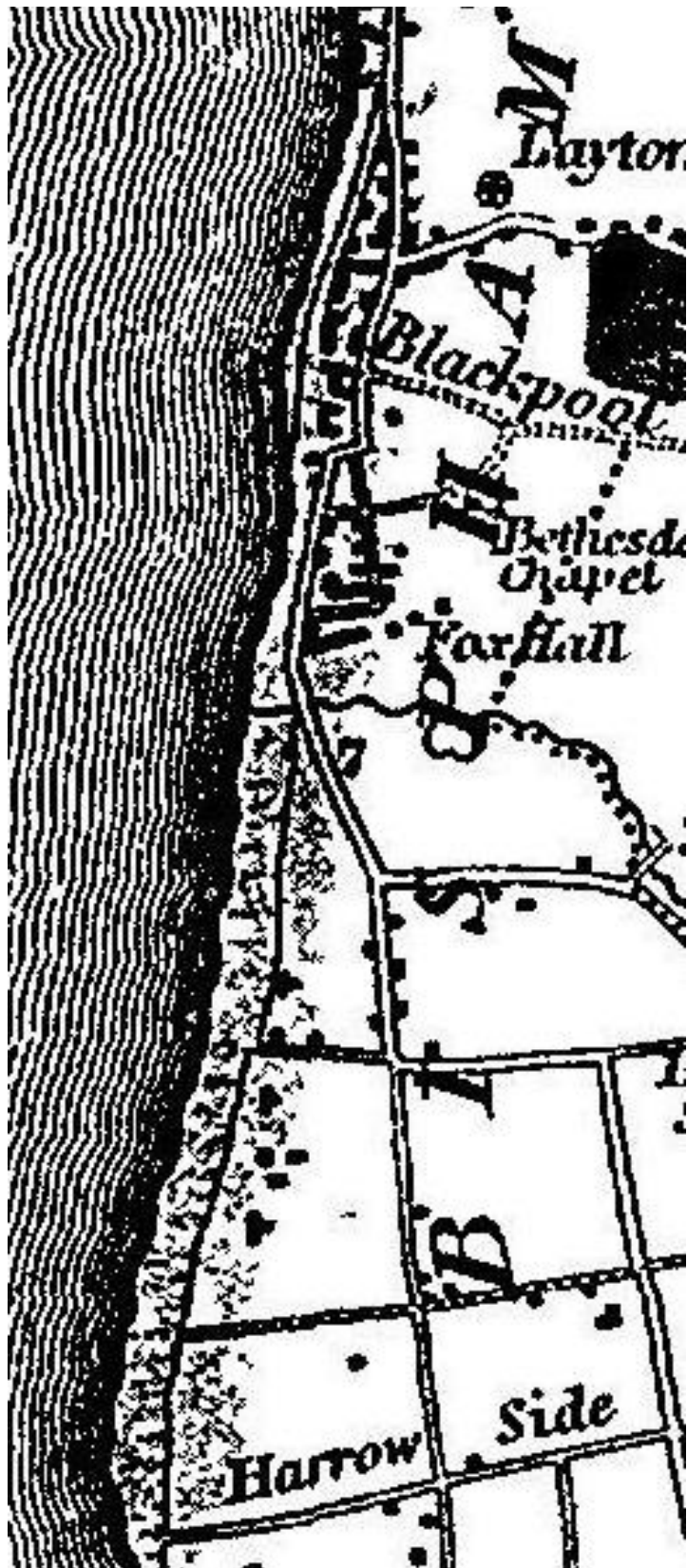


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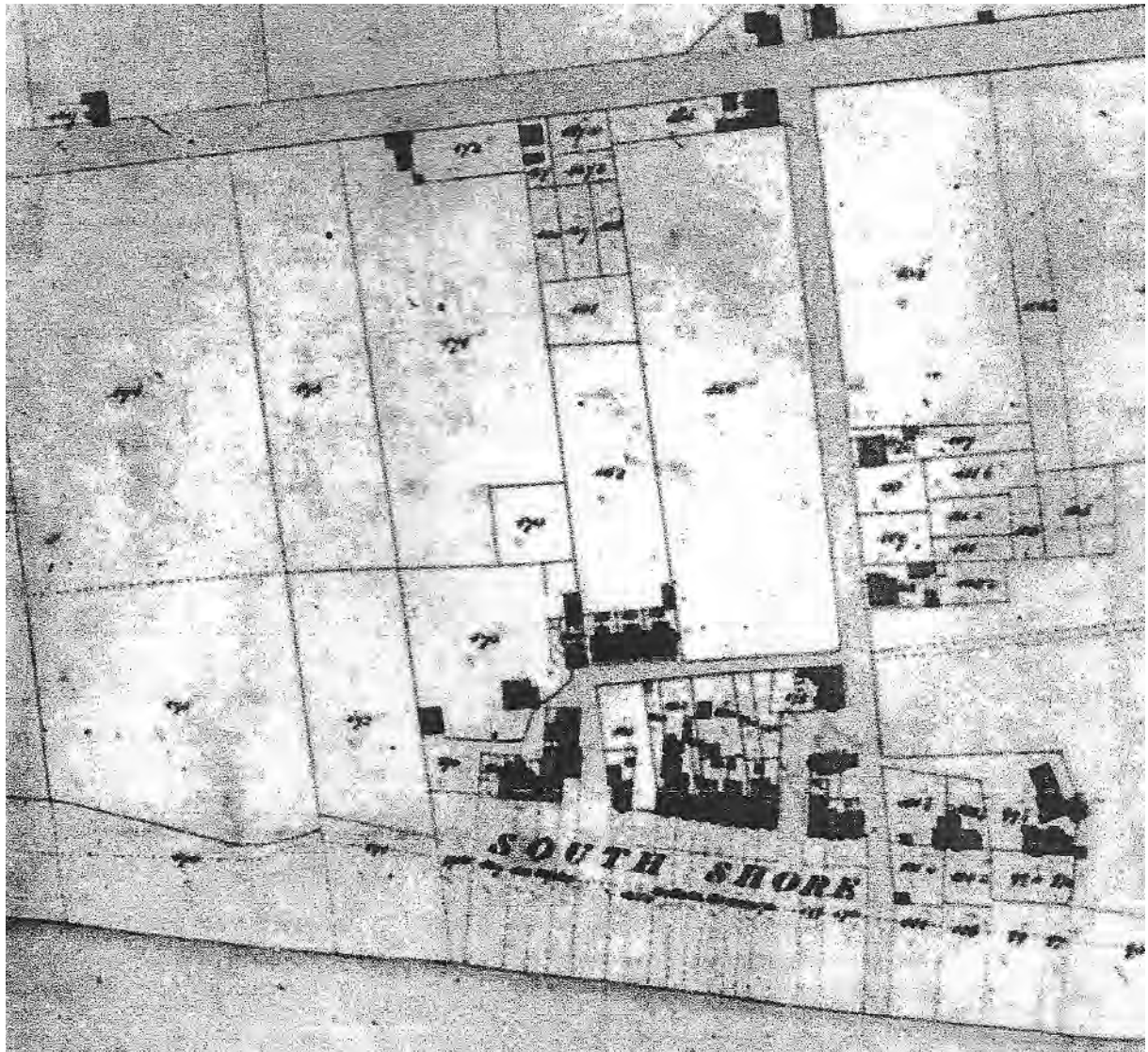


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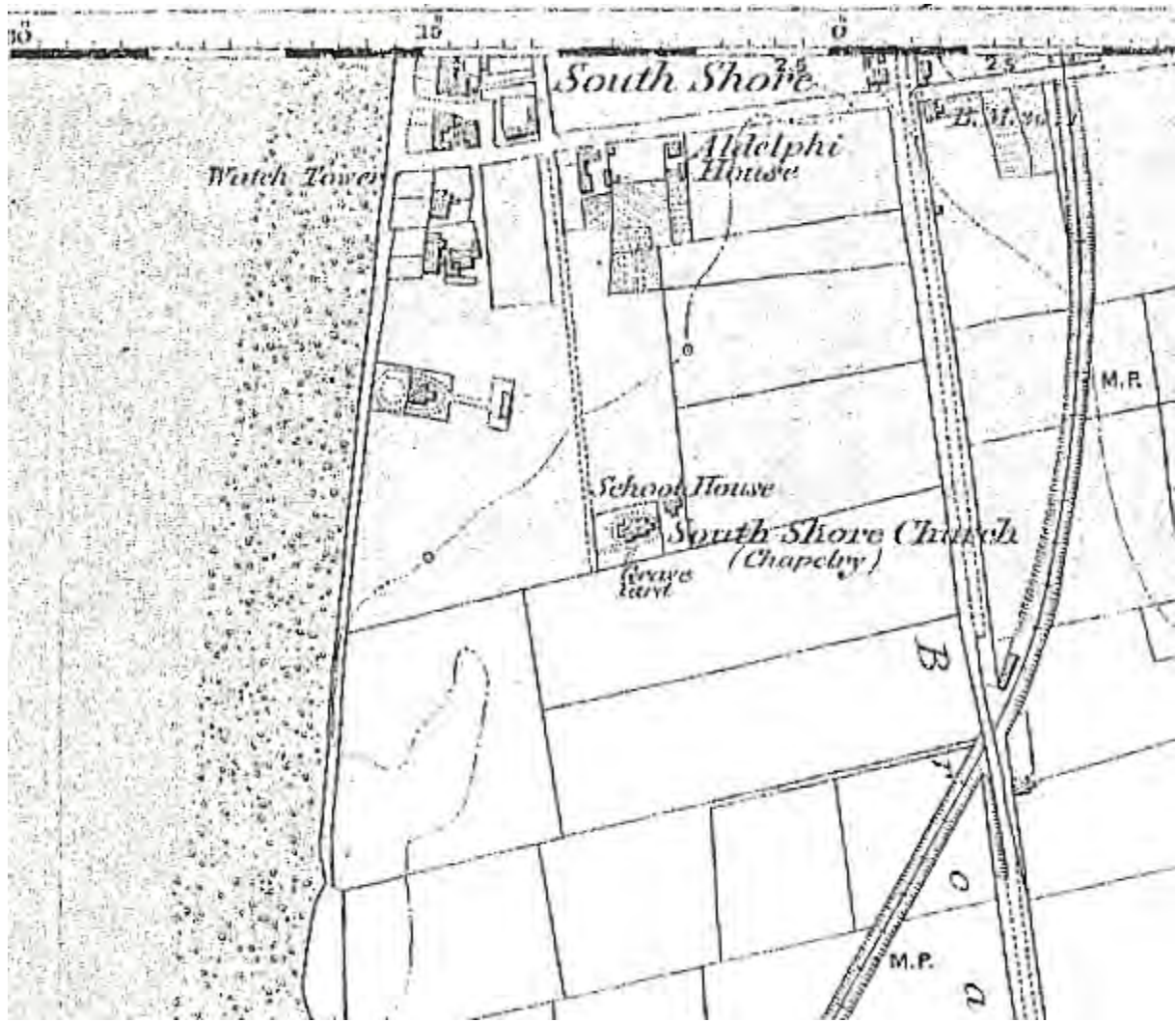


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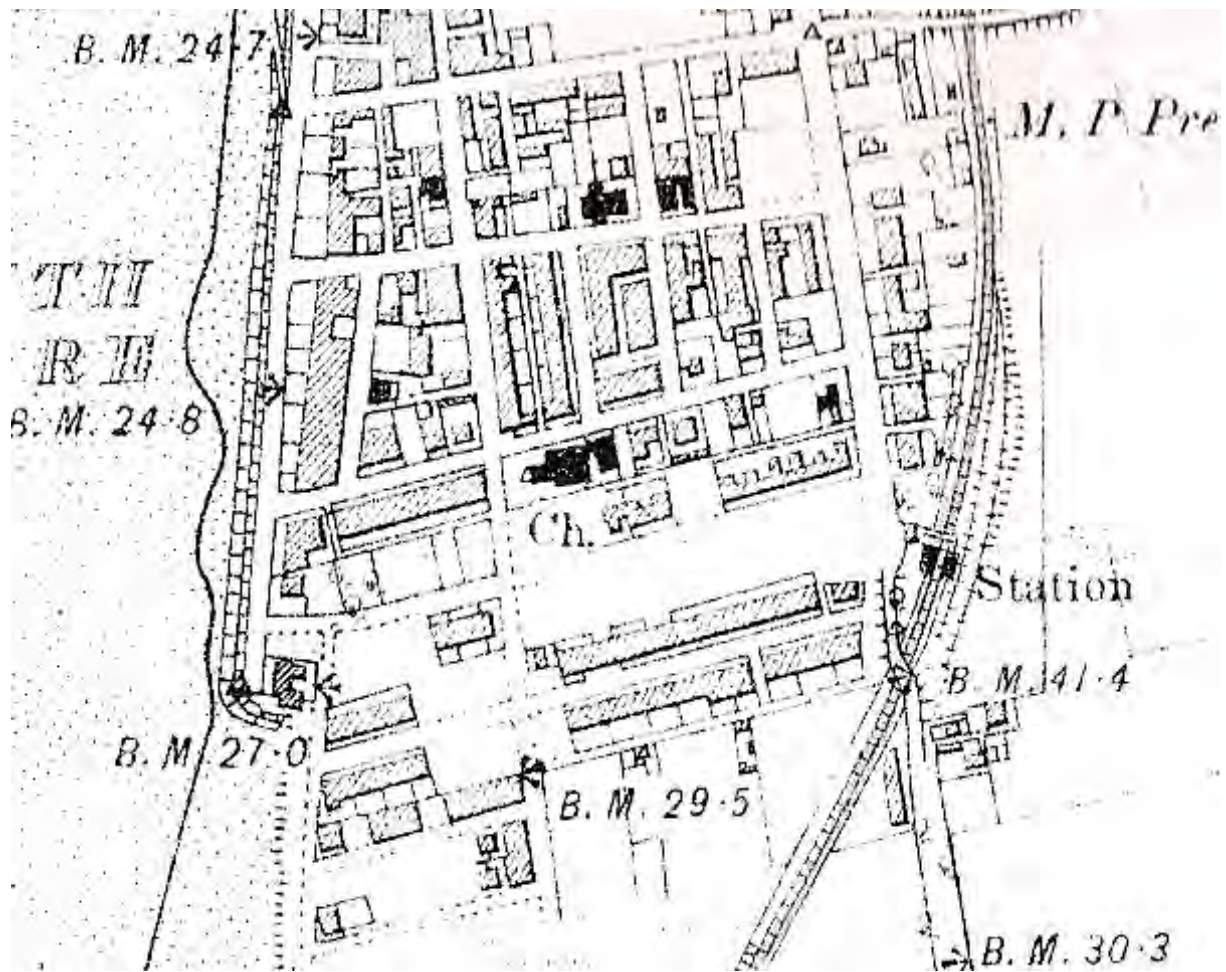


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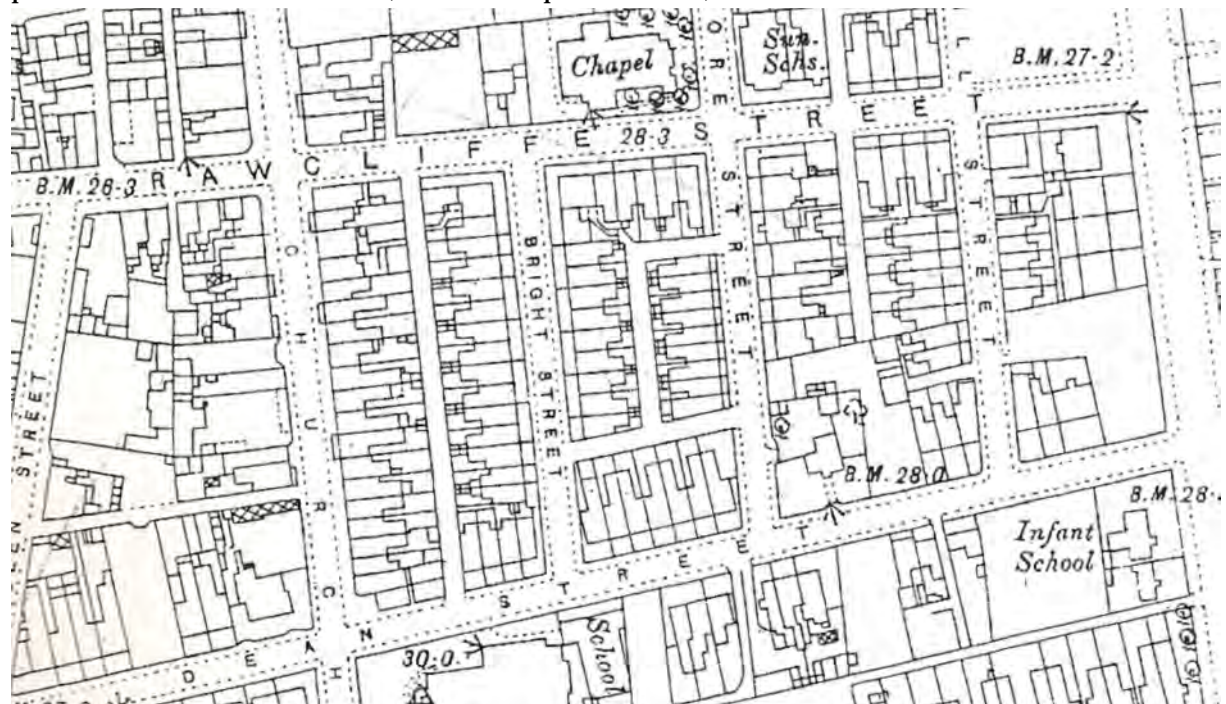


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Planning Department
Tourism & Regeneration Directorate
PO Box 17, Corporation Street,
Blackpool, FY1 1LZ

planning@blackpool.gov.uk



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The Architectural History Practice Limited

29 Mount Pleasant Villas
London
N4 4HH

Telephone 01483 208633
Fax 01483 208684

mail@architecturalhistory.co.uk

www.architecturalhistory.co.uk

Characterisation Assessment

Raikes, Blackpool



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All photographs by AHP unless stated

Note: JRULM - John Rylands University Library, Manchester

EXECUTIVE SUMMARY

Raikes is a suburban area situated east of Blackpool town centre and west of Stanley Park. The boundaries are Leamington Road and Newton Drive (north), Beech Avenue as far as Breck Road (east), Newcastle Road, Palatine Road and the Blackpool and Fylde College Campus and neighbouring streets to the south, and Park Road up to Blenheim Avenue to the west. Raikes developed around two principal 18th century routes into Blackpool from the east and south-east. Initially there were only a few isolated houses and an inn (the Old Number Three), along these routes. Raikes Hall with its landscaped grounds was the largest building in the study area. Most of the surroundings remained open fields during the first three quarters of the 19th century. Some streets on the western edge of the area were laid out in the late 19th century as the town expanded eastwards from the seafront. In 1871 the Raikes estate was sold and the house and its extensive grounds became Blackpool's first large-scale entertainment centre which also offered indoor attractions. However, as the big visitor attractions in the centre developed, Raikes Gardens became less popular, and its sale for housing in 1896-1901 was the key to the development of the area as a fashionable residential suburban district. Streets were laid out over and around the former pleasure grounds, while development of fields and plots in different ownerships intensified as the momentum increased.

This development pattern has resulted in an attractive suburban area with a range of retail, educational and religious facilities. The residential streets are densely developed with small front gardens, giving the area a unified spatial character. The houses exhibit some variation in house size and type but red brick is the dominant facing material. The urban grain and coherence of the street scene is fragmented along the western edges, owing to pressure for development emanating from the centre, but overall Raikes can be described as a good, well-preserved example of a largely early 20th-century suburb with notable religious and educational buildings almost all of which are of good or very good architectural and historical quality.

With the presence of the Synagogue and Reform Synagogue the area can claim to be a centre of Blackpool Jewry, and other major religious groups are well represented. Raikes also has the distinction of possessing two of the oldest buildings extant in the centre of Blackpool, both of late 18th-century date, Raikes Hall and the Old Number Three inn. Although there is relatively little green space within the study area, the Raikes Hall bowling green is significant, and the proximity to Stanley Park opens out vistas on the east side. The square in front of the former Grammar School is an area of high townscape value.

There is a relatively high level of alteration to buildings along the western fringe, where front walls and gate piers have often been removed for parking and houses have been altered and extended. There has also been a limited amount of later 20th century and 21st century infill building, some of it of negative townscape value.

Whitegate Drive as the principal local shopping street has also suffered the usual degradation of shop frontages but with one or two rare examples of historic shopfronts. However, it is notable that the majority of the residential streets, especially those within the former Raikes Pleasure Grounds area and those towards Stanley Park are relatively unspoiled, preserving intact frontage details, gate piers and sometimes even original glazing and doors. The good condition of housing of this type in Raikes demonstrates high standards of maintenance reflecting local pride in the neighbourhood. There is also good preservation of details such as original street name signs.

Each street and group of buildings was assessed for townscape and heritage merit as part of the study. 16 potential buildings were selected for a potential local list; this includes almost all of the religious and educational buildings, and a small selection of the better quality, most unaltered residential properties. Three buildings in the area are statutorily listed, all at Grade II. These are Raikes Hall, the Leamington Road Synagogue and the former Grammar School (now Salvation Army Centre). There are many streets of overall positive townscape value, including most of those at the core of the area. The northern area from the former Grammar School in the west extending east to Beech Avenue, taking in the Old Number Three inn and St Kentigern's church is particularly good quality in townscape and heritage terms and has the potential for designation of a conservation area. Significance has been mapped with all buildings assigned into one of four categories of heritage townscape value (Appendix 2).

1.0 INTRODUCTION

1.1 Background

The Architectural History Practice Limited [AHP] was commissioned in September 2008 by Blackpool Council (The Council) to prepare a characterisation assessment of the Raikes Estate area, one of six study areas. The characterisation study will inform The Council's management of the historic environment in Blackpool and provide an evidence base for strategic planning policy and decision-making. Raikes was selected for this study in view of the high quality of the late 19th-century and inter-war housing, developed on the former Raikes Hall estate.

1.2 The Brief

The brief for this project was issued by The Council in July 2008. The Brief explains the reasons for the assessment, the outputs, the local and national context, a summary of matters to be covered by the characterisation assessment, and resources available from The Council. The project has been undertaken with reference to current guidance from English Heritage and CABE on urban characterisation, particularly on the assessment of historic significance in areas of low demand housing.

1.3 Authors

This characterisation assessment was prepared by Clare Hartwell BA MA, Director of AHP and Marion Barter, BA MA IHBC, Director of AHP, with support from Samantha Barnes BA MA, Associate of AHP.

1.4 Acknowledgements

AHP is grateful for assistance and advice offered during this project, in particular from Carl Carrington and Chris Crossland of Blackpool Council, Tony Sharkey and the librarians at Blackpool Library, staff at John Rylands University Library, Manchester (JRUL), and Ted Lightbown, local historian. Grateful thanks are also due to Phil of www.rossallbeach.co.uk for use of images from the Fylde Postcard collection.

1.5 Location of study area

Raikes occupies an area east of the town centre and to the west of Stanley Park. The boundaries are Leamington Road and Newton Drive (north), Beech Avenue as far as Breck Road (east), Newcastle Road, Palatine Road and the Blackpool and Fylde College Campus and neighbouring streets (south) and Park Road as far as (but not including) Blenheim Avenue (west). Raikes begins approximately 0.3 miles east of the town centre. The NGR centred on the middle of the study area is SD317359.

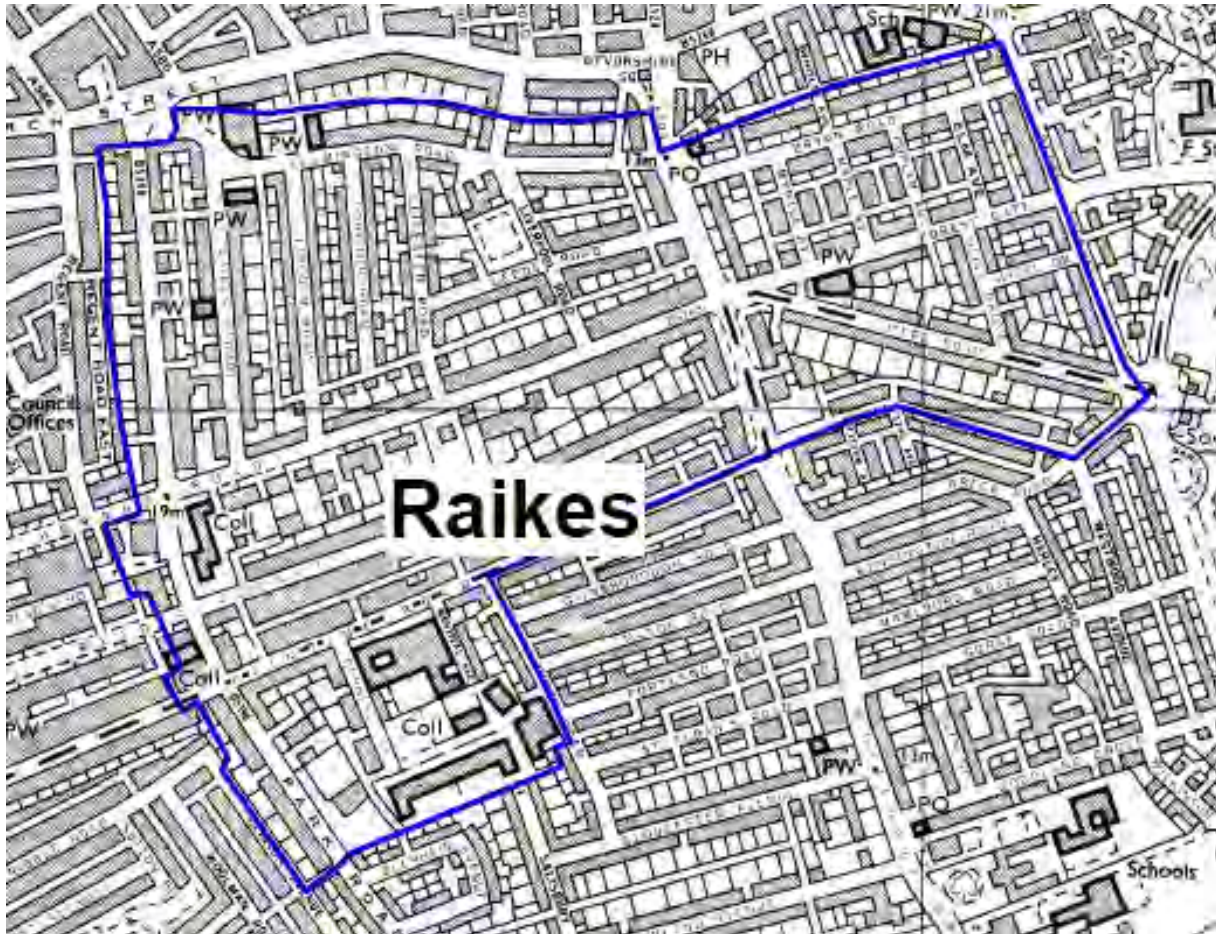


Fig.1: Extent of study area

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2.0 METHODOLOGY

2.1 Assessment

The work was undertaken as an intensive assessment of the whole area. The project was divided into an initial research phase and a detailed fieldwork phase, which included photography, GIS mapping and an assessment of potential Local List buildings.

2.1.1 Research

Secondary research was carried out at the Local History Library at Blackpool Library. This consisted of a detailed review of historic maps and trade directories, a general review of works on the history of Blackpool, its architecture and housing, and its development up to the 1930s. Relevant websites on the history of the area were reviewed, including the collection of historic photographs available at <http://www.blackpoolimagegallery.org.uk/>. Photographs in the Local History Library collections and private online collections such as www.rossallbeach.co.uk were also consulted. Additional historic maps were obtained from the John Rylands University of Manchester Map Collections. See the *Bibliography* for full details.

2.1.2 Fieldwork

Raikes was physically assessed on foot in November 2008. The fieldwork took place after the research had been undertaken and took into account its findings. Where public buildings were of interest and accessible (i.e. Blackpool & Fylde College) the principal interiors were assessed; however, generally the assessment is based on what could be seen from the public highway and frontages.

2.1.3 Knowledge Gaps

There are a number of additional lines of research which might produce additional historical information on the history and development of Raikes such as the rate books, insurance and drainage records. However, whilst further research may provide greater detail and depth to an understanding of how the area developed, it is not considered that this will significantly alter the overall findings of this assessment.

2.2 Limitations

AHP were commissioned to assess the architectural and historic character of the buildings of Raikes as part of a characterisation assessment, including the heritage significance of the area. This study has not assessed other important factors which may be relevant to a decision on the future of the area's buildings. Relevant factors which AHP has not assessed include the physical condition of the buildings, their internal or external facilities, thermal performance, repair costs and viability, market value, potential for adaptation, environmental consequences of demolition and rebuilding, and quality in relation to current standards or any other factors that are not directly related to their heritage value.

2.3 Consultation and community involvement

Consultation is an important part of the planning and Blackpool Council will consult the local community on the contents of this report, and in relation to any proposals to designate parts of the area as a potential conservation area, as required under the 1990 Planning Act.

3.0 PLANNING AND REGENERATION CONTEXT

3.1 The Blackpool Local Plan

The Blackpool Local Plan was adopted in June 2006. The proposals map shows that the area of Raikes west of Whitegate Drive is within the Defined Inner Area, and the retail area of Whitegate Drive is defined as a District Centre. The Stanley Park conservation area, east of Raikes, overlaps the study area at the east end of Mere Road. The area is largely residential with the exception of Whitegate Drive and there are no significant public open spaces.

3.2 Heritage assets and regeneration

The protection of the historic environment is a Government priority, enshrined in planning legislation and guidance, such as PPG15 *Planning and the Historic Environment*. The level of protection depends on the value attached to the historic building or asset and Planning Policy Statement 1, *Delivering Sustainable Development* states that 'a high level of protection should be given to the most valued townscapes and landscapes...'; this encompasses designated heritage assets such as listed buildings, scheduled ancient monuments and conservation areas. There is also now recognition of the value of the local historic environment which whilst it may not be listed or specially designated, may be of value to the local community. The Government recognises that heritage assets can play an important role in the success of sustainable urban regeneration, helping to create distinctive places with a strong identity. However, it is also recognised in national planning policy that not all aspects of the historic environment can be retained; PPG15 notes that 'the historic environment is all-pervasive, and it cannot in practice be preserved unchanged' (para 1.3). It is therefore important to understand the relative value of the historic environment before making decisions about the future of an area.

English Heritage, the government's advisor on the historic environment promotes the re-use of historic buildings in regeneration; their published guidance includes *Regeneration and the Historic Environment, 2005*, *The Heritage of Historic Suburbs, 2007* and *Suburbs and the Historic Environment, 2007*. The latter two documents recognise the significance and attractiveness of mature suburbs and their contribution to local heritage and to the distinctiveness of the urban environment. English Heritage recommends that decisions affecting suburbs should be based on sound information about their historical significance using characterisation studies, as part of the preparation of the Local Development Core Strategy.

4.0 HISTORICAL DEVELOPMENT OF THE RAIKES AREA

4.1. Location and brief description

Raikes occupies an area east of the town centre and immediately west of Stanley Park. The boundaries are Leamington Road and Newton Drive (north), Beech Avenue as far as Breck Road (east), Newcastle Avenue, Palatine Road and the Blackpool and Fylde College Campus and neighbouring streets, (south) and Park Road as far as (but not including) Blenheim Avenue (west). Raikes begins approximately 0.3 miles west of the town centre and covers an area of around 50 hectares. The NGR centred on the middle of the study area is SD317359. Fig. 1 shows the study area.

Raikes is situated on gently undulating terrain, at a height of less than 20 metres above sea level. The land generally rises from the west to a high point approximately in the mid-sections of Hornby and Palatine Roads, before falling towards Whitegate Drive and continuing to fall more gently towards Stanley Park. The underlying geology consists of Permo-Triassic sandstones masked by drift deposits of Aeolian-deposited sand and alluvium. The soil was described in 1838 as being composed of fine sand and gravel (Lancashire Historic Towns Survey, p. 10).

4.2 Historic Development: Context

4.2.1 An overview of the development of Blackpool

Modern Blackpool developed from the medieval manorial holdings of Bispham, to the north, Layton, to the south, and Marton and Carleton to the east, with each being further divided into townships. A settlement pattern of small nucleations in the manors probably changed little from the medieval period to the 18th century. The reclamation of mosslands, on which Blackpool is built, began in the 16th century. Following the reclamation enclosure of the land for farming led to the development of a small farming community with larger farmsteads including Foxhall and Raikes Hall; farming was supplemented by fishing. A few 18th and early 19th-century cottages and farmhouses are almost all that survive of Blackpool before about 1850.

In the early 18th century the manorial land was owned by Alexander Rigby, but as a result of debt the land was dispersed of under an Act of Parliament in 1715 and again in 1731. The result of this was that most of the land surrounding Blackpool was freehold and held in small estates, allowing its development to be piecemeal and unplanned. By the late 1780s there were about 50 houses on the seafront and the population, excluding visitors, in the early 1820s was about 750. The steady growth over the following 50 years was focused along the one mile stretch of coastline, as demand grew from increasing visitor numbers attracted by Blackpool's seaside location. One of the earliest references to Blackpool as a visitor attraction was made by Bishop Pococke in the early 1750s, who recorded that accommodation was available for those who came to bathe. The resort developed initially with middle

class interest, but the early 19th century people on lower incomes were making the journey from Lancashire and Yorkshire textile towns; by the 1830s there were more than a thousand visitors a year. However, unlike Fleetwood and Lytham, Blackpool was not planned as a seaside resort. Expansion and improvement in the early 19th-century was hampered by its remoteness and its layout was constrained by patterns of landholding. The 1838 Tithe map shows that the mile-long stretch of houses on the seafront had evolved into a double row of buildings, with inland development to the south. Between 1841 and 1851 the housing stock grew by 83%, and a number of new streets were laid out in a grid behind the seafront, but this expansion was not governed by planning principles; the priority for new development was to be as close to the foreshore as possible. Between 1841 and 1861 the resident population had risen from 1,378 to 3,506, and although this was still less than at rapidly developing Fleetwood, by the middle of the 19th century Blackpool was considered a significant resort and in 1842 was described as 'the Brighton of Lancashire' (Redding & Taylor, 1842).

The period of greatest 19th century development was the 1860s, with the fields to the east of the established centre being built upon. The Preston and Wyre railway opened a single line to Blackpool in 1846, with the Blackpool and Lytham railway adding to passenger numbers in 1862; the coming of the railway is seen by many as the start of an era of rapid expansion with the construction of respectable accommodation and public buildings. The first attraction of Blackpool was its sandy beach and the possibilities for sea bathing. By the end of the 1860s there were two piers (North and Central), and the construction of a new promenade was begun in 1868; the latter was both a tourist attraction and part of the town's sea defences. Building development, untrammelled by dominant landowners or effective local government, was initially undertaken piecemeal in small freehold units. New blocks of lodging houses, first established in the 1840s, were built in the 1870s on the fringes of the built up area, surrounded by terraced houses for artisans employed in tourism or the railway industry. The housing needs of Blackpool workers were met by brick-built terraced housing to the east of the town centre; however, the number of bedrooms in individual houses was maximised so that housing intended for domestic use could be adapted to offer holiday accommodation. Hotels of the period included the Imperial (1867) at North Shore, an area developed as an enclave for middle-class residents and visitors.

By the 1870s, the population was around 7,000 and visitor numbers were estimated at more than one million, as the decade saw the first large-scale visitor attractions promoted by entertainment companies, with large-scale theatrical presentations heralding modern show business. The first purpose-built theatre was the Theatre Royal (1868), followed by pleasure gardens at Raikes Hall estate in 1872 and from 1878 by the Winter Gardens. The 1870s boom was supported and promoted by the Corporation. Provision for visitors included increasing numbers of 'company houses', respectable boarding houses aimed at working-class visitors. The promenade was lit

by electricity from 1879, an early example of urban electric street-lighting, the famous electric tramway was opened in 1885, and by the end of the century many amenities were controlled by the Corporation, formed in 1876. The latest technological advances were swiftly adopted, promoting a high profile for the town and helping to create a new kind of mass holiday-making.

Blackpool became the resort with the greatest number of attractions in Europe, crowned in the 1890s by the opening of the Tower in 1894 when in six years, in addition to the Tower, investors in commercial entertainment constructed the Grand Theatre, Empress Ballroom, gigantic wheel, the Alhambra (1899), and a third Pier (1893), soon followed by the Pleasure Beach. The promenade was extended in 1895 to the north of the town centre and expanded in 1902 and 1905, extending the sea front 100 feet beyond the high tide mark.

The population in 1901 was 47, 348, although Blackpool had absorbed surrounding settlements such as Layton and South Shore. Tourist numbers rose to four million in 1914, while the resident population had risen to almost 60,000; between 1911 and 1939 the town more than doubled in size. In 1912 the Corporation inaugurated the Illuminations which extended the autumn season. The prosperity and draw of the coast ensured expansion through the inter-war years, and in response to booming populations of both residents and visitors, inland suburban areas and in North Shore were earmarked for extensive development in the 1920s and '30s with avenues of detached and semi-detached houses. Between 1925 and 1935 around 12,500 houses were built, and were popular with the middle classes and with retired people, who constituted for a significant proportion of the population increase.

There were few large scale developments after the Second World War. Tourist facilities continued to grow; for example by 1936 there were 15 cinemas, including the Odeon on Dickson Road which catered for 1,800 and was then the largest Odeon ever built. The growth of the Pleasure Beach also quickly became a forerunner to the giant themed amusement parks of the later 20th-century. The population of the town peaked at 153,183 in 1961. Ambitious plans to redevelop the centre stuttered to a halt in the early 1970s but later developments including the Hounds Hill shopping centre provide for both residents and visitors. The late 20th century availability of low cost package holidays to the Mediterranean affected demand for family holidays in the resort and few new hotels such as the Hilton were built. However, continuing demand for budget accommodation has ensured that many purpose-built boarding houses have remained in use.

4.2.2 The development of the Raikes area up to c.1900

Yates's map of 1786 (Fig. 2) gives an overview of the Raikes area in the late 18th-century. It shows the routes later known as Church Street running east-west (outside the study area) and Whitegate Drive running north-south, with Raikes Hall in the angle of the two routes. A smaller building immediately to the east of the junction is

almost certainly the inn known as the Number 3, or the Old Number 3, and Didsbury Hotel. Raikes Hall was one of the largest buildings in an area which was otherwise mainly open fields.



Fig. 2 : Detail of Yates map of Lancashire, 1786
(<http://www.lancashire.gov.uk/environment/oldmap/index.asp>)

Little seems to have changed by the time of the survey for Greenwood's map of 1818. The Tithe map of 1838 (Fig. 3) is more detailed and shows Church Street and Newton Drive with a few scattered houses, Whitegate Drive, which was wholly undeveloped, and a narrow route called Bonny Lane to the south of and almost parallel to Church Street running across the fields. The most prominent buildings are still Raikes Hall, set in its own landscaped grounds in the angle of Church Street and Whitegate Drive, and the building on the east side of the junction, identifiable as the Number 3 Inn, described as the 'Old Number 3' on Harding's 1877 street map.

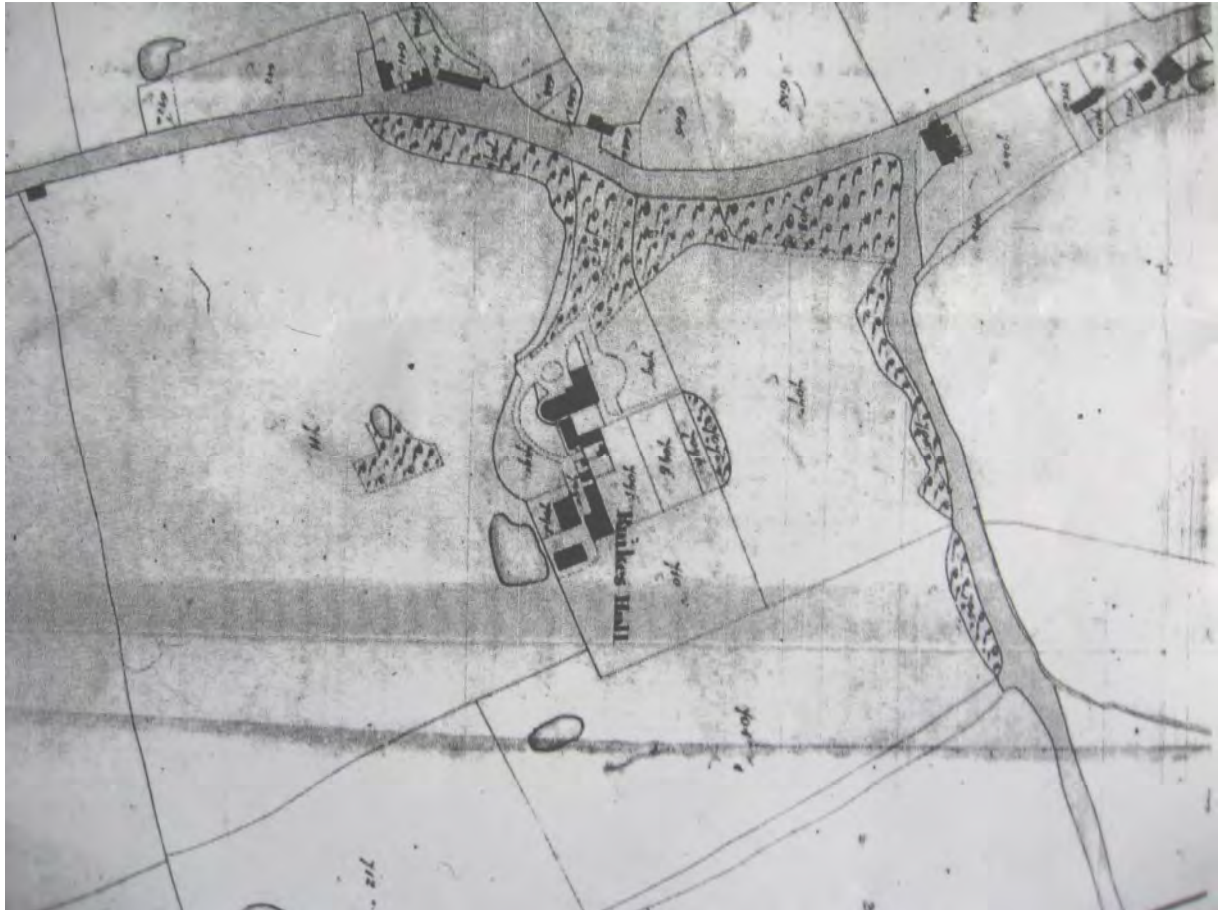


Fig.3: 1838 Tithe map (detail) showing Raikes Hall and Whitegate Drive to the east

Little additional development had taken place by the time the 1847 OS map was surveyed, except that a drive running north-west from Raikes Hall to Church Street appears. It must have been laid out after 1838 possibly for ease of access to the growing centre and to the church.



Fig. 4: Raikes Hall

Raikes Hall (Fig. 4) was probably built in 1760 but it may have been altered later in the 18th century, and was extended to the north in the late 19th century. The Victoria County History of Lancashire recounts a tradition that it was built by a Mr Butcher of Blackpool who 'suddenly sprang into consequence from comparative poverty'. The villa had a group of associated buildings, probably stables, coach house and so on. The immediate setting appears to have included an apron and possibly a ha-ha in front of the house, and grounds planted with undulating perimeter tree belts to give privacy and the qualities of aspect and prospect typical of late 18th and early 19th-century informality in landscape design. The house and grounds were bought by the Raikes Hall Park, Gardens and Aquarium Company which laid out pleasure gardens from 1871. By this time the town centre had expanded but there was still little development in the immediate area. The complex became one of the town's earliest large-scale attractions. Like the Winter Gardens, which were inaugurated soon after, part of the rationale was provision of indoor entertainment for inclement days. The house was greatly extended, and a theatre built. Harding's 1877 map (Fig. 9) shows a large lake, a theatre and ornamental grounds. Formal entrances were provided at important road junctions with the main entrance at the top of Raikes Parade and secondary entrances on Hornby Road and Raikes Road (now Church Street).



Fig 5: entrance to Raikes Hall Park from Hornby Road (image courtesy of www.blackpoolcircusschool.co.uk)

By 1893 there was an Indian Lounge, ballroom, skating rink, race course, fountains, monkey house and other attractions.

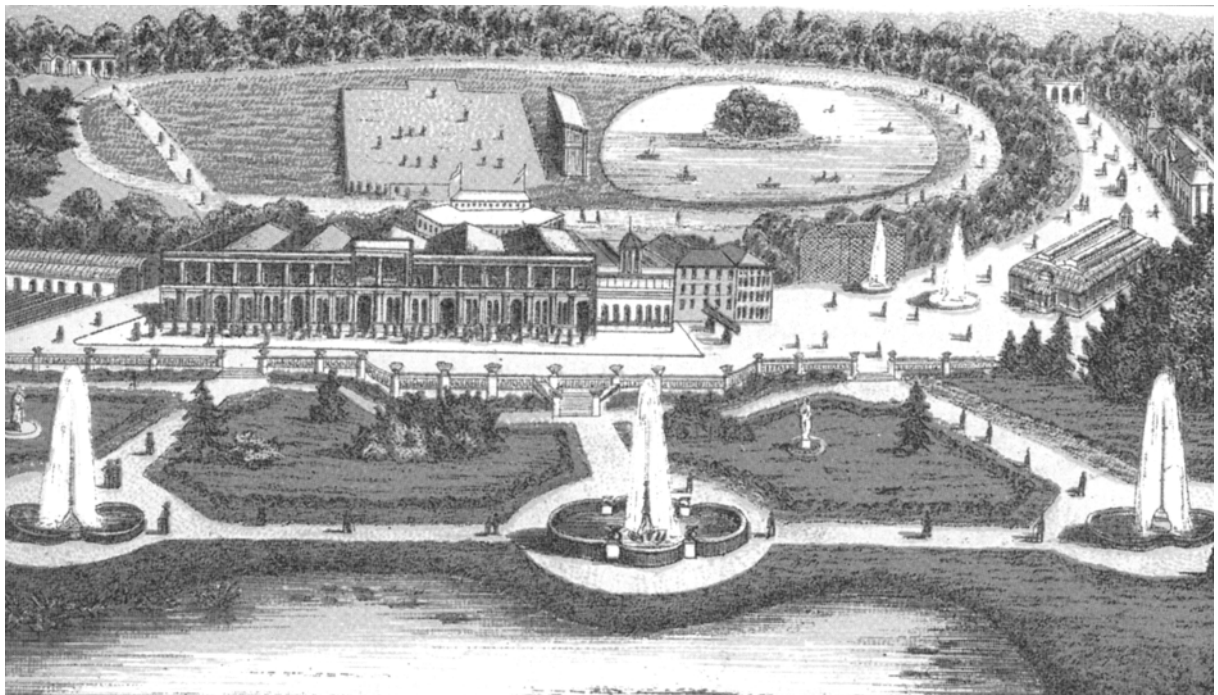


Fig. 6: Late 19th century view of Raikes pleasure grounds, looking west (from A New Album of Blackpool and St Anne's Views, n.d., c. 1890)



Fig.7: Detail from 1893 OS map showing Raikes Hall gardens (Blackpool Library)

The Number 3 Inn (Fig. 8), later also called the Didsbury Hotel, is probably identifiable with a building suggested on the Yates map (1786). It seems to have originated as a coaching inn used as a carriers' drop-off point which is mentioned in W. Hutton's *A Description of Blackpool in 1788*. These points are thought to have been strung out along the main road at convenient points for picking up and dropping off, but the position of the Numbers 1 and 2 is not known (Ted Lightbown, pers. comm.); the Number 4 was located in of Newton Drive at the south end of Layton village.



Fig. 8: The Number 3 Inn

Raikes Parade (then called Raikes Hall Parade) had also been laid out by 1877. It defined the western boundary of the pleasure gardens, and Park Road, parallel and to the west is also shown. Hornby Road, which defined the southern boundary of Raikes Gardens, had also been laid out by 1877 (Fig. 9). It formed part of the estate of Enoch Read, which also covered Read's Avenue and Palatine Road West as far as Central Avenue to the west (outside the study area). Read bought 48 acres of land belonging to Bonny's Farm in 1870. He died in 1875, but there had been almost no development of the street within the study area at that time and Palatine Road and Read's Avenue had yet to be laid out.



Fig. 9: Detail from Harding's 1877 street plan (Blackpool Library)

Another parcel of land between Whitegate Drive and Beech Avenue which had been part of the Clifton estate was bought by the Worthington family in the 1880s but this too remained undeveloped until after 1900. Thus, at the end of the 19th century little had been built or developed to the east of the Raikes Hall grounds. One exception is the Belle Vue Gardens, shown on the 1877 map (Fig. 9). By 1893 there were pleasure gardens and a dancing area. This seems to have been a small venture associated with the Belle Vue Hotel on Whitegate Drive which had opened in 1862 as the Albert Hotel. The name may have been altered to evoke the immensely popular Belle Vue pleasure grounds in Manchester, which had developed from 1820. The gardens occupied a subtriangular area defined by field boundaries, now reflected in the line of Mere Drive and Newcastle Avenue.

4.2.3 The development of the Raikes area after 1900

Raikes Hall and the Gardens (later also called the Royal Palace Gardens) were sold between 1896 and 1901. Development followed swiftly and can be traced on the 1912 OS map (surveyed 1910-11). Raikes Hall was retained but the ancillary buildings and pleasure grounds were completely cleared away and the lake filled in. Part of one structure, an entrance screen, survives; this was at the north-west entrance and is shown in a late 19th-century view (Fig. 10). It was given to Fleetwood Memorial

Gardens in 1926, when it was reconfigured; it currently forms an entrance to the park there (Fig. 11).



Fig. 10: Entrance screen to Raikes Hall pleasure gardens in a late 19th century view (Ted Lightbown, *Blackpool A Pictorial History* (1994))



Fig. 11: Part of the screen from Raikes Hall pleasure gardens at Fleetwood Memorial Park.

By 1912, Leamington Road had been laid out (but not built up) approximately parallel to Raikes Road (now Church Street), and the carve-up of the south-east part of the grounds had started with Liverpool Road (north-south) and Leeds Road (east-west), both shown partly built-up on the 1912 OS map. The Grammar School (now a Salvation Army centre) had been built in the north-west corner of the area.



Fig.12: Part of the 1912 OS (JRULM)

The 1912 OS map (Fig. 12) shows that Read's Avenue and Palatine Road had been laid out and were already been partially built up, while Hornby Road, especially on the south side, was also being populated with houses. The development of the Read's estate was supervised by trustees who controlled the quality of developments to protect the value of the area (Walton, 1974, p.55).

Whitegate Drive was largely built up by 1912, with just one or two gap sites.



Fig. 13: Whitegate Drive looking north from Bryan Road junction in c.1910
(Image courtesy of <http://www.rossallbeach.co.uk>)

The block of streets in the north-east tip of the area of former Clifton lands between Bryan Road and Forest Gate had been laid out and substantially built up by 1912. The Belle Vue pleasure grounds had been built over, the line of Newcastle Avenue following the original boundaries. Development had started in the block of land between Beech Avenue and Olive Grove, Mere Road, and the area between the west end of Mere Road and Hornby Road East (later Forest Gate). The streets had been laid out but were only partially built up. The houses shown towards the west end of Mere Road are large semi-detached houses with generous gardens.



Fig. 14: Typical inter-war housing on Lincoln Road.

By the time of the survey of the 1932 OS map (surveyed 1930-31) almost the whole of the Raikes area had been laid out and developed, assuming the general character it enjoys at present. St Kentigern's R.C Church had been built, and the Friends' Meeting House followed shortly after the map survey had been completed. On the Raikes Hall site itself a large bowling green had by then been laid out, on the site of the Indian Lounge. Lincoln, Longton and Leicester Roads were laid out parallel to Raikes Parade and were largely built up. By this time almost the whole of Mere Road was built up, and a principal entrance to Stanley Park (commissioned in 1921) was aligned with it. The underlying street pattern here, which had been determined by field boundaries evident shown on the 1838 Tithe map, was used by Thomas Mawson to develop his design of the park, in particular in the siting of a principal entrance and the axial route which leads from it.



Fig.15: Detail of the 1932 OS map (Blackpool Library)

The area south of Palatine Road is an exception. Palatine School is dated 1912, and the gap site between it and Palatine Road had probably already been reserved as the site for the Technical School (later Blackpool & Fylde College) which was built in 1936-8.

5.0 RAIKES: CHARACTERISATION ASSESSMENT

5.1 Character and appearance

The character of the areas was assessed during field work and the principal characteristics recorded set out in sections below.

The area is divided into three principal character areas. The first, on the western edge, covers Park Road, Raikes Parade and the western ends of the principal east-west streets. Second is the central area between Raikes Parade and Whitegate Drive. Last is the area between Whitegate Drive and Stanley Park, bounded by Newton Drive to the north. Three subdivisions within these blocks have been identified for their special character. They are the important area of open space between Church Street and the northern end of Raikes Parade, the area around Raikes Hall and its bowling green, and the Blackpool & Fylde College campus on Palatine Road.

5.1.1 Western edge

The western side of Raikes is characterised by a mixture of residential properties, blocks of flats, places of worship and a few buildings in institutional, office or holiday-let and boarding house uses. This area is closest to the centre of town, the mix of building-uses reflecting this with some properties used as boarding houses, and with the places of worship built to serve the residential areas to the east while still being fairly accessible from the centre. Residential properties in this area are less coherent as a group, and have generally suffered more alteration than those of the other areas, however they are broadly comparable in terms of date and materials. Later 20th-century buildings include a number of small blocks of flats, the Blackpool & Fylde College Park Road building and the St John's Ambulance centre on Raikes Parade. One area of particular distinction is the open space in front of the Grade II listed former Grammar School (now the Salvation Army Centre), which appears as open land on historic maps and formed a setting for the main entrance to the Raikes Pleasure Gardens.

The precincts of Blackpool & Fylde College form another subdivision. The College has local list potential with great presence on Palatine Road. The ancillary buildings behind it to the south are part of the group, and another educational building, the Palatine School, lies to the south again, though the area in front of the school was being redeveloped at the time of the survey. The buildings were erected on a patch of undeveloped land which probably originally formed part of a parcel of land acquired by Enoch Read from Bonny's Farm. Further research would probably establish when and how the Corporation reserved land for the Palatine School and College.

5.1.2 Central area

The second character area, the central area between Raikes Parade and Whitegate Drive is more homogenous. It is largely residential with houses and terraces mainly of early 20th-century date which utilise a similar repertoire of building materials. A

hierarchy can be detected, with long terraces of less elaborate properties on Palatine Road, Hornby Road, Read's Avenue, Leeds Road and Liverpool Road, and a higher proportion of larger and more elaborate buildings including many semi-detached houses on Leamington, Lincoln, Leicester and Longton Roads. Whitegate Drive can be considered as a subdivision of the area. It is a principal north-south route originating in a road shown on the Yates map, with shops, banks, a former garage and some pubs which are largely for residents rather than visitors. Another sub-area is Raikes Hall and its large bowling green. The Grade II listed Raikes Hall (now a pub), is one of the oldest buildings in Raikes and possibly the oldest in Blackpool centre. Although the attached bowling green is not a public open space, it contributes positively to the area around Raikes Hall and along Liverpool and Leeds Roads.

5.1.3 Eastern area

The last character area, between Whitegate Drive and Stanley Park is also residential. It is formed from two principal historic areas; the southern of these was formerly part of the Belle Vue pleasure gardens in the Newcastle Avenue area where there are long terraces of similar design. Mere Road, which follows the former northern boundary of Belle Vue Gardens, is characterised by the presence of larger houses, some of which depart from the formulaic designs which are common in most of the rest of the area. They include several probably designed by architects, which enjoy large gardens. The east end of Mere Road is within the boundary of the Stanley Park conservation area.



Fig 16: View east along Mere Road from Stanley Park

The area north of Mere Road and east of Whitegate Drive includes the west side of Beech Road, Forest Gate, Bryan Road (including the 'tree streets' to the south) and the south side of Newton Drive. It was part of the Clifton estate, bought and developed by the Worthington family. The distinction is reflected in the street names, where names of trees and rural features (forest, mere, etc.) conjure up a desirable rural ambience in contrast to the more prosaic street-names of northern towns predominating in the central area. The line of Mere Avenue and part of Newcastle Avenue originated in a field boundary shown on the Tithe map which later defined the north side of the Belle Vue Pleasure Grounds and ultimately determined aspects of the layout of Stanley Park. Newton Drive, which becomes Church Street, is an historic route into Blackpool from the east with an irregular curving line in contrast to the planned streets to its south. It is notable for the 1930s St Kentigern's RC Church on the crest of the hill and for the Number 3 pub at the junction with Whitegate Drive, the latter one of the oldest buildings in Raikes and in central Blackpool; the site of its former bowling green is now a surface car park.

5.2 Spatial attributes, views and open spaces

5.2.1 Spatial character

The spatial character of the area is derived from a combination of the underlying topography, the pattern of superimposed development, the articulation of open spaces and the nature of through routes. Raikes was developed for suburban housing at a medium density; houses are either semi-detached or in large terraces, mostly with front gardens. The latter are important to the sense of space on streets, with boundary walls marking separation between private and public spaces.

In contrast to suburbs in many towns, most back gardens are very small and often no more than yards reached off tight back lanes. The spatial character of private domestic areas to the rear of frontages is generally high density, although on the higher status roads such as Mere Road and parts of Hornby Road, houses have large back gardens. Main streets are often served by rear lanes. These have been gated in some areas, but a long rear lane which runs east from Lincoln Road to Whitegate Drive is unrestricted and used as a thoroughfare and for access to rows of garages and parking spaces at the rear of the properties, where boundaries have been modified to improve parking (Fig. 17). In other areas where vehicular access is not as easy, rear boundaries are generally better preserved and still define rear alleys, for example north of Bryan Road.



Fig.17: Narrow rear lane between Lincoln Road and Whitegate Drive

5.2.2 Open spaces

There are few public open spaces within the area. Relief from the dense urban grain on the south side of Church Street is provided by the space in front of the former Grammar School off Church Street and by Devonshire Square; both provide gateways into Raikes and are historically important spaces. The space at the junction of Mere Road and Whitegate Drive is less well-defined and now dominated by traffic management fixtures and offers little amenity value.

The triangular space of Devonshire Square was the result of the road being realigned after Raikes Hall Gardens closed in the early 1900s and the tram was laid along Whitegate Drive from Church Street on a gentle curve, cutting off the south-west area. The junction has historic origins and is marked by the historic Number 3 pub. The triangular traffic island was occupied by a traditional tram shelter until the mid 20th century; this was replaced by the existing flat-roofed WCs which are disused and now an eyesore. The space is framed by attractive buildings on the south side but is now dominated by traffic management.

The roughly rectangular open space between Church Road and the north end of Raikes Parade (Fig. 18) appears on historic mapping and probably remained initially

undeveloped to provide views of the principal entrance to the Raikes pleasure grounds and later in order to protect the setting of the former Grammar School (listed Grade II), a highly prestigious building. The space is affected by highways and traffic management but still forms an important setting to historic buildings, including the locally listed former Methodist Church with a landmark spire, answered by the turret of the Grammar School.



Fig. 18: The former Grammar School seen across the open space, with Raikes Parade, right.

Both buildings help to create a sense of place, while the houses lining Raikes Parade provide enclosure to the south. The area acts as a gateway to Leamington Road and the rest of Raikes, with views towards the Grade II listed Synagogue and is also a valuable visual asset in the views along Church Street, just outside the study area.

Spaces adjacent to pubs are significant: the bowling green at Raikes Hall is the most important and intact of these, and although screened by a high wall the sense of open space is preserved (Fig. 19). The visual qualities of the spaces around Raikes Hall are distinctive; the building is set back behind the 20th century building line, expressing its historic origins. The former bowling greens or gardens at the Raikes Hall and Belle Vue (the latter now used as a car park) have less amenity value but are historically important.



Fig. 19: Bowling green behind Raikes Hall

2.3 Views

The linear street layout provides long views along the principal east-west streets; Leamington Road, Hornby Road, Palatine Road, Read's Avenue, Forest Gate and Mere Road. There are views of the town centre with glimpses of Blackpool Tower from higher ground, and also framed views in both directions along terraces (Fig. 20)

Views are much more restricted in the shorter north-south streets, though Lincoln Road enjoys glimpses of the Grade II listed synagogue from the north end.



Fig. 20: Long framed views along Palatine Road



Fig. 21: Looking north along Raikes Parade with views of the former Methodist Church spire and Grammar School turret

The hilly topography offers good views to the west into the centre of town and of Blackpool Tower. The linear pattern of most streets allows for long views through the area, the most interesting views punctuated by larger scale buildings such as places of worship or by landmarks such as the Tower or the Stanley Park entrance. Building frontages frame views and enclose the public realm where built up to the back of the footway; along Whitegate Drive views are framed by parades of shops.



Fig. 22 : View into Stanley Park from Mere Road

5.3 Historic and current uses

The principal historic uses for the buildings in Raikes are residential, in the form of terraces, semi-detached and detached houses. There are also several blocks of flats mainly of late 20th-century date, including Kingsley Court on Park Road which is of interwar date. A number of boarding houses, some probably purpose-built, can be found on the west side of the area nearest the centre. An important aspect of the western side is the concentration of places of worship. A Friends' Meeting House, Methodist Church and Reform Synagogue on Raikes Parade are all still in use, though an independent church has taken over the Methodist church. Nearby on Leamington Road the Synagogue is also still in use. On Newton Drive, St Kentigern's RC Church and school are prominent on the south side of the road. Education buildings are also important, with the former Grammar School, the buildings of

Blackpool & Fylde College, the Palatine School and the All Saints Sunday School and Parochial Hall on Park Road all lying within the area.



Fig. 23: All Saints Sunday School and Parochial Hall, Park Road.

The only shopping street is Whitegate Drive, where there is a range of shops, cafés, pubs and banks. Apart from this the character of the homogeneously residential, particularly on streets around Leamington Road and east of Whitegate Drive, with an almost complete absence of community buildings or pubs and shops. Indeed, with the exception of Raikes Hall and the Number 3 Inn, both in existence before the area was developed, and a private club on Hornby Road, pubs are absent, and there are very few shops away from Whitegate Drive. A convenience store on Palatine Road is one exception.



Fig. 24: Blackpool& Fylde College, Park Road building.

There has been little post-war development in the area; this has mostly taken the form of blocks of infill flats and a small number of individual houses. The exceptions are the Blackpool & Fylde College Park Road building (Fig. 24) and the St John's Ambulance centre. There are few original industrial or works buildings surviving in the area apart from a workshop associated with the Bellevue Garage on Whitegate Drive, a workshop off Olive Grove and a possible stable block to the rear of Read's Avenue.

The architectural character of the existing buildings is described in the following section.

5.4 Materials and construction

5.4.1 Principal elements and roofing

The majority of buildings within Raikes are constructed of local red brick. Brick-making was an important local industry, and clay pits are shown on late 19th-century maps of Blackpool, to the east of the growing town. By 1891 there were four brickworks in the town, including one only a few hundred yards north of Raikes Hall. The brick is usually red but some yellow brick is also found, and in the case of

houses, the largest building category, a range of dressings and decorative materials was also used. Terracotta, usually red but sometimes buff or yellow occurs, as does sandstone. Rendered or pebble-dashed finishes are widespread, often in conjunction with decorative timbering. Roof materials are mixed, with blue slate and red tiles both enjoying widespread use. The former Methodist church and Sunday school is a good example of brickwork with contrasting dressings (Fig. 25).



Fig. 25: Polychromatic treatment: Methodist church, Raikes Parade

The use of timbering, render and brickwork is particularly striking at No. 214 Hornby Road (Fig. 26) where the palette is continued in the red of the roof tiles.



Fig. 26: No. 214 Hornby Road

Terracotta is employed to good effect in many places and there are good examples of houses with distinctive terracotta bow windows, for example on Forest Gate, Leamington Road and Raikes Parade (Fig. 27).



Fig. 27: Nos. 42-44 Raikes Parade: terracotta detailing.

A small number of buildings are faced with stone. Examples include Nos. 108-128 on Palatine Road and Nos. 22-24 Park Road (Fig. 28), the latter amongst the earlier houses in the area, built in 1878.



Fig. 28: Stone-fronted houses on Park Road

Many of the more elaborate houses have bay windows of stone, often painted. A particularly ornate example, with liberal stone dressings as well, is No. 135 Hornby Road (Fig. 29).



Fig. 29: No. 136 Hornby Road: stone bays and dressings

The use of decorative timbering aping Tudor timber-framing is widespread, but often restricted to parts of the upper floor or just the gables, which typically have bargeboards, sometimes plain, sometimes carved (Fig. 30).



Fig. 30: Typical timbered gables with plain bargeboards, Mere Road.

5.4.2 Doors, windows and decorative ironwork

Almost all of the housing in Raikes (except that of the late 20th -century) has bay windows. Exceptions include the terraces on Newcastle Avenue and Belle Vue Place, expressing the lower social status of this housing. Smaller and cheaper properties might only have one single-storey bay; larger properties often feature full height bays. They are usually canted or bowed, and are very often of stone. Corner properties often have prominent bay or bow windows, for example on Mere Road, orientated towards the park.



Fig. 31: Bay windows and stone dressings: Palatine Road

Other windows frequently have stone lintels and sills, and although the majority are straightforward rectangular openings, a variety of other treatments occur. These include circular or porthole windows with leaded and coloured glass (Fig. 32), popular in the interwar years, pedimented windows, oriels and even Venetian windows (Fig. 33).



Fig. 32: Porthole window with pictorial leaded glass on Beech Avenue



Fig. 33: A Venetian-style window on Read's Avenue

The survival of joinery from the interwar period is patchy, but almost all of the residential streets include some houses with original sash windows, and quite a number keep original glass, though this is sometimes altered in character by the use of secondary glazing. The quality generally reflects social status. Most surviving glass is brilliant cut and rolled glass with decorative panels of Art Deco or Art Nouveau derivation, frequently in the form of floral motifs. A few examples of landscape scenes and even figures (No. 134 Read Avenue) survive as well.



Fig. 34: Modest example of intact joinery with sash, door with overlight at Elm Avenue, early 1900s



Fig. 35: Interwar bay windows, Lincoln Road

Treatment of door openings varies according to date and social status. Earlier houses in the area have stone lintels, some treated decoratively. Particularly elaborate examples include No. 135 Hornby Road (Fig. 36). Some of the standard designs for interwar semis and terraces include arched entrances, often with a little terracotta elaboration, with recessed doors, often modified with insertion of storm porches. A relatively small number of original timber doors survive. They include double panelled doors, those with panels with decorative glass and sometimes sidelights and overlights.



Fig. 36: Elaborate stone doorway and bays, No. 135 Hornby Road



Fig. 37: Door canopy, No. 84 Park Road

Timber door-canopies also occur, for example No. 84 Park Road (Fig. 37). Examples of these can be seen in various locations giving variety and texture to the elevations.

5.4.3 Shop fronts and fascias

Shops are concentrated along Whitegate Drive where parades were built in the early 1900s. These would have been designed uniformly with matching shop fronts. Original shop fronts and glazing are now a rarity, No 43 is an excellent example retaining recessed doorways, curved glass and leaded transom lights (Fig. 38).



Fig. 38: Rare example of an early 20th century shopfront, No. 43 Whitegate Drive

Most shopfronts are modern with deep fascias and strident signage, which has eroded the unity of the parades of shops.

Other commercial premises include professional offices and banks; some of these retain little-altered frontages. Corner sites were usually chosen for banks and post offices, which are characterised by more expensive finishes and features, often using stone; these have been less altered.



Fig. 39: Former bank at junction of Leamington Road and Whitegate Drive



Fig. 40: Little altered offices built c.1900 at the east end of Read's Avenue

5.4.4 Signs and details

Many of the streets in Raikes have distinctive cast iron street-name signs, with individual letter tiles within a decorative frame (Fig.41). Others have panels with the whole name. These were probably introduced during a street-renaming programme in the 1920s and are an attractive addition to the street scene, compared with the plain design of modern street name signs.



Fig. 41: Early 20th-century street name signage, tiled letters in cast-iron frame



Fig. 42: Late 20th century street signage

Other architectural details include ironwork, used as cresting to bay windows, occasionally for decorative balconies and more rarely as railings on low front boundary walls (see *Boundaries*, below).



Fig. 43: Ironwork balconies and bay cresting (left) on Hornby Road

5.4.5 Boundaries

Front boundary walls are an integral part of the street scene in all the residential streets in Raikes and are important to the linear horizontal qualities of views and coherence of property lines and frontages. Most of the houses have relatively narrow front gardens, though there is variation, and some semi-detached houses are enclosed by walls on all three sides, for example Nos. 29-31 Leicester Road (Fig. 44).



Fig. 44: Boundary walls, piers and gatepiers, Nos. 29-31 Leicester Road

Walls are often of red brick and copings of terracotta are common, stone is used more rarely. Gatepiers may be of brick or stone and standard designs are used on some terraces, for example those of Leeds Road. Larger houses may include inscriptions with the name of the house on the gatepiers. While most of these walls survive they are sometimes rebuilt or augmented by modern blockwork or railings.



Fig. 45: Intact decorative brick boundary walls and gatepiers with terracotta details, Longton Road.

In a few places the boundaries incorporate trees, especially on Raikes Parade. It seems likely that they represent hedging trees which have become overgrown, but nevertheless they contribute welcome green accents where they occur. Examples include Nos. 8-10 Raikes Parade (Fig. 46) and trees in front of the modern flats known as Raikes Mews.



Fig. 46: Nos. 8-10 Raikes Parade with trees in the front gardens

Boundary walls have been removed in some cases, although this is still relatively unusual across the area, and occurs more frequently towards the west side, where gardens have been paved over for car parking, especially in areas where there is particular pressure on parking (Fig. 47). This erodes the unity of street frontages, results in a loss of greenery and also increases run-off; for the latter reason frontage parking is now subject to more planning control. Rear property boundaries are also sometimes modified for the same reason, although having less impact on the character of the area.



Fig. 47: Parking on frontages, Raikes Parade.

5.4.6 Roads and footways

Principal carriageways are tarmac. There is a hierarchy in the street pattern with Whitegate Drive, Newton Drive and Park Road being the main through routes and defined as secondary distributor routes in the Local Plan. Beech Lane, Hornby and Palatine Roads and Forest Gate are also important routes carrying more traffic than residential side roads. These through roads are characterised by a higher level of infrastructure for highways management such as guard rails, traffic lights, signage and highways lighting.



Fig. 48: Typical modern floorscape including tactile red paviments to a crossing, Park Road

Rear lanes serving the rear of properties sometimes retain setted surfaces with a central gully, though they have almost all been covered with tarmac. These lanes are generally in good condition, but some are affected by poor maintenance. Galvanised alley gates have been installed on most of the lanes as part of crime prevention initiatives, however some alleys, particularly that stretching between Lincoln Road and Whitegate Drive, are thoroughfares in their own right. This lane is well used to gain access to groups of garages and to the rear of properties where parking areas have often been created (Fig. 49).



Fig. 49: Rear alley and garages between Lincoln Road and Whitegate Drive



Fig. 50: Setted rear alley next to the Number 3 pub



Fig. 51: Varied floorscape on Bryan Road; setts and concrete paving on back lane

Footways to the major streets are usually surfaced with tarmac or concrete paving slabs. There are some areas where natural stone kerbs survive, for example on Raikes Parade and some areas of stone paving for example on Whitley Avenue (Fig. 52), but these are unusual. Paviours and tactile surfacing is used at pedestrian crossings and street corners on the busier junctions, particularly on Read's Avenue, Hornby and Palatine Roads and Whitegate Drive.



Fig. 52: Stone paving partly survives on Whitley Avenue

5.5 Architectural character

The Raikes area incorporates two of the oldest surviving buildings in the centre of Blackpool, Raikes Hall, a late 18th-century villa, and the Number 3 Inn, a late 18th-century inn. The buildings are each good example of differing treatments prevalent in the period. Raikes Hall has an elegant porch supported by columns (Fig.4), while the pedimented portico of the Number 3 (Fig. 8) is somewhat cruder, reflecting the differing status of the buildings.

The principal building type is residential, falling into three broad categories, terraced, semi-detached and detached. The date range is c.1900-c.1938 with a few earlier examples and some post-war buildings, mainly blocks of flats but including a few individual houses. There is a hierarchy in terms of size and the degree of elaboration, but almost all the houses (except a handful of bungalows) are of two storeys. Most houses conform to typical styles of the day, and almost all must have been put up to standard designs by builders. Property advertising pages from the London Evening News in the 1920s and 30s (reproduced in Oliver, Davis & Bentley, *Dunroamin The Suburban Semi and its Enemies*, 1981), show houses of very similar design to those found in the Raikes area (Fig. 53).



Fig. 53: Interwar houses illustrated in the London Evening News.



Fig. 54: Houses on Palatine Road comparable with those at Selsdon Garden Village, above.

There are also houses on Mere Road, Hornby Road and in other locations, which seem to have been designed by architects and exhibit a more original approach.

The more modest terraces of Leeds Road, parts of Palatine, Road, Hornby Road, Read's Avenue and elsewhere are far from being basic housing aimed at the lowest end of the market. All the houses have frontages of some sort and almost all have bay windows. Terraces at the lowest end of the hierarchy (such as those on Newcastle Avenue and Whitley Avenue) lack bays but often still exhibit some decorative treatment (Fig. 55).



Fig. 55: Terrace on Newcastle Avenue. Basic design, but with decorative brick and render detail.

When any degree of elaboration is involved the style adopted is almost universally of Tudor inspiration, with a very few examples of Italianate or eclectic styles. Some of the larger houses on Mere Road are more obviously of Arts and Crafts parentage. For example No. 2a (Fig. 56), where the rendered walls, casement windows, porch detailing, battered walls and semicircular entrance echo motifs which had been promoted by Arts and Crafts architects in the later 19th-century, and popularised during the early 20th-century by architects such as Thomas Mawson who designed Stanley Park and published suggested designs for houses around the park (Fig.57).



Fig. 56: No. 2a Mere Avenue: detail showing treatment of porch, rooflines and windows.

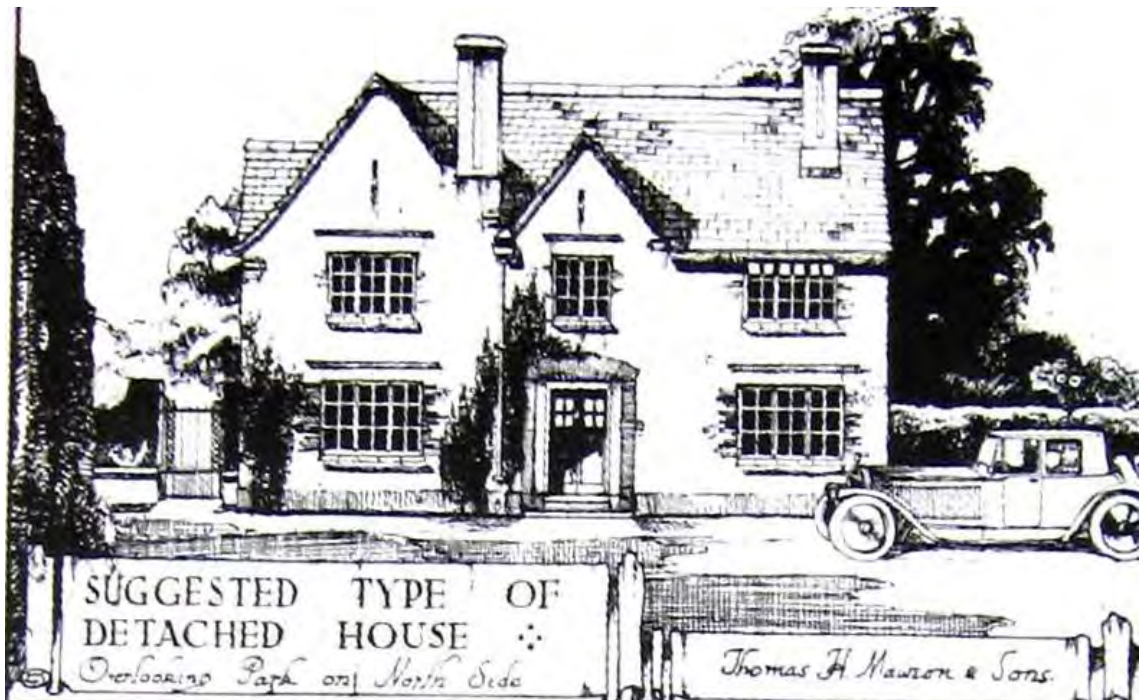


Fig. 57: Suggested design for houses around Stanley Park by Thomas Mawson & Sons



Fig. 58: Interwar house on Mere Road. It is altered, but not dissimilar to the sort of design suggested by Mawson.

Other building types represented include shops, which occur mainly on Whitegate Drive where they are grouped in parades. Some early 20th-century shop fronts survive although these are rare and modern fascias and advertising have eroded the unity of the parades. Remaining buildings of importance, mainly places of worship and education buildings do not form a group, except in terms of function, and are considered separately.



Fig. 59: Whitegate Drive corner shop

The former Methodist Church on Raikes Parade is an example of Gothic Revival architecture which combines the use of Geometrical window tracery and broadly 14th-century form, with polychromatic treatment more common in Continental Gothic design. Although the building is architecturally conservative for the date it is of high architectural quality and more elaborate than the average Methodist church of the period, particularly with regard to the use of a spire.



Fig. 60: Former Methodist Church

The former Methodist Church Sunday school is executed in broadly matching style. All Saints Sunday school on Park Road adopts broadly Gothic forms with Art Deco or late Arts and Crafts accents.

St Kentigern's R.C. church is another good example of Gothic Revival architecture which forms a group with the presbytery and boundary walls. The style is conservative for the 1930s date, and is comparable with another R.C. church by the same architect in Preston (St Teresa, Church Drive, 1930).



Fig. 61. St Kentigern, the presbytery and boundary walls.

The Friends' Meeting House (opened in 1932) is a single-storey building of classical inspiration, while the Reform Synagogue is an unashamed mid 20th-century design with little-altered external appearance.

On Leamington Road, the listed synagogue is the oldest and most architecturally elaborate to survive in Lancashire (Greater Manchester and Merseyside excepted), executed in eclectic style (Fig. 63).



Fig. 62: Reform Synagogue



Fig. 63: Synagogue on Leamington Road

Educational buildings are important in the area, in particular the listed former Grammar School (Fig. 64), a large and impressive structure with a landmark Baroque tower.



Fig. 64: The former Grammar School from the west

The Palatine School is more typical of educational buildings of early 20th-century date, incorporating minimal decoration, again of broadly Baroque derivation. The Blackpool & Fylde College building (Fig. 65) is an example of free classical style popular during the interwar period, especially for educational buildings, treated in an individual manner with strong Art Deco accents.



Fig. 65: Blackpool & Fylde College

5.6 Degree of completeness

The street pattern within Raikes is almost unaltered, retaining the form developed before the Second World War which is based around routes present by the late 18th - century, and by 19th century and later development. A lesser route called Bonny Lane ran approximately on a line between Hornby Road and Read's Avenue, but this did not survive.

The main change to the built environment since the mid 20th-century has been development of a relatively small number of blocks of flats, mainly by the private sector, used as private residences or holiday rental properties. The most recent is The Chimes on Mere Road. The few other late 20th-century buildings include the Conservative Club, the St John's Ambulance centre and the Blackpool & Fylde College Park Road Building. There has also been a great deal of change to the detail of buildings on Whitegate Road, with new shopfronts, partial rebuilding and modern fascias on commercial and retail premises.

At a smaller scale, the principal change has been erosion of detail, with loss of original joinery and windows and replacement doors and windows of varied design; this has spoilt the unity of groups and terraces, but on the whole door and window

openings are unaltered. A modest level of rear extensions and garages has occurred and also the removal of frontage walls, to facilitate parking.



Fig. 66: Unsympathetic alterations and frontage parking: Nos 51-53 Park Road

Public buildings and places of worship exhibit a high degree of completeness and it is notable that all the surviving places of worship remain in use for their original purpose. The only significant loss has been the demolition of the Baptist Church on Forest Gate, with the provision of new smaller place of worship on an adjacent site. The public and educational buildings are also largely complete and in good condition. Two 18th century buildings, the listed Raikes Hall and potential local list building the Number 3 Inn retain exteriors with many original features and are amongst a very small number of buildings of this date and type to survive in the Blackpool area.

5.7 Archaeological potential

Historic maps suggest that the area was open land in cultivation prior to late 18th-century development, and no earlier settlement has been recorded. The current state of knowledge suggests that there is low archaeological potential, but for individual sites advice should be sought from the County Archaeologist.

6.0 SIGNIFICANCE

6.1 Assessing significance

The relative significance of buildings in the study area has been assessed using a variation of the assessment criteria developed and used in the AHP characterisation assessment of The Welsh Streets, Liverpool in 2007. The key issues that contribute to heritage significance are the historic context and the architectural merit of the buildings. The following factors have been taken into account:

- Buildings surviving from the earliest phases of development (prior to 20th century) and as part of the early 20th suburban development, and surviving in anything like their original form;
- Intrinsic architectural or historic merit, including association with significant event or individual;
- Relationship with other groups of significant buildings or landscapes, which have a designated merit, eg. conservation areas;
- The relationship between otherwise unremarkable buildings and the wider urban landscape, to create townscape of value in the context of the wider area.

These attributes in some cases overlap. They have been used to determine significance values of buildings and groups of buildings or spaces, according to the following five categories of significance.

- **Protected:** buildings, features or spaces that are protected by way of listing, scheduling or being within a conservation area or registered park. There are three listed buildings in the area. Stanley Park is a registered historic park and designated as a conservation area, and a few buildings on Mere Road fall within the boundary of the latter. Although largely outside the Raikes area, the park is important in views from the Mere Road environs.
- **Local List Potential:** buildings, features or spaces of clear local interest. Although not candidates for listing, they make a positive contribution to the street scene and should be retained unless it can be demonstrated that redevelopment would be of greater benefit to the character of setting of adjoining buildings and spaces or that there are overriding social or economic factors.
- **Positive value:** buildings, features or spaces of clear local interest, but of lesser quality than Local List buildings, or altered superficially. They make a positive contribution to the street scene and should be retained as part of future regeneration, if practicable.
- **Neutral:** buildings, features or spaces which although of little individual merit, for example due to the level of later alterations, combine with other buildings

and spaces to create a townscape of value, which could be recreated through careful new development that complements the townscape.

- **Negative value:** buildings, features or spaces which have an adverse impact on any aspect of the significance or heritage value of the townscape or other buildings, and where redevelopment or removal is positively encouraged.

6.2 Summary of significance of Raikes

6.2.1 Character summary and designation status of the area.

The area can be characterised as possessing overall **positive** quality. It is one of the best surviving areas of suburban housing in Blackpool and compares well with comparable areas of similar date elsewhere in the country.

The character of the Raikes area can be summarised as largely residential with streets arranged broadly in a grid pattern, which also reflects the presence of two less regular pre-19th century principal routes, Whitegate Drive and Newton Drive. Slight variation is owed to patterns of ownership and field boundaries.

Buildings are mainly terraced and semi-detached houses dating from after 1900 and before the Second World War. The hierarchy of housing suggest it was mainly aimed at a middle-class or aspirational working-class clientele with housing reflecting differing means within these broad groupings. The fact that car ownership was anticipated is reflected in the provision of garages to some properties; off-road parking is facilitated by semi-detached or detached house designs. A range of places of worship appear to have been designed to cater for residents as well as visitors and the presence of a shopping street and a number of educational buildings serving this and a wider area means that the place can justifiably be described as a suburb, though the limits of the study area do not coincide with a specific suburb or suburban area.

There are three listed buildings within the Raikes area. These are Raikes Hall, the Salvation Army Centre (former Grammar School) and the Synagogue on Leamington Road. All are listed Grade II. Stanley Park is a Grade II registered landscape.

A small part of the Stanley Park Conservation Area falls within the Raikes area. Two pairs of semi-detached house at the eastern end of Mere Road are just inside the conservation area boundary, which runs along Beech Avenue.

6.2.2 Park Road

The character of the road is mixed with stretches of positive value interspersed with some neutral and a few negative buildings.

The road runs on a slightly curving north-south line and defines the western edge of Raikes. The road is of tarmac, the pavements largely of tarmac or concrete slab, and major junctions feature textured and coloured surfacing. The street was laid out incrementally, with the north end as far as Hornby Road laid out by 1877. This stretch was partially built up by 1893 and the houses are amongst the earliest in the area, of later 19th-century date. A dated example is Nos. 22-24, Greenmount Villas, of 1878.



Fig. 67: Greenmount Villas, Park Road

Other original housing is mainly of early 20th-century date and includes terraces and semi-detached houses. There has been erosion of detail in many of the terraces and groups, but some good examples survive. There are also blocks which have been very greatly altered or rebuilt (for example Nos. 30-48 and Nos. 51-53) which are generally neutral. There have also been losses, where late 20th century blocks have been erected, such as Priory Court. Although this is considered neutral on Raikes Parade, it has negative qualities on the Park Road frontage for massing and interaction with the street line. Another negative building is the St John's Ambulance

centre with massing and position alien to historic frontages and an unwelcome impact on the street corner.



Fig. 68: Looking north along Park Road with the St John Ambulance building and road crossings, foreground, and the landmark turret of No. 74 behind.

The junctions with the principal east-west routes are characterised by traffic and pedestrian control features which contribute to a busy urban ambience.

The southernmost stretch features a number of semi-detached houses used as boarding houses, though they may not have been originally designed as such. Views are obtained looking up and down the main east-west streets, and some of the town centre buildings are just visible in certain places. There is generally a lack of open space, the exception being private gardens around No. 100 Park Road and a clearance site nearby on the edge of the study area. There are some blocks of flats or apartments dating from the interwar period, the best of which is Kingsley Court. Other later 20th or 21st-century blocks of flats are largely of neutral quality.

6.2.3 Raikes Parade

The street is largely of **positive** character, though there are some late 20th century blocks of neutral quality, specifically Raikes Mews and Priory Court. Although the mid 20th-century Reform Synagogue is later than other positive buildings, it is

considered a reasonably good example of architecture of the date and the building has important historic and social history qualities.

Raikes Parade (formerly Raikes Hall Parade) runs north-south parallel to the north end of Park Road and includes a short spur running east-west opposite the grassy space in front of the former Grammar School buildings. The street originally defined the western perimeter of the Raikes pleasure gardens. It is largely residential in character but includes three places of worship still in use. The former Methodist Church with its landmark steeple has particularly valuable architectural and townscape qualities, as well as having group value with neighbouring listed and potential local list buildings.



Fig. 69: Positive elevational and boundary treatment: Nos. 10 -16 Raikes Parade

Apart from the places of worship, pivotal buildings include Nos. 8-10, largely unaltered late 19th-century houses with original boundary walls (Fig. 70). They occupy a sensitive street-corner site beside the Grammar School and have local list potential.



Fig. 70: Corner of Raikes Parade with Nos. 8-10

There are a number of trees and shrubs in front gardens. Survival of boundary walls is patchy, but some of these and original gatepiers survive in places. Street surfaces are generally tarmac and pavements are a mixture of tarmac and concrete slab with some areas of stone kerbing.

6.2.4 Leamington Road

A street of **positive** value overall.

The land occupied by the present road was within Raikes Hall Park until the park was acquired for housing development in the early 1900s. The 1912 OS map (surveyed in 1909-10) shows the road laid out but most plots not developed. The only houses shown on the 1912 OS map are the terraces at the south-east end (Nos. 38-52). The street was shown almost fully-developed on the 1932 OS, with a few undeveloped plots on the south side between Leicester and Longton Roads. Leamington Road is now lined with a mixture of terraced, semi-detached and some detached middle class housing.

The gently curving line allows for an attractive sequence of views, particularly towards the west where the former Methodist Church, synagogue and former Grammar School frame the end of the road. The road slopes upwards from Whitegate Drive at the east end to Raikes Parade in the west.

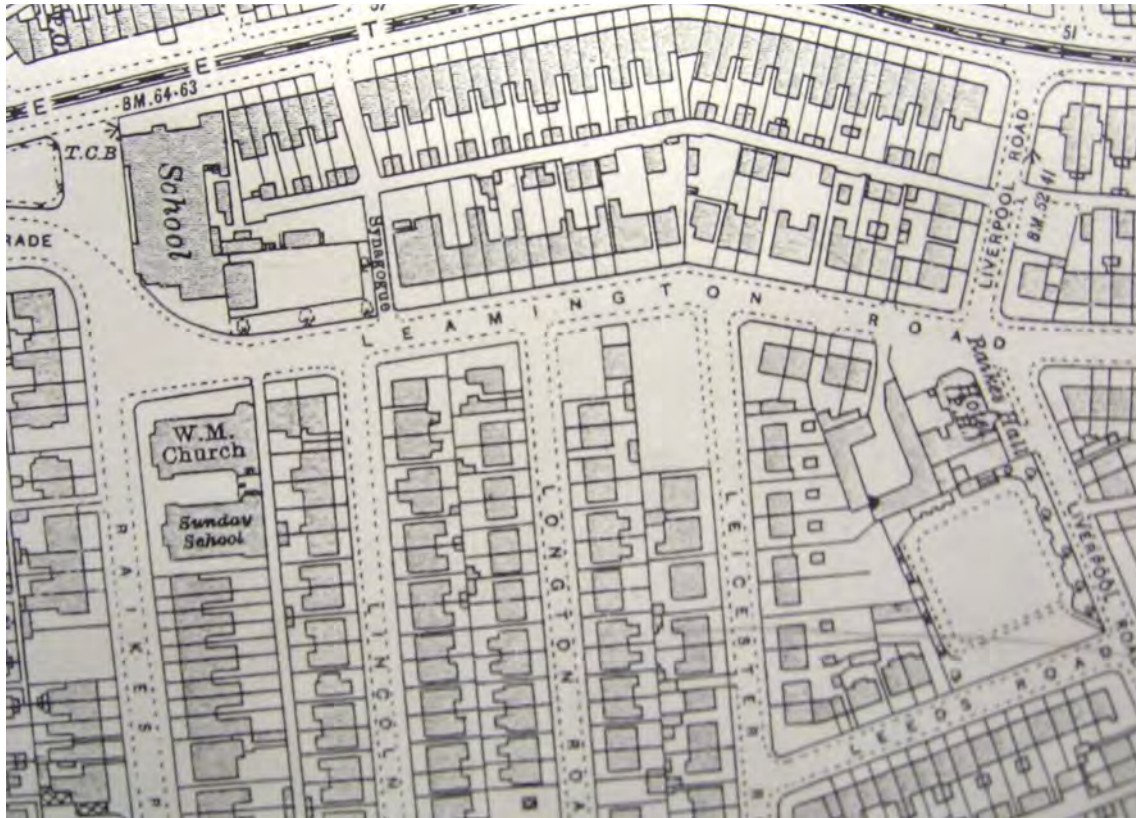


Fig. 71: Detail of the 1932 OS showing the area as almost fully developed



Fig. 72: View to west end of Leamington Road

Street and pavement surfaces are tarmac with concrete kerbs; plane trees on the verges are important towards the east end.

The density of the street is lowest towards the west, with a mix of semi-detached, detached and terraced housing, the latter towards the east end (south side) and the earliest phase of development on the road (early 1900s). The north side of the street is lined with a continuous frontage of mainly semi-detached houses, with larger rear gardens than those to the south. Most have replacement windows although Nos. 21 and 29 stand out with terracotta bowed-bays and stronger details. The south side is fragmented by side streets into small blocks, with Raikes Hall a prominent landmark, set back from the frontage.

Houses are generally red brick with rendered upper floors, two-storey bow windows and gabled roofs. Most date from the 1920s. Some have retained attractive sets of leaded coloured glass or bevelled leaded glass, with some good examples of panelled doors with inset glazing or double outer doors to porches. No. 37 is a double-fronted terrace built as a doctor's surgery with the word 'SURGERY' inscribed over doorway.



Fig. 73: Varied group on the north side, Nos. 21-29

Short front gardens are important to the streetscene, providing greenery and contributing to the spatial character of the road. Enclosed with low brick walls with brick and terracotta gate piers of varying design, some are inscribed with the original name of the house, e.g. Nos. 21 and 29 (Fig. 74).



Fig. 74: Gatepiers at No. 21

6.2.5 Palatine Road and Read's Avenue

These streets are of **positive** value overall. They were laid out on open land and first appear on the 1912 OS map. They were built up between circa 1900 and 1932 with the exception of the Blackpool & Fylde College site which developed from 1936. A house around half-way along Read's Avenue (Nos. 147-9) is dated 1920 to the gables (Fig. 75).



Fig. 75: Nos. 147-9 Read's Avenue, dated 1920

The roads run approximately parallel to one another east-west between Park Road and Whitegate Drive, where the main intersections are busy traffic junctions. In contrast to some of the shorter north-south streets they are fairly busy through-routes for traffic. The streets are generally characterised by rows of terraced and semi-detached housing, which follow the local topography and rise just east of the midpoint before falling down towards Whitegate Drive. The views are linear, with glimpses of the Tower and town centre from the western side and views down towards Whitegate Drive from the top of the hill to the east.

Almost all the houses are considered to be **positive**, and many retain front walls and gatepiers. Perhaps the best preserved is No. 130 Palatine Road, an end-of-terrace property with good stone detailing which remains unpainted and original windows, decorative glass and front door (Fig. 76).

A few houses have been greatly altered and are considered to be neutral (Nos. 90-96 and No.137 Read's Avenue) or rebuilt (Nos. 148 a, b and c Palatine Road) and one late 20th-century block of flats (Nos. 153-163 Read's Avenue) is considered to be negative (Fig.77).



Fig. 76: No. 130 Palatine Road



Fig. 77: Flats, Nos. 153-163 Read's Avenue

Nos. 108-128 Palatine Road (Fig. 78) forms a discrete terrace of distinctive character. The houses are two-and-a-half storeys high with gabled half-dormers and faced with stone, some with single-storey bay windows, others with double-height bay windows.

The Blackpool & Fylde College campus on Palatine Road is a sub-area with its own character. The College building has local list potential, as does a detached house on Read's Avenue, No. 165 Northwood (Fig. 79).



Fig. 78: Nos. 108-128 Palatine Road



Fig. 79: Northwood, No. 165 Read's Avenue.

6.2.6 Hornby Road

A road of generally **positive** character which first appears on the 1877 map. At this time some buildings associated with Raikes Hall Pleasure Grounds stood towards the east end (now demolished). By 1893 the road had been developed to the west outside the study area. Within the area there was a fireworks factory opposite the pleasure grounds and two pairs of houses (all demolished). In 1910 the east end of the road was described as one of the most desirable residential districts of the town where a quarter of householders was retired or had private means (J. K. Walton, thesis, p.74). However, many of the large houses shown on the 1912 OS map which would fall into this category have been greatly altered or demolished. The road was largely built up by 1932.



Fig. 80: Views up Hornby Road from the east

Long views up and down the road, which rises from the west, can be obtained, with shorter rising views from the east end (Fig. 80). The density of the street has been affected by the replacement of a number of properties in the late 20th-century with blocks of flats, and by a mid 20th-century club. These are largely of negative quality as they disrupt the street line and take forms which are generally alien to the character of the remainder of the street. An exception is No. 177 (Hillcrest) a block of early 21st-century flats which adopt traditional forms and materials and are of neutral quality. Otherwise the Wainwright Conservative Club, Lawn Court, Hornby Park Court and Lincoln Court can be considered to be negative, as is No. 167. The former Eagle Club, now offices, has been greatly altered, in particular with respect to the forecourt.

Otherwise there are a number of positive terraces and semi-detached houses, as well as three houses with local list potential: Nos. 135, 136 and 214 (Fig. 81).

Street surfaces are generally tarmac, with tarmac pavements and concrete kerbs. There is generally good survival of boundary walling, but there are instances where it has been lost or replaced in modern materials. A few houses have trees and shrubs in

the front gardens which contribute welcome green character to some stretches of the road.



Fig. 81: No. 214 Hornby Road

6.2.7 Liverpool Road and Leeds Road

Streets of **positive** character which first appear on the 1912 map, by which time they were largely built up.



Fig. 82: Typical terrace, Leeds Road

These streets share many of the characteristics of others in the area, and are partly lined with early 20th-century terraced housing. One or two detached and semi-detached properties are also represented. The distinctive shared quality of these streets derives from the fact that they form part of the boundary to the large bowling green associated with Raikes Hall, which stands at the north end of Liverpool Road. The walls of the bowling green (Fig. 83) provide a distinctive note in the townscape, and although the bowling green is only visible from one or two openings in it, the sense of space and views along Liverpool Road towards Raikes Hall are important to local character and for historical associations with the pleasure grounds and the designed landscape which preceded them. The bowling green can also be considered as an important part of the setting of the Grade II listed Raikes Hall.

Surfaces are tarmac and pavements generally of concrete slabs.



Fig. 83: Bowling Green walls, Liverpool Road, with Raikes Hall in the background

6.2.8 Longton Road, Leicester Road and Lincoln Road

Streets of strong **positive** character which first appear on the 1932 map by which time they were largely built up.

These roads were laid out at approximately the same time, within the former Raikes Hall Gardens. They are lined with semi-detached and a few small detached houses of similar styles and materials of strongly positive character. The designs are standard for the day. Views are restricted, though glimpses of Leamington Road can be obtained. With few exceptions these streets retain boundary walls and cultivated front gardens; Lincoln Road has been planted with young trees.

Only three neutral buildings occur, on Longton Road, late 20th century houses which do not intrude in the local scene. Some of the houses retain a good range of contemporary features, such as Nos. 19-21 Lincoln Road, a semi-detached house of standard design with original doors, windows and decorative glass (Fig. 84).

Road surfaces are tarmac and pavements generally of concrete slabs.



Fig. 84: 19-21 Lincoln Road

Some of the houses have what seem to be contemporary garages, especially on Leicester Road (Fig. 85). There is also a small group of bungalows on Leicester Road.



Fig. 85: Nos. 29-31 Leicester Road: intact houses with possibly contemporary garage

6.2.9 Whitegate Drive

Whitegate Drive is an historic rural route, shown on the Yates map and on the 1838 Tithe map as the lane to Lytham from Church Street. This map also shows the Old Number 3 (formerly also known as The Didsbury Hotel), a former coaching inn strategically located at the junction of the two historic roads. The study area boundary has been extended to take in the Number 3 pub and the important junction around Devonshire Square, with Church Street and Newton Drive.

On the 1877 street plan, buildings on the lane also included the Belle Vue Hotel and associated gardens. By 1893 OS, Belle Vue Terrace (Nos. 2-20 and dated 1878) had been built just south of the Old Number 3, and the west side was then occupied by Raikes Park.

By 1912 the road had been developed with parades of shops and businesses to serve the newly-built housing on surrounding streets. The north end of the road had been realigned to allow the tram to run into the road from Church Street, with a shelter built on a fragment of the Raikes gardens that survives as an island on the junction with Church Street.

The street is overall of **positive** value with some attractive groups of buildings. Surfaces are all modern – tarmac and concrete kerbs. Street trees are important on both sides.

On the west side, Nos. 1-13 is a parade of shops built soon after 1900 with a few original features. No. 1 is now the Christian Science Reading Room with a stone porch and No.5 has an intact bay, sash windows and a gabled timber porch. Nos.11-13 is a little-altered bank on the Leamington Road corner. Nos. 15-29 forms a parade of shops on the west side, with a former stone-fronted bank on the corner of Leamington Road. Early 20th century shop fronts are retained at Nos.19-23. Some ground floor elevations have been spoilt by modern shop fronts and fascias, for example Barclays Bank on the corner of Hornby Road. Nos. 39-49 is a group which includes 199 Read's Avenue, a little altered commercial premises on the corner (now estate agents – it has local list potential). No. 43, the Sunshine Deli, has a rare original early 20th-century shop front with curved glass, leaded top lights and doors with tiled recesses. Nos. 53-65 is a neutral parade to the south-west end, much altered and of lesser quality than that further north.

On the east side, Nos. 2-20 (named Bellevue Terrace and dated 1878), are much altered with deep fascias to shops and rendered frontage to houses. Nos. 22 and 24 are former houses, now in business use. The post office on the corner of Bryan Road (Nos.26-28) has an altered shop front. Nos. 28a –30 is an infill late 1930s detached house, now a dentist's surgery but little altered. Nos. 30-50 are large semi-detached houses with a bank to the corner (No. 50), probably built before World War I, all set

back behind front gardens with most retaining walls and gate piers. No. 38 has sash windows and a timber panelled door.



Fig. 86: Large semi detached houses – Nos. 30-42

The junction with Mere Road and Forest Gate now has recent flats (The Chimes) in place of the former Baptist Church that dominated this area until demolition in the 1990s. A busy junction with traffic lights and intrusive guard rails, the parade of shops to the south of the junction (Nos. 52-64) has been altered and is neutral value.

Bellevue Garage (No. 66) was built between 1932 and 1938 on the site of the original Belle Vue Hotel. It is a typical example of a Moderne garage with a curved fascia but is now in poor condition and recently damaged by an explosion (December 2008). The Belle Vue pub is an important landmark on the road. Probably built in the late 1920s, it lies just to the south of the original building, which originated in the 1860s and is first shown on the 1877 street map. There is a large surface car park to the south side bounded by a red brick wall, and its setting is now poor quality.



Fig. 87: Nos. 1-13 including a bank at the junction with Leamington Road

6.2.10 Newton Drive

This is a street of overall **positive** value. It is part of a historic route into the town shown on historic mapping and continues westwards as Church Street. It follows a curving irregular line providing a sequence of attractive changing views. The 1877 street plan shows a scatter of houses along the south side of the road, including the Number 3 pub, an historic inn mentioned in 1788. The 1893 map shows almost no additional buildings on the road except for the six terraced houses on Ridley Street.

The No.3 pub is considered to have local list potential. It is an unusual survival in the town and one of the earliest buildings in the central area. It partly dates from the late 18th-century with later additions and is set back from the prevailing building line, expressing its historic origin and function as an inn. The name relates to drop-off points for carriers, and was one of four so-named inns on this route. To its east side of the pub was a bowling green until the mid 20th-century; this is now a car park bounded by a panelled brick wall to the front and a cobbled wall to the west (Fig. 88).



Fig. 88: Distinctive cobbled wall to east side of No.3 car park, formerly a bowling green

Between Whitegate Drive and Beech Avenue the street has a varied character with a mixture of terraced housing, semi-detached houses and prominent community buildings such as St Kentigern's Church. The 1930s church is stone-built in traditional Gothic architectural style and an imposing landmark on the road, with good stone boundary walls. It is a potential local list building. In contrast, the car park on its west side makes little contribution to the street scene; it is unscreened from the road and at a higher level. The best groups of housing are stone-fronted and to the north: Nos 28-42. Towards the east on the south side is a good group including the stone-fronted presbytery to the Catholic Church at No. 25a. The school is a functional red-brick group (Fig. 89) and typical of early 20th-century community buildings; the north-west building closest to the road is shown on the 1912 OS map as the RC church and was used as a church hall after the stone church was built in the 1930s.



Fig. 89: St Kentigern's School, built as the RC church in the early 1900s.

Off the south side are two very short streets of late 19th century workers' housing. Rigby Street and Glenwood Street are squeezed into the space north of Whitley Avenue; the latter relates to Bryan Road and is at a higher level. Some shops occupy frontages on terraces with mostly altered shop fronts and these are generally of neutral value.



Fig. 90: Nos. 9-17, dated 1895

6.2.11 Beech Avenue

The west side of the road from Bryan Road to Mere Road is in the study area; the boundary of Stanley Park Conservation Area runs along the middle of the road.

The whole street is of **positive** value.

First shown on the 1912 OS map, Beech Avenue was laid-out as a new road across former fields; it does not follow historic field boundaries. This is fairly wide road running in a straight line uphill northwards to Newton Drive from the entrance to Stanley Park; there are good views to the south from the brow of the hill near the junction with Bryan Road. Spatial quality is low density with houses set well back with front gardens. Beech Avenue is a busy through road used by buses, and with traffic lights at junctions. The road surface is tarmac, with concrete paving kerbs. There are no street trees. Historic street furniture includes a GR pillar box (Fig. 91) on the corner with Bryan Road.



Fig. 91: GR pillar box

There is a mix of house types including a long terrace (Nos. 15-41), first shown on the 1912 OS and the first development on the road. This contrasts with inter-war semi-detached houses towards the south end and the park (Nos.47-63). Houses are well-detailed with brick front walls and gate piers with terracotta ball finials.



Fig. 92: Nos. 15-41; Little altered terraces at the north end, c.1910

The best group is Nos.43-49; double-fronted semis with two-storey brick and terracotta bows, gabled clay tiled roofs (with some concrete-tile replacements). No.35 Forest Gate is part of the same group with canted external stack with circular inglenook windows on the corner. Most have replacement windows, but at Nos. 43 and 49 have original doors and original windows survive at Nos. 51 and 53.



Fig. 93: Nos. 43-45 – large semi-detached houses towards park.



Fig. 94: Unaltered doorway at No 43

6.2.12 Mere Road and Breck Road

These streets of mainly **positive** character.

Mere Road was laid out between 1893 and 1909-10, by which time a few houses had been built towards the west end of the street. It was completely built up by 1932. Breck Road was laid out after the survey for the 1912 OS map. In 1932 it had been laid out and the short section within the study area was built up.

Mere Road is lined with trees, and is populated with houses mainly of **positive** character many of which are distinguished by the large size of the back gardens, especially on the south side. There are also a few houses of distinctive design which could have been designed by architects, but most are standard designs for the day. Particular care was taken with some corner houses which are marked with large corner bay windows.



Fig. 95: Houses with distinctive Arts and Crafts style balconies

Nos. 63-65, of the later 20th-century are considered to be neutral. Towards the north-west end of the road an early 21st-century apartment block called The Chimes replaced a Baptist church. These flats are considered to be of neutral quality. One of the special qualities of Mere Road is the views along the road towards Stanley Park, which is a registered landscape and considered to be one of the finest urban parks

designed by Thomas Mawson. The eastern pairs of houses are within the Stanley Park Conservation Area and frame views of the park along the road from the west.

The street is of tarmac and pavements are generally concrete slab.



Fig. 96: Mere Road, typical pair of houses, boundary treatment, and floorscape. Street trees are generally recent.

Only a very short section of the north end of Breck Road falls within the study area. That section is of **positive** quality, and it too enjoys views of the entrance and perimeter of Stanley Park.

6.2.13 Minor side streets: Ripon Road, Montreal Avenue, Bennett Avenue, Whitley Avenue

These streets are of largely **positive** character.

These four streets run south from Palatine Road. Montreal Avenue and Bennett Avenue run on either side of the Blackpool & Fylde College (see Palatine Road). They first appear on the 1932 OS map when the mainly semi-detached houses are shown, but the college site is vacant. The College building was started in 1936. Ripon Road

runs to the east and parallel to Montreal Avenue and only a short section of the north-west end of the road is included in the study area.



Fig. 97: Montreal Avenue

The streets are generally of **positive** character with early 20th-century semi-detached houses of standard designs which generally retain front walls and gate piers.

Bennett Avenue is the site of the Palatine School (Fig. 98). The site was under development at the time of the survey. If the school remains unaffected externally it is a potential local list building.

Also of positive value is No. 16 Bennett Avenue which seems to have originated as a school clinic, probably after the First World War. The clinic was presumably erected to serve the Palatine School.



Fig. 98: Palatine School



Fig. 99: No. 16 Bennett Avenue

Ripon Road.

The corner with Palatine Road has one of the few shops away from Whitegate Drive. The modern fascias and signage are of negative value but are essentially superficial and could be improved.

A former works on Ripon Road is considered of neutral quality.



Fig. 100: Shop on Ripon Road

Whitley Avenue

A short street of **neutral** value, running north off Bryan Road, developed in the early 1900s; the terraces are shown on the 1912 OS but the brick detached houses to the south end were built later, probably in the inter-war period and appear on the 1932 OS. The terraces are similar to those on Newcastle Avenue; red brick and rendered with no bay windows expressing their intended position lower in the social scale compared to Bryan Road. The terraced houses have small front gardens with low brick walls and gate piers. Some stone paving survives on the footways. The street is terminated by a fall in ground levels to the north.



Fig. 101: North side of Whitley Avenue

6.2.14 North-south Streets between Bryan Road and Forest Gate

These streets are all of **positive** value.

Myrtle Avenue, Maple Avenue, Poplar Avenue and Elm Avenue were laid out on a tight ladder grid in c.1900, on land owned by the Worthington estate (formerly Clifton Charities land). The streets run between Bryan Road to the north and Forest Gate to the south. The topography falls towards the south, with terraces having stepped roof lines. Positive value is attached to all streets. Terraced streets are little altered with front gardens and boundary walls intact, a visually homogenous scene.

The streets are first shown on 1912 OS map when Myrtle, Maple and Poplar all fully developed. The 1893 OS shows the area as a large field. House types have subtle variations suggesting different builders responsible for development of blocks. Towards the east side, Elm Avenue was only partly developed until the 1930s when the west side was finally in-filled – this side is first shown on 1938 OS.

The spatial quality is fairly-high density in relation to rest of Raikes, with blocks of terraces with small front gardens and back yards off narrow back lanes where there are two-storey rear gabled outriggers. The houses are larger than those on

Newcastle Avenue but the plots are smaller and more densely developed than terraces on Bryan Road, reflecting the social status of the intended occupants – probably skilled working class or lower middle class.

The floorscape is generally tarmac road surfaces, concrete paving with concrete kerbs. Back lanes are setted, covered in tarmac. Linear views along back lanes are punctuated by gables of end terraces. Street furniture includes tiled and cast-iron street signs (Fig. 102).



Fig. 102: Typical cast iron and tiled street sign

On Myrtle Avenue small red-brick terraces with Welsh slate roofs and ground floor bay windows are fairly plain but have coherence, although most joinery has been replaced with the exception of a few original doors (e.g. No. 4). Maple Avenue is similar to Myrtle but terraces exhibit slightly different details such as stone sill bands. The higher status of the end terraced house is expressed by a richer Gothic stone door surrounds at No. 2, with foliated terminals.



Fig. 103: Terraces on the east side of Myrtle Avenue

Poplar Avenue was built in two stages, with the east side comparable to Myrtle Avenue and the west side slightly later – the latter have some polychrome details and large gabled timber porches to each pair of doors. Original sashes and door survive at No. 12.

Elm Avenue is again of two phases with the east side similar to Myrtle Avenue, with ground floor bays and some original sash windows and doors, for example at Nos. 13 and 15. The west side developed in the 1930s with two-storey bows or bays, some gabled, such as Nos. 12 and 14. No. 10 has original leaded windows. The back lane to the rear of the east side has intact boundary walls and larger gardens compared with earlier houses.



Fig. 104: Characteristic view along back lane looking west from Elm Avenue

6.2.15 Olive Grove and Hazel Grove, south of Forest Gate

These two streets occupy a rectangular site between Mere Road and Forest Gate. The topography falls towards the south-west. They are overall of **positive** value, although some plainer groups of houses on Hazel Grove are of neutral value to the street scene.



Fig. 105: Cast iron and ceramic street sign on a terraced house

Olive Grove is first shown on the 1912 OS map, with only Nos. 1-13 (west side) built by then. Hazel Grove and all the remaining semi-detached houses are shown on the 1932 OS. The design of houses is fairly plain compared with others in the area. The streets are residential except for the workshop off the south-east of Olive Grove.

Spatial quality is medium density in relation to rest of Raikes; terraces or small semis with small front and back gardens – there are no back lanes. Subtle variations in status reflected in frontages, for example there are larger front gardens and larger bow windows on houses at south end of Olive Grove towards Mere Road. Floorscape is characterised by tarmac road surfaces, concrete paving with concrete kerbs; there are no street trees.



Fig. 106: Larger semis on east side of Olive Grove (Nos. 8-20)

Olive Grove is a longer street between Forest Gate and Mere Road, lined with a mix of terraces and semis with one small detached house. Nos. 1-13 is a pre First World War terrace with terracotta details, shown on 1912 OS. Corner houses to Mere Road are higher status with prominent features, for example No. 24 has a full-height corner bay facing the park. Nos. 4-6 is a plainer group and assessed as neutral. Leaded windows or sashes are retained at Nos. 2, 7 and 16. Off the east side of Olive Grove and south of Hazel Grove there is a workshop, first shown on the 1932 OS map – of neutral value.

Hazel Grove is a short inter-war street off Beech Avenue with fairly plain red brick or brick and rendered semis; those to south have stone bays, plainer houses to north have rendered bays (neutral value). The houses have mostly replacement joinery, with original doors and windows to Nos. 3, 7 and 9.



Fig. 107: Modest semis on the south side of Hazel Grove

6.2.16 Forest Gate

This street is of **positive** value.

Forest Gate is first shown on 1912 OS map, when it was called Hornby Road East. It was laid out as new street across former fields but does not follow historic boundary lines. Houses on the north side towards the west end were the first to be built in c.1910. All of the south side and north side towards the east end are later, probably interwar, and by the time of the 1932 OS survey the street had been renamed Forest Gate and was fully developed.



Fig. 108: Long view west along N side of street, with Hornby Road beyond

The road runs in a straight line uphill to the east between Whitegate Drive and Beech Avenue, with good views to the west towards Blackpool Tower. Spatially the road has an open low-density character, reflecting the relatively higher social status of this middle-class residential road. It also functions as a through route and is busy with traffic; surfaces are modern with a tarmac road surface, concrete paved footways with concrete or stone kerbs.

The north side of the road is lined with short blocks of terraces relating to the short 'tree' streets running north, with larger semi-detached houses, similar to those on Beech Avenue further east. The south side has detached or semi-detached houses of slightly later date.

Front gardens make a strong contribution to the street scene with front walls and gate piers in brick and terracotta.

Towards the west end, No. 2 is a little altered detached villa, probably of c.1900 which has local list potential. The groups of terraces from Nos. 4-26 are of c.1910 with polychrome details. Nos. 32-40 and Nos. 33-35 have well-detailed frontages with brick and terracotta bows, probably of interwar date. Houses with original joinery include Nos. 1, 23, 31 and 35.



Fig. 109: Little altered, well-detailed terrace (Nos. 32-40) on the north side, built 1920s



Fig. 110: Well-preserved details at No 1, built c.1920

On the south side, towards the west end, late 20th-century infill includes the Forest Gate Baptist Church (built on site of former Baptist Sunday School) and The Chimes, a three-storey block of flats built on the site of the demolished Baptist church. These have had a neutral impact on the street scene; the larger scale of the flats is suited to the prominent corner location.



Fig. 111: The Chimes with late 20th century Baptist chapel beyond

6.2.17 Bryan Road

This is a street of **positive** value.

First shown on 1912 OS map, Bryan Road was laid out as a new road across a large field; its line does not follow a historic boundary or other feature. It is shown mostly built-up on the 1912 OS map, with a few gap sites towards the east end and by 1932 the street is shown fully developed.

The road runs uphill to the east from Whitegate Drive, with good views to the west towards Blackpool Tower, and then falls slightly to Beech Avenue. The carriageway is tarmac with concrete paving and concrete or stone kerbs. The back lane on the north side is setted, although now overlaid with tarmac.

The social status of the road, in a Raikes context, is expressed in largely terraced, rather than semi-detached housing, though houses are well-detailed and have generous front gardens, particularly to the long terraces on the north side, facing south; these houses are built slightly above the level of the road, reached by sloping paths and steps. A continuous run of brick garden walls with gate piers unifies the street and defines private gardens.



Fig. 112: View west to Blackpool Tower along north side of street



Fig. 113: Little altered terraces and garden walls (Nos. 30-60), north side

Towards the west end is an unusual and notable pair of single-storey semis with gabled dormers, bays and polychrome brick details, Nos. 2-4 (Fig. 114). Nos. 6-14 is a fairly plain terrace but retains little altered frontages and some sashes and panelled doors (e.g. No. 6). Nos. 16-28 is a terrace of varied designs, with original joinery at Nos. 22 and 24. Nos 28 and 30, flanking Whitley Street, are slightly later infill. Nos. 30-60 is a long terrace built in phases; the west half is the earlier, with polychrome brick to frieze, and fretted timber eaves. Original details survive at No. 32. Nos. 62-76 is an interwar range at the east end.



Fig. 114: Nos. 2-4, an unusual example of a pair of semi-detached one and half storey houses with good details.

On the south side, houses are broken into short blocks by north-south cross streets, with short front gardens and back yards. Towards the west end is a mix of semi-detached houses (No. 5 with original leaded windows and door) with groups of short terraces to the east (Nos. 11-53), with original joinery at Nos. 21-27 and 43-49. The east end was developed later than the west (Nos. 43-53 first shown on 1932 OS map).

6.12.18 Newcastle Avenue and Bellevue Place

These adjoining streets are of **neutral** character, though with homogenous qualities. The north side of Newcastle Avenue only is included in the study area.

Newcastle Avenue was laid out on the site of the Belle Vue pleasure gardens and the street follows the line of field boundaries visible on the 1838 Tithe map. The street is lined with terraces of three distinct designs. Nos. 2-24 has gabled bays breaking through lean-to roofs. There follows a long terrace of simpler houses without bay windows. A distinctive pattern of brickwork and render is a unifying feature across the terrace (Fig. 115). There are views to the east towards Breck Road. Finally, at the

east end, a short terrace of different but standard design, Nos. 94-100. Almost all the houses retain low front walls with coping. Street and pavement surfaces are tarmac.



Fig. 115: Nos. 26-92 Newcastle Avenue

Belle Vue Place is also of **neutral** quality. Developed on the site of the former Belle Vue pleasure gardens, its alignment is influenced by the shape of the gardens and underlying pattern of field boundaries. It comprises a short terrace of brick houses, densely developed, probably as workers' housing, and shown on the 1912 OS map. The street is tucked into a narrow plot to the rear of other houses, with the frontage reached by footway. There are stone paved paths and gardens to the north.

The terrace is attractively faced in red and cream brick, but all doors and windows are replacements.



Fig. 116: Belle Vue Place faces north onto a stone paved path

7.0 RECOMMENDATIONS

7.1 Heritage protection

The relative heritage values and significance of the area are set out in *Section 6*. The following recommendations are based on heritage value, as assessed in earlier sections of this report and do not take detailed account of other factors such as economic viability or sustainability.

7.1.1 Local List potential

To protect buildings of positive significance, a Local List containing the potential buildings identified in this report could be formed, covered by relevant policy and guidance in the Local Development Framework.

7.1.2 Conservation area potential

It is considered that the northern part of the area encompassing Leamington Road, Bryan Road, Raikes Parade, the streets running parallel to it, and the northern section of Whitegate Drive has the potential to be considered for designation as a conservation area. The use of Article 4 Directions would help to protect vulnerable features such as original joinery and other details. The area is distinctive for a combination of suburban character and historic interest. It incorporates two of the oldest buildings of Blackpool's central area, the late 18th-century Raikes Hall and the Number 3 pub. There are also places of worship and educational buildings of historic interest and architectural quality, some of which are listed buildings, and several buildings with Local List potential. The area has a strong character based on a partly 19th century street pattern developed with early 20th-century housing, and is one of the best examples of an area of inter-war housing in Blackpool. The historic townscape includes good views along key streets and westwards towards Blackpool Tower.

This is a fairly tightly-drawn area and there are adjacent areas of merit. In particular it may be desirable to extend the boundary south from Bryan Road to encompass properties on each side of Mere Road, including the east corner and the properties at the north-east end of Breck Road, extending along Beech Avenue. This would have the advantage of linking the area with Stanley Park and the important views relating to it, as well as including Mere Road which is a street very largely of positive character. Another minor variation in the area at the eastern ends of Read's Avenue and Palatine Road offers the opportunity of incorporating the positive terraces in these locations, though there is a concentration of neutral properties on Whitegate Drive in this location.

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APPENDIX 1: Historic Maps



Fig. 117: Detail of Blackpool from Yates map of Lancashire, 1786 (<http://www.lancashire.gov.uk/environment/oldmap/index.asp>)



Fig. 118: Detail of Blackpool from Greenwood's map of Lancashire, 1818
(<http://www.lancashire.gov.uk/environment/oldmap/index.asp>)

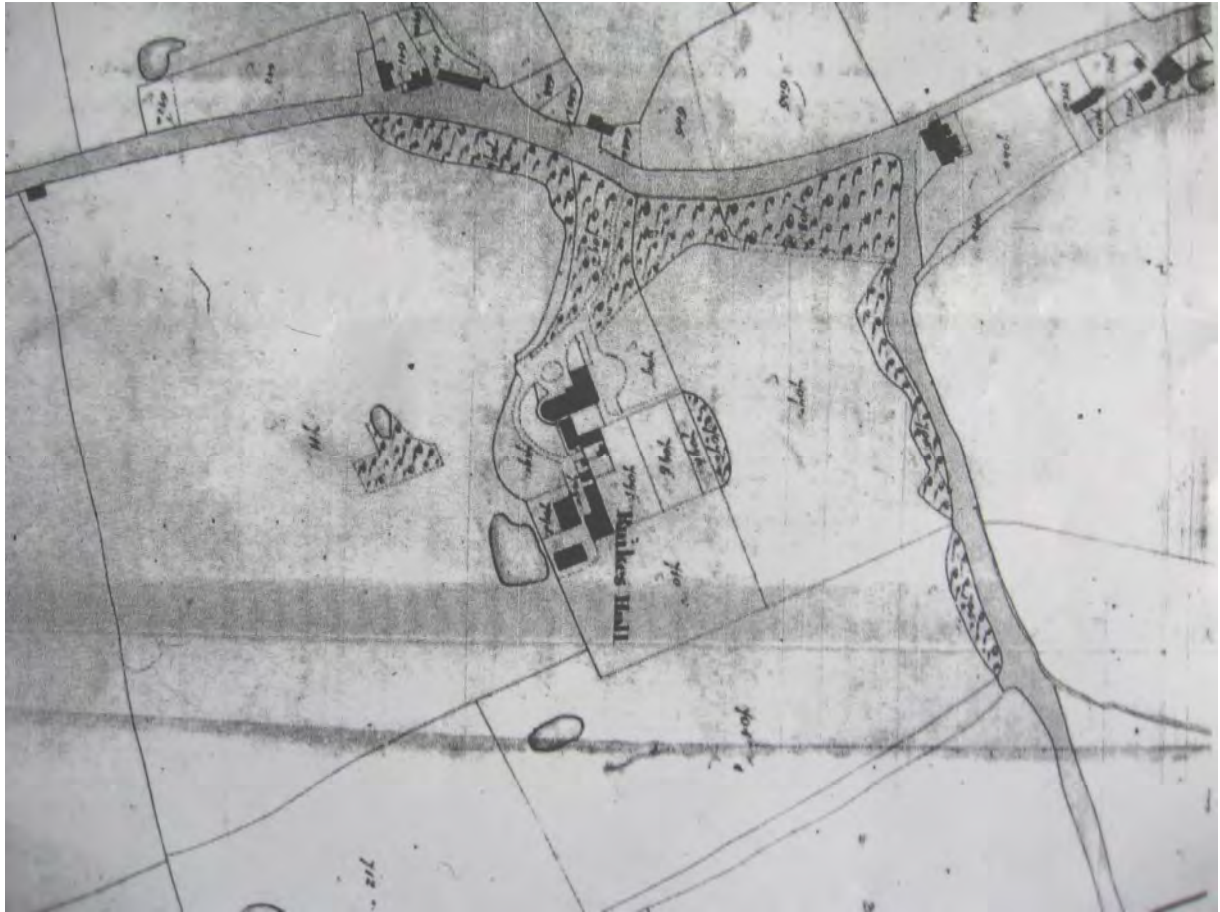


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Fig. 120: Detail of 1893 OS, Raikes Hall Park area (Blackpool Library)



Fig. 121: Detail of 1912 OS, Raikes Hall Park area (Blackpool Library)



Fig. 122: Detail of 1932 OS map, Raikes Hall Park area (JRULM)

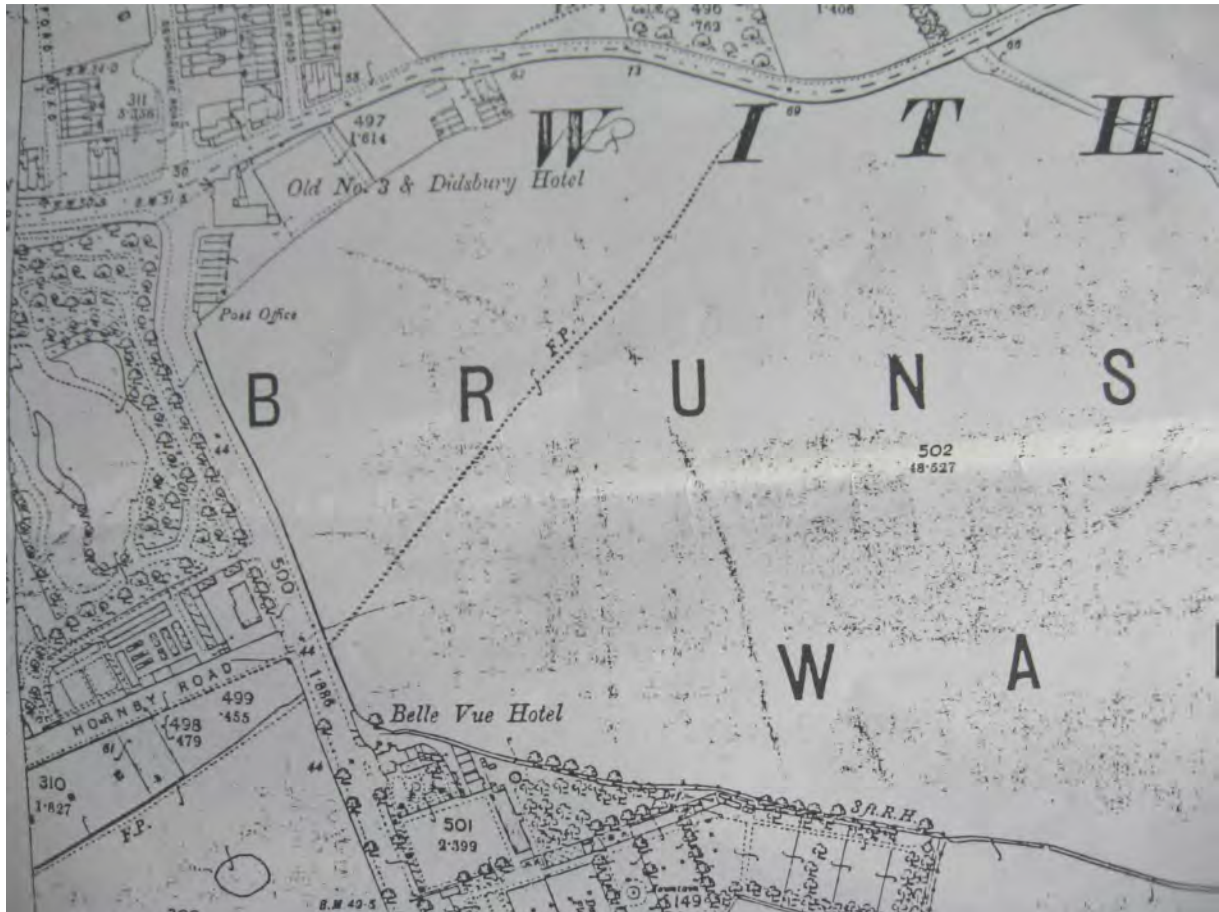


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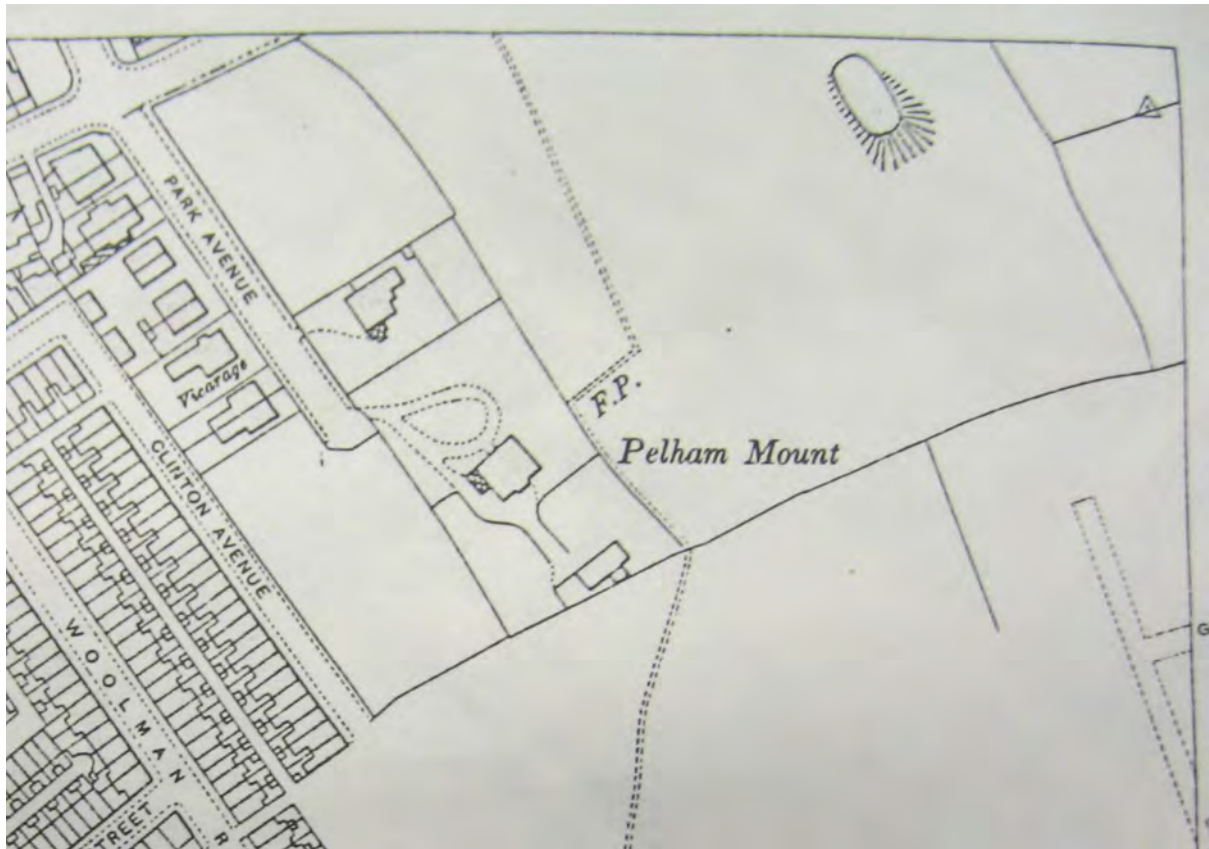


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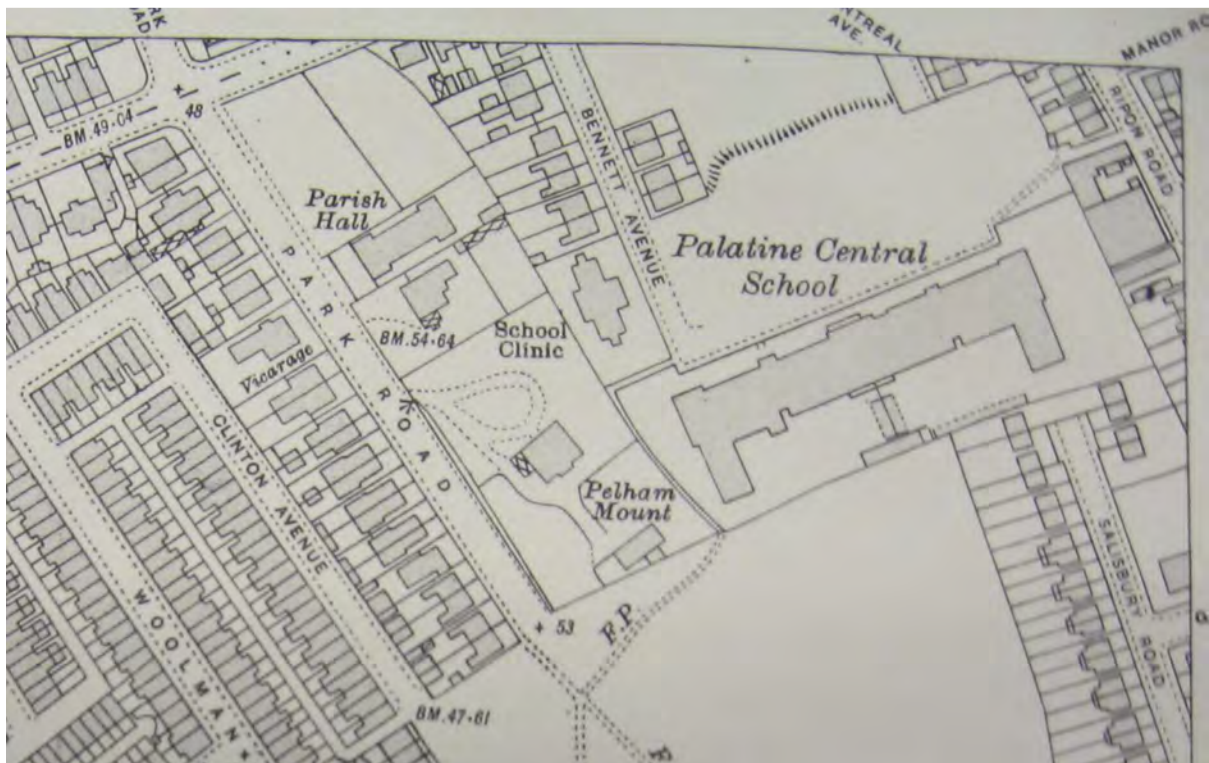


Fig. 128: Detail of 1932 OS, south of Palatine Road (Blackpool Library)

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Contribution to Streetscene

■ No Data	(182)
■ Listed Building	(3)
■ Local Listing	(17)
■ Negative	(10)
■ Neutral	(184)
■ Positive	(1471)
■ all others	(1)



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Planning Department
Tourism & Regeneration Directorate
PO Box 17, Corporation Street,
Blackpool, FY1 1LZ
planning@blackpool.gov.uk



Title: Contribution to Streetscene
[Raikes]

Scale: 1:12000

Date: 17/02/2009 Printed by: CCC



APPENDIX 3: Proposed conservation area boundary

To be added

The Architectural History Practice Limited
29 Mount Pleasant Villas
London
N4 4HH

Telephone 01483 208633
Fax 01483 208684

mail@architecturalhistory.co.uk

www.architecturalhistory.co.uk

Historic Townscape Characterisation Assessment

North Shore, Blackpool



AHP Architectural
History
Practice

August 2009

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JRULM – John Rylands University Library Manchester (map collections)

EXECUTIVE SUMMARY

North Shore developed as a dense area of lodging houses and private housing over a 50-year period beginning in the 1860s, prompted by the opening of the North Pier in 1863 and the speculative development of the Claremont Estate. Located just north of the town centre and immediately inland of the Promenade, North Shore was initially attractive for middle class holiday accommodation but this was short-lived and later development was aimed at respectable working-class people. Representative of the 1860s and 1870s phase of development are a few terraces of handsome lodging houses on the roads closest to the sea, such as the western end of Banks Street, Cocker Street, Wilton Parade and the south end of Dickson Road. Plainer lodging houses were built further inland on streets such as High Street in this phase. Development was gradual and most of the area was not fully developed until the early 1900s; the later phase is characterised by functional blocks of lodging houses built in the dense grid of streets first laid out east of Dickson Road. Along the eastern fringes of the area and north of Pleasant Street, dense terraces of residential housing were built towards the end of the 19th century and into early 20th century, most for working people.

This pattern of development has resulted in a distinctive, fairly homogenous townscape with a fine grain populated with buildings of regular scale and similar pattern. Open space is very limited in North Shore, and private gardens and yards are very small. Gynn Square to the north provides the only formal open space in the area. Most of the streets of terraced housing or lodging houses are intact with very little later development, cleared sites or modern infill to disrupt the overall unity of the streets. This means that views along streets, including to the west and the sea, are much as they were a hundred years ago. Victorian church spires still act as landmarks along Dickson Road, the main route north-south through the area. Churches and chapels are the most important group of historic community buildings in North Shore; there are a total of six buildings built as places of worship still extant, most still in use as places of worship or in two cases adapted for new uses. Christchurch on Queen Street is a notable loss.

At a detailed level there has been a high degree of alteration, particularly to doors, windows and shop fronts. Many of the lodging houses on streets closest to the sea have been altered with roof extensions and ground floor additions over front gardens, but this type of change is not as prevalent or as intrusive as in South Beach or in Bloomfield, for example. Front garden walls are generally still *in situ* along residential streets with relatively few lost for parking. Most buildings appear in reasonable condition, and are occupied and in use, although there are signs of low maintenance levels on some properties dependent on tourism.

Every street and group of buildings was assessed for townscape and heritage merit as part of the study, and ten of the best examples of historic buildings selected for a

potential Local List. Only three buildings are statutorily listed (all Grade II) in the study area – the Library and Art Gallery, the former Odeon and the North Shore Methodist Church. Streets of overall positive value include Springfield Road, Exchange Street, Dickson Road, and parts of Lord Street and High Street in the south of the area and Egerton Road, Bute Avenue and Ormond Avenue in the north of the area. However, most buildings are of modest architectural quality and it is the unity of the terraced streets rather than the individual merit of buildings that gives the area its distinctive character. Streets close to the town centre, Queen Street and Bloomfield have been proposed to be included in an extension of the Town Centre Conservation Area.

1.0 INTRODUCTION

1.1 Background

The Architectural History Practice Limited [AHP] was commissioned in September 2008 by Blackpool Council (The Council) to prepare a historic townscape characterisation assessment of the North Shore area in the context of developing plans for regeneration. One of six similar reports, this study has been commissioned to inform the Council about the heritage value of the area, as part of the development of regeneration proposals for the area. In parallel to this report, a review of potential Local List buildings in the area was undertaken, to advise the Council on buildings with the potential to be added to a potential list of buildings of Local Interest, to be covered by policy in the Local Plan.

1.2 The Brief

The brief for this project was provided by The Council in August 2008 and on guidance from English Heritage in *Extensive and Intensive Assessment: A Model Brief for the Commissioning of Work to Assess Historical Significance in Areas of Housing Renewal*, 2005. The Brief explains the purpose of the assessment, the principles involved, and provides a summary of matters to be covered by the characterisation assessment.

1.3 Authors

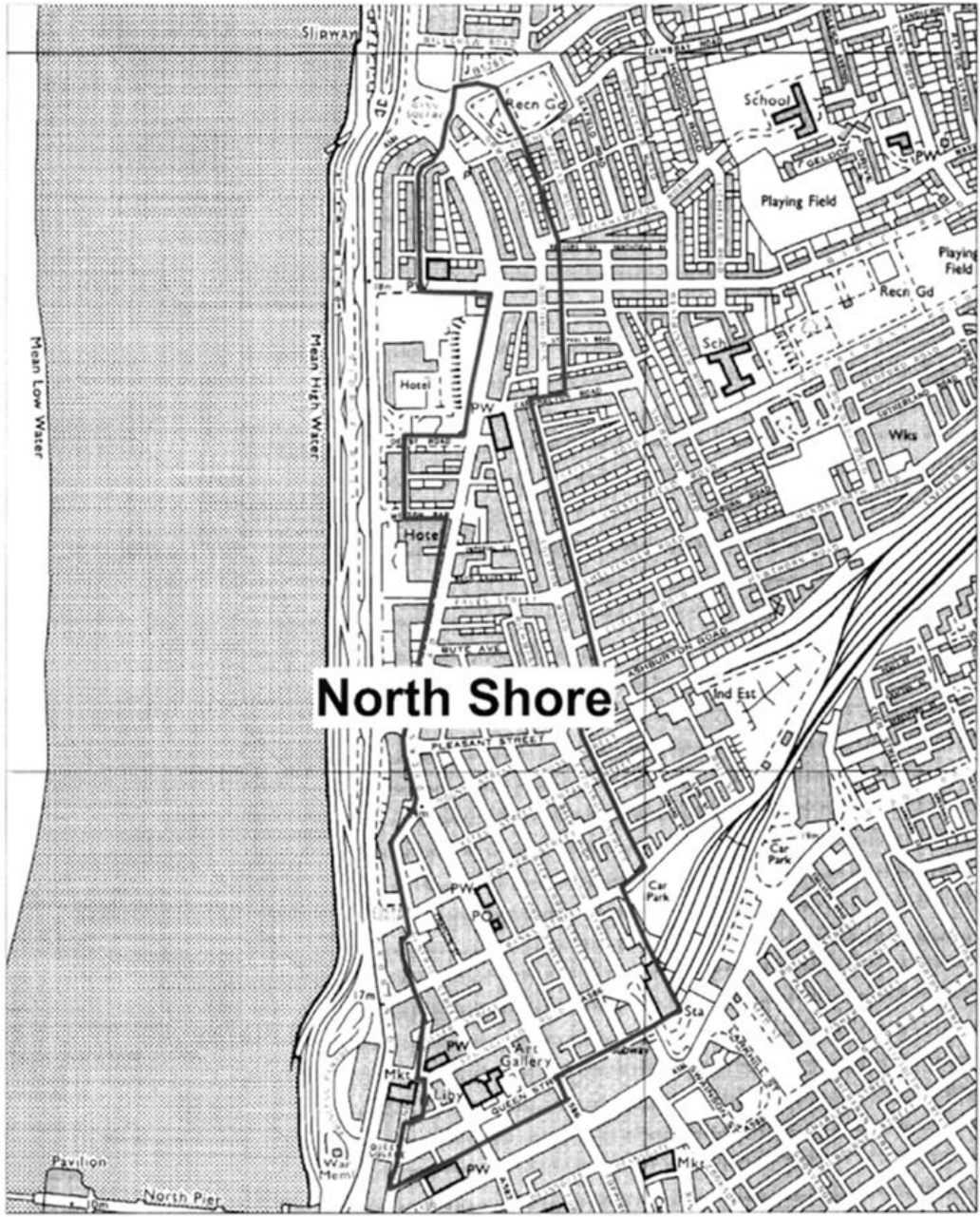
This characterisation assessment was prepared by Marion Barter, BA MA IHBC, Director of AHP with Samantha Barnes BA MA, Associate of AHP.

1.4 Acknowledgements

AHP is grateful for assistance and advice offered during this project, in particular to Carl Carrington of Blackpool Council, to Tony Sharkey and the librarians at Blackpool Library and to Ted Lightbown. AHP is grateful to the owner of the Fylde Postcards website www.rossallbeach.co.uk for permission to use historic images (see credits in captions).

1.5 Location of study area

North Shore is a rectangular grid of streets to the north of Blackpool town centre, immediately inland of the Promenade. It stretches from Gynn Square in the north to Queen Street in the south, with Exchange Street forming the eastern boundary and the eastern edge of the study area following the rear of properties fronting the Promenade [See Fig.1 for a map of the area]. The NGR centred roughly on the middle of the study area (Pleasant Street) is SD30803710.



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Planning Department
 Tourism & Regeneration Directorate
 PO Box 17, Corporation Street,
 Blackpool, FY1 1LZ
 planning@blackpool.gov.uk



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Fig.1: Extent of study area

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2.0 METHODOLOGY

2.1 Assessment

The characterisation study was undertaken as an intensive assessment exercise, with detailed fieldwork, which included photography and an assessment of all buildings, and secondary research.

2.1.1 Research

Secondary research was mainly carried out at the Local Studies Library in Blackpool, assisted by Librarian Tony Sharkey, with additional research at Lancashire Record Office. This consisted of a detailed review of historic maps, historic photographs and trade directories, a general review of published works on the local history on Blackpool, and of its development through to the late twentieth century. The Extensive Urban Survey (Historic Town Survey) report published in 2005 by Lancashire County Council and Egerton Lea was particularly useful as a starting point, and Clare Hartwell shared her unpublished research notes for the *Buildings of England, North Lancashire* volume (published by Yale, 2009). See the *Bibliography* for full details.

Blackpool is unfortunate in that Building Control records dating to the late nineteenth century have almost all been lost. Local websites containing private collections of images are a useful source and information was also sought from local historians, particularly from Ted Lightbown.

2.1.2 Fieldwork

The streets in North Shore were all physically assessed on foot in December 2008 and January 2009 by Marion Barter and Samantha Barnes of AHP, with research being undertaken in parallel, as appropriate. The assessment is generally based on what could be seen from the public highway and frontages, and interiors were not inspected unless publicly accessible.

2.1.3 Knowledge gaps

There are a number of additional lines of research which might produce additional historical information on the history and development of North Shore, such as a full search of newspapers or the Inland Revenue 1912 house survey at the National Archives, Kew. However, whilst further research may provide greater detail and depth to an understanding of how the area developed, it is not considered that this will significantly alter the overall findings of this assessment of the area.

2.2 Limitations

AHP were commissioned to assess the architectural and historic character of North Shore as part of an urban characterisation assessment of a large part of Blackpool, concentrating on heritage value and including an assessment of potential local list buildings. This study has not assessed other important factors which may be relevant

to a decision on the future of the area's buildings, including the physical condition of buildings, their internal or external facilities, thermal performance, repair costs and economic viability, market value, potential for adaptation, environmental consequences of demolition and rebuilding, current housing standards or any other factors that are not directly related to their heritage value.

2.3 Consultation and community involvement

2.3.1 Previous consultation

Good community consultation is essential for the success of urban regeneration projects. In relation to housing areas that include historic buildings, English Heritage advises that all organisations, public bodies and community groups that "are directly involved" should be consulted as part of heritage characterisation projects (Model brief accompanying *Low Demand Housing and the Historic Environment*, 2005). Bloomfield residents were extensively consulted in 2008 as part of the *Foxhall Area Action Plan* which covers the area between Chapel Street and Rigby Road. This exercise considered the current issues affecting the area and set out a range of options for its regeneration. Heritage issues were not a specific part of this work, although some conservation-led regeneration was included in most of the options.

2.3.2 Consultation on the characterisation assessment

The local community, including members of the Blackpool Heritage Forum will be consulted on this document and its conclusions by Blackpool Council.

3. PLANNING AND REGENERATION CONTEXT

3.1 Population decline, unemployment and economic context

The population of Blackpool has declined over recent decades, from a peak of 153,185 in 1961 to 142,283 at the 2001 census (Office of National Statistics). The population is also ageing with nearly one in four residents of pensionable age in 2001, and with more women than men, partly reflecting traditional boarding house ownership.

The local economy depends on tourism; the area contains a significant amount of holiday accommodation, mostly in traditional boarding houses and small hotels and tourism-related businesses such as catering suppliers. A distinctive aspect of North Shore is the local concentration of businesses tailored to the gay community, from Funny Girls in the former Odeon to small cafés and boarding houses. The shortage of employment outside the tourist industry results in seasonal unemployment.

In 2007, the national Indices of Multiple Deprivation (IMD) ranked Blackpool as the 12th most deprived local authority in the country (out of 354).

3.2 The Blackpool Local Plan

Blackpool Local Plan was adopted in 2006, and provides the framework for planning decisions in the borough; the Local Development Framework is also evolving with annual monitoring reports produced. On the Local Plan map, most of North Shore is identified as a housing area within the Defined Inner Area. The southern part of the study area, south from Springfield Road, is within a mixed use zone on the northern edge of the town centre, with the western end of Queen Street defined as a leisure zone. The area around the railway station is defined as the Blackpool North transport development area. The north end of Dickson Road is defined as a Local Centre. The Area Action Plan will form one of a series of documents in the Local Development Framework.

3.3 Heritage assets and regeneration – national policy

The protection of the historic environment is a Government priority, enshrined in planning legislation and guidance, such as PPG15 *Planning and the Historic Environment*. The level of protection depends on the value attached to the historic building or asset and Planning Policy Statement 1, *Delivering Sustainable Development* states that “a high level of protection should be given to the most valued townscapes and landscapes...”; this encompasses designated heritage assets such as listed buildings, scheduled ancient monuments and conservation areas. There is also now recognition of the value of the local historic environment which whilst it may not be listed or specially designated, may be of value to the local community. However, it is also recognised in national planning policy that not all aspects of the historic environment can be retained; PPG15 notes that “the historic environment is all-pervasive, and it cannot in practice be preserved unchanged”

(para 1.3). It is therefore important to understand the relative value of the historic environment before making decisions about the future of an area.

The Government recognises that heritage assets can play an important role in the success of sustainable urban regeneration, helping to create distinctive places with a strong identity. English Heritage, the government's advisor on the historic environment promotes the re-use of historic buildings in regeneration; their published guidance includes *Regeneration and the Historic Environment*, 2005 and *Regeneration in Historic Coastal Towns*, 2007. Current guidance stresses the value of heritage in creating sustainable neighbourhoods, and the importance of first identifying the heritage value of affected areas, as recommended in recent guidance jointly produced by CABI and English Heritage, *Character and identity, townscape and heritage appraisals in housing market renewal areas*, 2008. The contribution that historic buildings can make to sustainable development was investigated by a 2004 House of Commons Select Committee, which reported that "it is simply better in sustainability terms to use and recycle old buildings than to demolish them and build new ones".

The case for retaining historic buildings in urban regeneration is also presented in *Heritage Works*, a good practice document produced jointly by RICS, English Heritage, British Property Federation and Drivers Jonas in 2006. *Heritage Works* states that "there is a strong economic case for regenerating historic buildings", but also notes that "critical to the success of regeneration is finding a viable economic use that can support initial refurbishment, provide the owner or developer with a reasonable return...and which generates sufficient income to ensure (the) long-term maintenance...". Viability, as well as heritage value is therefore a critical factor in determining the future of an area, particularly in an economic climate when capital funding may be hard to secure.

Blackpool Council adopted a Heritage Strategy in 2006, which recognises the value of the boarding house districts, as well as the Promenade and iconic buildings such as the Tower and three piers. The Council aspires to have the town inscribed on the list of World Heritage Sites as a Cultural Landscape, to celebrate its importance as a purpose built seaside resort. This characterisation study contributes towards one aim of the Heritage Strategy, to complete an audit of historic buildings in the town.

4.0 HISTORICAL DEVELOPMENT OF NORTH SHORE

4.1 Location and brief description

North Shore is an area of densely-developed streets to the north of the town centre, just east of the Promenade. The thin rectangular study area stretches from Gynn Square in the north to Queen Street in the south, with the eastern boundary following the rear of properties on the east side of Exchange Street, Egerton Road, Boothroyden and Ormond Avenue. The western edge of the area abuts the North Promenade study area, roughly following the line of Dickson Road and the rear of Promenade properties south of Lansdowne Place. The late 19th-century street pattern and urban character of the area is fairly intact.

No part of the area is currently designated as a conservation area. There are three listed buildings in the area.

4.2 Historic Development

4.2.1 Context: an overview of the development of Blackpool

A few 18th and early 19th-century cottages and farmhouses are almost all that survive of Blackpool's heritage before about 1850. The area now occupied by the town was within the historic township of Layton with Warbreck and part of the parish of Bispham. Following the reclamation of wetlands and mosslands from the 16th century onwards, there was pressure to enclose the land leading to the creation of farmsteads (including Foxhall and Raikes Hall); income from farming was probably supplemented by fishing. In the early 18th century the manorial land around Blackpool was owned by Alexander Rigby, but after this land was dispersed it was developed in a piecemeal and unplanned manner by smaller estates.

By the late 1780s there were about 50 houses on the seafront and the population, excluding visitors, in the early 1820s was about 750. Until the early 19th century, the resort was without most services and Poulton was the nearest market town. One of the earliest accounts of Blackpool as a visitor attraction was written by Bishop Pococke in the early 1750s, who recorded that accommodation was available for those who came to bathe. In 1788, W. Hutton's *A Description of Blackpool* provided the resort's first guidebook. The steady growth through the first half of the 19th century was focused along the one mile stretch of coastline; the Tithe Map shows that by 1838 this had evolved into a double row of buildings, with South Shore a separate resort. Blackpool was attractive to the middle classes in the early 19th-century but its great expansion was due to the resort's growing popularity with working people from the Lancashire and Yorkshire textile districts; by the 1830s there were more than a thousand visitors a year. However, unlike Fleetwood and Lytham, Blackpool was not planned as a seaside resort. Expansion in the early 19th-century was hampered by the town's relative remoteness and by patterns of landholding.

The town became more accessible with the opening of the Preston and Wyre railway to Blackpool in 1846, to Blackpool's Talbot Road station. The Blackpool and Lytham railway opened in 1862 using Central Station. This helped attract the development of respectable accommodation and public buildings; between 1841 and 1851 the housing stock grew by 83%, and new streets were laid out in grid patterns behind the seafront. The priority for new development was to be as close to the foreshore as possible. Between 1841 and 1861 the resident population had risen from 1,378 to 3,506, and although this was still slower than at rapidly developing Fleetwood, by the middle of the 19th century Blackpool was considered a significant resort and in 1842 was being described as 'the Brighton of Lancashire' (Redding & Taylor, 1842).

The period of greatest 19th century development began in the 1860s and 1870s, with fields being developed around the edge of the town centre, prompted by the completion of two piers (North and Central), and a new promenade, begun in 1868; the latter was both a tourist attraction and part of the town's sea defences. Building development, unhindered by dominant landowners or effective local government, was initially undertaken piecemeal in small freehold units. New terraces of lodging houses were built in the 1870s on the edge of the town centre, surrounded by densely packed terraced houses for the working people employed in tourism or the railway industry. North Shore is typical of this phase of development. Hotels of the period included the Imperial (1867) at North Shore, where a narrow strip along the cliffs were developed as an enclave for middle-class residents and visitors. As part of the social segregation that occurred in the resort, South Shore was also developed for the middle classes, particularly after South Shore station opened.

By the 1870s, the population was around 7,000 and visitor numbers were estimated at more than one million, in a decade that saw the first large-scale visitor attractions promoted by entertainment companies. These led to the rise of a new type of commercial entertainment, with large-scale theatrical presentations heralding the modern world of show business. The first purpose-built theatre was the Theatre Royal (1868), followed by pleasure gardens at Raikes Hall estate in 1872 and from 1878 by the Winter Gardens. The 1870s boom was supported and promoted by the Corporation, who vigorously promoted the improvement of the town for tourism. Provision for visitors included increasing numbers of 'company houses', respectable boarding houses aimed at working-class visitors. The promenade was lit by electricity from 1879, placing the town in the vanguard of electric street-lighting, the electric tramway opened in 1885 along the promenade south of Cocker Street, and by the end of the century many amenities were controlled by the Corporation, established in 1876. The latest technological advances were swiftly adopted in a policy which aimed at attaining a high profile and creating a new kind of mass holiday-making.

Blackpool became the resort with the greatest number of attractions in Europe, crowned in the 1890s by the opening of the Tower in 1894 when in six years, in addition to the Tower, investors in commercial entertainment constructed the Grand

Theatre, Empress Ballroom, gigantic wheel, the Alhambra (1899), and a third Pier (1893), soon followed by the Pleasure Beach. The promenade was extended in 1895 to the north of the town centre and expanded in 1902 and 1905, extending the sea front 100 feet beyond the high tide mark.

The population in 1901 was 47,348, although Blackpool had absorbed surrounding settlements such as Layton and South Shore. Tourist numbers rose to four million in 1914, while the resident population had risen to almost 60,000; between 1911 and 1939 the town's population more than doubled. In 1912 the Corporation inaugurated the Illuminations which extended the autumn season. The prosperity and draw of the coast ensured expansion through the inter-war years, and in response to booming populations of both residents and visitors, the outer fringes of North Shore were earmarked for development in the 1920s and 1930s with avenues of detached and semi-detached houses. Between 1925 and 1935 around 12,500 houses were built, and a significant number of the properties were lived in by retired people, a significant proportion of the population increase. One significant response to an influx of visitors in the 1930s, one of the earliest by any municipal authority, combined provision of multi-storey and underground car parks with investment in the tram system.

There were few large scale developments after the Second World War. Tourist facilities continued to grow; for example by 1936 there were 15 cinemas, including the Odeon on Dickson Road which catered for 1,800 and was then the largest Odeon ever built. The growth of the Pleasure Beach also quickly became a forerunner to the giant themed amusement parks of the later 20th-century. The population of the town peaked at 153,183 in 1961 (Walton, p.148). Ambitious plans to redevelop the centre stuttered to a halt in the early 1970s and later developments including the Hounds Hill shopping centre were built for both residents and visitors. Post-war hotel developments included the Hilton, but once package holidays to Spain and Mediterranean resorts became affordable, the resort's role as Britain's most popular summer holiday destination declined. However, continuing demand for budget accommodation has ensured that many of the purpose-built boarding houses have remained in use.

4.2.2 The development of the North Shore area

A discussion of the study area's development can be divided into two parts; the area south of Pleasant Street and to the north the Claremont Estate. Until the second half of the 19th century, the land along the coast north of the growing town centre was used as farmland, enclosed with a loose pattern of rectangular fields, shown on the 1838 Tithe map (Fig.93) and 1st edition OS map (Fig.2).



Fig.2: Detail of 1st edition OS map, published 1844, showing the railway line which opened in 1846

Before the beginning of the 19th century, there was no clear route north from the town centre to what is now Gynn Square (Fig.91); the line of Dickson Road was laid

out in the early 19th-century, running inland from the coast, connecting to a lane along the coast south of Cocker Square. The 1st edition OS map (Fig.2) shows only a few scattered buildings north of Bailey's Hotel (now the Metropole), including a few cottages at Fumblers Hill (Fig.3) and a solitary villa, The Hill, located in the Claremont Park area. A major influence on the development of North Shore was the opening of the branch line to Blackpool by the Preston & Wyre Railway in 1846 (shown on the 1st edition OS map published in 1844), which later provided visitors with easy access to the North Pier along Talbot Road.



Fig.3: Cliff Cottage at Fumblers Hill, now Cocker Square, was demolished c.1865 for improvements to the promenade (Blackpool Library)

The development of North Shore began in earnest in the 1860s, prompted by growing demand for visitor accommodation in the resort, and led by the opening of North Pier in 1863 and the development of the Claremont Estate for middle class accommodation. Inland, a grid of streets was laid out, gradually developed for terraces of lodging houses and lower class housing.



Fig. 4: North Shore from the Tower in 1894 (courtesy of Ted Lightbown)

4.2.3 Gynn Square south to Pleasant Street

In the mid 19th-century Gynn was the point at which the lane from Warbreck reached the shore, marked by an inn. This was joined in the 1860s by The Duke of Cambridge hotel, part of the phase of development associated with Claremont Park. The Blackpool Building, Land & Hotel Company was formed in 1863 to develop up-market properties facing the sea including Lansdowne Crescent and the Imperial Hotel (1867). The latter are covered by the *North Promenade* characterisation report. This spurt of development in the 1860s was short-lived and did not extend far inland; to the rear of the seafront prestigious addresses, denser terraces of boarding houses and service buildings were gradually developed over the next fifty years. The 1893 OS map illustrates the slow pace of development (Fig. 5). The 1877 street plan shows the apparent adaptation of the former villa at The Hill as a laundry. Terraces of denser workers' housing were developed on tight plots between Egerton Road and Dickson Road around the turn of the century. The north end of Dickson Road (called Warbreck Road until the 1920s) was developed with private middle-class houses in the late 1890s and early 1900s. Community facilities included shops on Dickson Road, a Congregational Church on Warley Road (1901) and St Paul's Anglican Church at the top of Egerton Road (1898).

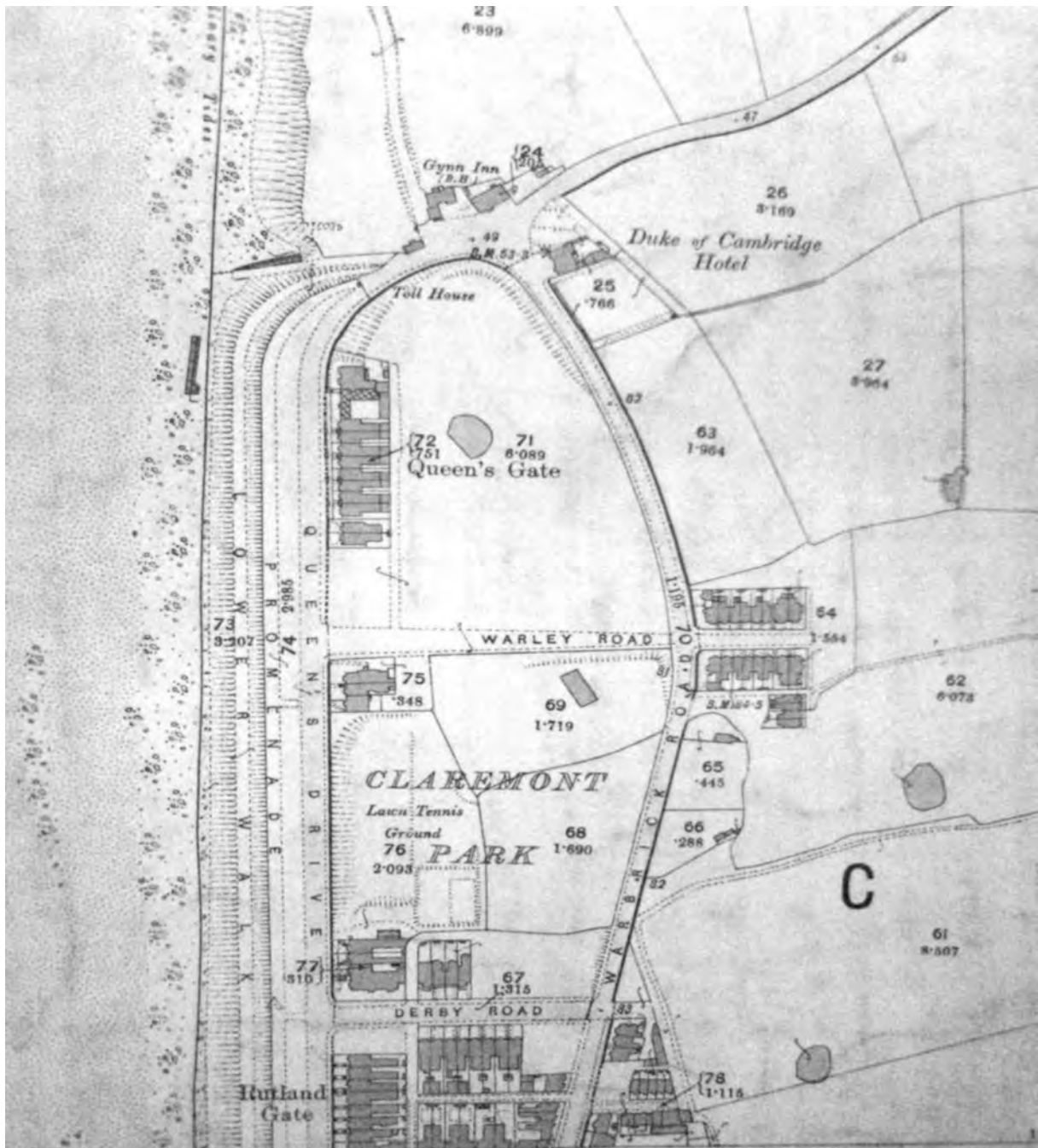


Fig 5: 1893 OS map, showing piecemeal development in Claremont Park (Lancashire Record Office)

4.2.4 Pleasant Street to Queen Street

South of Pleasant Street, the fields were overlaid by a grid of streets in the 1860s, roughly aligned on former field boundaries, and developed in a piecemeal pattern over the next fifty years.



Fig.6: Detail from Harding's town plan of 1877 showing a partly developed grid of streets south of Pleasant Street (Blackpool Library)

The 1877 town plan, 1893 OS map and view from the Tower (Fig. 4) illustrate the piecemeal development of plots within the grid in this southern part of North Shore, with the area not shown fully developed until the 1912 OS map was published. This

has resulted in an area of distinctive character, with a regular street layout developed with varied terraces of three-storey boarding houses or two-storey domestic housing; the former towards the west side of the grid on streets such as Lord Street, with workers' housing on the eastern fringes of the grid along Exchange Street and cross streets. The social hierarchy between streets is reflected in the density, scale and appearance of the housing lining the streets.

There is a zoning in the street profile; the Trade Directories for the 1880s and 1890s show that the houses on streets to the west of High Street were predominately used as lodging houses whereas the terraced streets to the east and north were mostly occupied by working people such as train drivers, builders and joiners (Barrett's Directory 1895). Whether lodging houses or private housing, all were densely developed with outshuts, small back yards served by back alleys and small front gardens. Once the area was fully developed there were no public open spaces within the area, apart from a bowling green on Queen Street, on the site of the 1911 Library.



Fig.7: A prominent boarding house on Lord Street c.1900 (courtesy of www.rossallbeach.com)

Notable local developers included Henry and Robert Banks, W. H. Cocker (the town's first mayor in 1876) and Robert Lewtas after whom streets in the area are named.

Dickson Road has historically functioned as the area's main through-route although its development took place gradually during the last quarter of the 19th century, with terraces of large lodging houses built in the 1870s on the west side towards the south end, but the east side not developed until early 1900s. The south end was lined with a mixture of shops and lodging houses, interspersed with churches and pubs. The tram ran along Dickson Road from 1898 until closure in 1963. In the early 20th-century the Imperial Cinema opened on the corner of Dickson Road and Lansdowne Crescent, with a billiard hall, but was eclipsed by the Odeon cinema which opened in 1939, the largest in England. The most significant change during the post-war years was the relocation of the railway station from its original site on Dickson Road, to the present 1938 excursion station building further east on High Street. The 1898 Talbot Road station was demolished in 1974.

The streets west of Dickson Road were developed with larger boarding houses and service buildings on lanes to the rear of Promenade properties. A few notable public buildings were provided in this area including swimming baths on Cocker Street (1871) and the Grundy Art Gallery and Carnegie Library (opened 1909).



Fig.8: The baths on Cocker Street before demolition in 1974
(Blackpool Library)

The spiritual needs of the community were met by a range of churches and chapels, including Christchurch on Queen Street, opened in 1871 (closed in 1982). Non-conformist chapels and churches on Dickson Road included the Mount Pleasant Wesleyan Chapel, first built in 1888 on the corner of Cocker Street and replaced by the present Methodist Church and school rooms in 1907 (Fig.9) and on the same side of the road, the Unitarian Church which opened in the 1883. The Baptist Tabernacle and Sunday school were built at the west end of Springfield Road in 1904.



Fig.9: North Shore Methodist church and former Sunday school, Dickson Road, 1907

4.3 Context: holiday accommodation and housing in Blackpool

To meet the rapidly-growing needs of the resort's influx of visitors, grids of streets were densely developed with lodging houses during a short period in the last quarter of the 19th century. 19th-century holiday accommodation in the resort was built to reflect a social hierarchy and the proximity of the location to the sea, the defining factor in the scale and status of boarding houses and hotels, with the Promenade reserved for hotels and higher-class establishments. Lodging houses for middle-class families were built on streets behind and off the Promenade in the 1870s in terraced blocks (Fig.10). Prime locations on westward-facing street corners with views of the sea are often distinguished by full-height octagonal bay windows forming corner towers (Figs. 7 & 11). Denser terraces of lodging houses for working people were built further inland away from the sea, in North Shore on streets such as High Street and Lord Street.



Fig.10: Typical lodging houses on the west side of Dickson Road, dated 1876

The town's requirements for affordable, mass holiday accommodation resulted in a distinctive range of specialised housing known as 'company housing', built to provide lodging houses for working class holiday-makers. These were similar in appearance to Lancashire urban terraced housing but built and planned on a larger scale, with long outshuts filling most of the rear yards and with large single or two-storey bay windows to the front. Streets characteristic of this development in North Shore include Mount Street and Lord Street. By the 1930s, many of the lodging houses had been adapted to provide apartments, for example on Banks Street.



Fig.11: Boarding houses built c.1900 on Lord Street

Externally, builders distinguished the boarding houses using stone details and decorative brick work for door surrounds and windows. Most houses had large bay windows, often double-height, and windows were vertically-hung sashes. The larger lodging houses closest to the sea were built with basements and attics, with steps up to the front doors and letting rooms arranged over four floors; in North Shore this type is mainly limited to Springfield Road, erected in the 1890s.

In the late 19th-century workers' housing was built to house those employed in the trades and in roles that supported the resort such as the railways. Often built at a higher density than the boarding house areas and inland from the sea, these streets are similar to workers housing in industrial Lancashire; typical are streets east of High Street, and Richmond Road north of Pleasant Street. The need to improve the quality of the housing stock, amenity space and drainage was recognized in the 1861 local bye-laws although it appears that these were often ignored in relation to the size of rear yards (Walton, 1998, p.85).

5.0 NORTH SHORE: CHARACTERISATION ASSESSMENT

5.1 Character and appearance

The study area can be divided into two character areas, shown on the map in Fig.1 - the linear area inland of Claremont Park between Gynn Square and Pleasant Street and the regular grid south of Pleasant Street to Queen Street. The overall character of the townscape can be summarised as an area of densely developed late 19th-century streets, mostly laid-out on a grid pattern. The narrow period of development and limited range of building types has resulted in a fairly homogenous urban form, of streets densely developed with terraced properties of a similar scale, form and appearance. Streets are tightly enclosed with almost continuous frontages, and few open spaces, with long framed views along most streets. The unity of some the streets has been disrupted by 20th century alterations and additions but the character of the area is still dominated by stone or brick-built terraced housing, interspersed with prominent community buildings, some of good quality. The character of the area was assessed during field work and the principal characteristics recorded; these are set out in sections below.

5.2 Spatial attributes, views and open spaces

The spatial character of the area is derived from a combination of the underlying topography of the area, and the pattern of superimposed development. The area is situated on gently sloping land at a height of less than 25 metres above sea level. The underlying geology consists of Permo-Triassic sandstones, overlain with a deep layer of drift deposits. In 1838 the soils were described as fine sand and gravel (Lancashire County Council and Egerton Lea, 2005, p.10).



Fig.12: Framed view north along Dickson Road

5.2.1 Spatial character

The spatial character of the area is uniformly dense, with a regular, tight urban grain and a strong sense of enclosure in the streetscene. The spatial character of streets is related to the role of each street in the street hierarchy with Dickson Road the widest street reflecting its role as a through route and local centre. East-west streets leading to the sea and close to the town centre tend to be wider than those further inland, with funnel-shaped spaces towards the sea at the west ends of Cocker and Queen Streets; these 'squares' provide valuable open spaces, connecting to the Promenade. Most of the grid-pattern streets have a homogenous spatial character, narrower in width than principal routes and with well-defined building lines created by uniform terraces. With a few exceptions, all terraces were built with small front gardens to create a narrow buffer from the road. Only the north end of Dickson Road, Richmond Street and parts of Ormond Avenue were developed with properties built up to the footway with no front garden.



Fig.13: Narrow rear lane and densely developed back yards on Back High Street

There have been few changes to the historic density of the area, with recent infill built at the same or a higher density, generally respecting historic building lines, if not the form, appearance and height of existing buildings. Some sites have been cleared and are in use as surface car parks. These open areas disrupt the tight urban

grain and allow for unattractive views onto the rear of properties, for example the car parks on Queen Street and Cocker Street.

5.2.2 Views and vistas

The overlay of a regular grid of late 19th-century streets onto gently sloping terrain has resulted in an area of framed linear views and long vistas. The views along the south section of Dickson Road are particularly important, punctuated by churches and prominent corner buildings such as pubs with good views in both directions (Fig.12). To the north, the curving line of the road allows for a sequence of changing views, with glimpses of the sea from the middle section around Pleasant Street. There are fewer views of Blackpool Tower from North Shore streets than from other areas due to the orientation of streets. Glimpses of the sea and the Promenade can be enjoyed along some east-west roads such as Warley and Derby Roads in the north and from Queen Street, Springfield Road, Cocker Street and Banks Street in the south. Views along straight north-south roads in the east of the area are tightly framed by uniform terraces.



Fig.14: View west to the sea along Cocker Street

Views along back alleys are partly obscured by inserted 20th century alley gates; these confined spaces reinforce the tight urban grain of the area.

5.2.3 Open spaces and gardens

Historic map evidence shows that with the exception of a few bowling greens, no public open spaces were provided within the study area before the end of the 19th century; the assumption being that the sea and Promenade would provide open space for recreation and fresh air. A bowling green on the corner of Queen Street and May Bell Avenue (now Abingdon Street) existed until the Carnegie Library was built on the site in 1911. On Dickson Road north of Pleasant Street there was a skating rink or bowling green, on the site of the present car-repair depot.

Gynn Square is now an important open space dominated by a traffic roundabout to the west side, with public gardens to the east of The Gynn Inn. These gardens and recreation grounds were laid out on the site of an area excavated for aggregate by the Corporation, as part of coastal defence work in c.1900. As a result, the space is partly sunk below the level of surrounding streets. The 1932 OS map shows a formal garden layout with quadrant paths on the west side of the Warbreck Hill Recreation Grounds. This layout was replaced before the mid 20th-century with an informal arrangement of serpentine paths, rockeries, and lawns. The brick gate piers on the north-west corner appear to be unaltered.



Fig.15: Gynn Gardens, first laid out in the early 1900s, with brick gate piers at the north-west entrance

There is an absence of trees in North Shore and domestic gardens are too small to provide significant greenery. However, small front gardens are a feature of most terraced streets and have largely been retained apart from on a few streets towards the southern end of the area such as Queen Street or Banks Street where the front gardens of former boarding houses have been respectively absorbed into the public realm or lost to front extensions (Fig.16).



Fig.16: On the north side of Cocker Street, front gardens have been partly developed

Particularly towards the north and east of the area, front gardens behind low front walls are a consistent feature of the street scene, for example on Egerton Road, High Street and Exchange Street. Garden size tends not to increase with the size of the property, with large or higher status properties still fronted with only narrow gardens to provide a buffer from the public street.



Fig.17: A detached house on Yates Street with a rare, little-altered front garden.

Rear yards are very small throughout the North Shore area and in common with other parts of Blackpool have often been reduced in area by ground floor rear extensions, offering little space for planting or for trees to the rear of houses. The very small rear yards and narrow alleys limit the potential to adapt the houses or improve private amenity space to the rear.

Some cleared sites, for example the former baths site on Cocker Street, are now in use as surface car parks, but these open spaces do not make a positive contribution to the streetscene and disrupt the urban grain of the area.



Fig.18: Car park on the site of the Cocker Street swimming baths, demolished 1974

5.3 Historic and current uses

Although superficially the use of buildings on the streets within the study area has generally changed little since they were first constructed, the social status of the area has altered, with a significant proportion of former holiday lodging-houses now occupied by tenants on low incomes and sub-divided into flats. The shift to flats had taken place by the 1930s when Trade Directories record apartments (for holiday use) on streets such as Banks Street, Lord Street and Springfield Road that in 1898 had been lined with lodging houses (1898 and 1938 Barrett's Directory). Boarding houses and holiday accommodation are still a feature of western streets closest to the sea, such as Wilton Road in the north and the west end of Banks Street and Cocker Street in the south.

To the north and east of the area, most of the houses were built as private dwellings. The 19th century Trade Directories provide an insight into the social hierarchy and the social history of this part of the resort. Terraced streets such as Richmond Road, Lewtas and Cross Streets were occupied by skilled workers and artisans such as joiners, builders, shrimp dealers, and bathing van proprietors. Houses on Ormond Avenue and Egerton Road in the north, developed in the early 20th-century, were occupied by people slightly further up the social scale; office workers such as estate

agents or skilled working class lived on these streets, reflected in the size of the properties. These streets are still in residential use although there has been some social decline.



Fig.19: Small workers' cottages on Francis Street

Dickson Road was the principal street within the neighbourhood, lined with lodging houses interspersed with shops and large community buildings such as churches. Shops still line the north end of the road although economic decline of the area and changing patterns of business has led to a more limited range of businesses than historically existed. For example, most of the banks have closed and there are now few grocery or food stores. Egerton Road was a secondary shopping street with a co-op on the east side (demolished) and short parades of shops at the south end close to the Empress Hotel in the early 1900s (Fig.28).



Fig.20: The fish dealers at No.275 Dickson Road in the 1960s; now a reflexology studio (Blackpool Library)

Community or public buildings within the study area historically included seven churches or chapels, most with Sunday schools; of these the North Shore Methodist Church and the Baptist Tabernacle are still in use for worship, but the former Dickson Road Unitarian church has been converted to flats, the chapel on Abingdon Street is now a children's nursery (Fig.21), the Methodist chapel on Ashburton Road has been replaced with flats and only the tower is left of St Paul's, now part of a medical centre. The former Imperial Cinema on the corner of Dickson Road and Lansdowne Place is now a community project.



Fig.21: Former United Methodist Church on Abingdon Street is now a children's nursery

The principal streets were served by back streets and lanes, where ancillary businesses such as livery stables, smithies and warehouses were developed. On the edge of the area, Exchange Street had livery stables on the east side and a smithy nearby on the west side; the stables' historic function is marked by a horseshoe carved into the keystone of the archway.

The architectural character of the existing buildings is described in the following section.



Fig.22: Entrance to the former livery stables on Exchange Street, built c.1900 and now a repair garage

5.4 Materials and construction

5.4.1 Elevations and roofing

The character of North Shore is unified by the use of red brick and Welsh slate, although much of the brick has been painted or rendered. Bricks were made locally in the Fylde, on the edge of the urban area; a brick works and a saw mill are shown on the 1912 OS map just east of Egerton Road. Some of the earlier lodging houses, built around the 1860s and 1870s were finished with stucco scored to resemble ashlar and plainly detailed. A fine-grained sandstone is generally used for architectural details such as hoodmoulds, bay windows, sills and lintels, door surrounds and string courses, although the stone has not weathered well in the marine environment and has usually been painted. Moulded brick and terracotta are occasionally used for friezes and other details for late Victorian and Edwardian buildings. The quality of detail is generally higher on public buildings and on larger lodging houses, for example on Lord Street, with the most modest details used on workers housing further east, reflecting relative position in the social hierarchy.



Fig.23: Rich stone details on the Empress pub, Exchange Street, since over-painted

Where brick is still fairfaced it is generally laid in stretcher bond, reflecting the late date of the most of the streets' development. On terraced streets there is subtle variety in the use of details to provide simple decoration and to distinguish one of group of houses from another. Terraced houses in the area were provided with stone details for door surrounds and bay windows, either using classical or gothic motifs. Eaves are often finished with a timber board cut into simple repeating patterns or with a terracotta frieze.



Fig.24: Simple polychrome brick decoration and fretted timber eaves on Exchange Street

The brickwork on many front elevations has been obscured by modern treatments. The most common is paint, followed by pebble-dash and render, with a few examples of cladding using concrete facing tiles to resemble stone.

Chimney stacks are in red brick, most with projecting bands, often rendered. Pots where they have been retained are in cream or red clay.

Roofs were originally laid with Welsh slates; on the whole this original roof covering has been retained, although a few roofs have been re-laid using concrete tiles. Rainwater goods were historically provided in cast-iron; the larger buildings have ogee-section gutters, which were a more expensive choice than simple half-round gutters. Most down-pipes are now plastic, although some cast-iron examples have survived.

5.4.2 Doors and windows

Very few houses retain historic door or window joinery, although original openings have largely been retained on terraces to preserve the proportions and overall unity of frontages. Front doorways were fitted with panelled doors made of pine, with variations including part-glazing to upper panels. Inner halls were lit with a transom or fan light above the doors. Doors on terraces are sometimes designed in pairs with

a shared canopy or surround (Fig.25). There are no more than a few examples of houses that have retained panelled timber front doors and plate glass sash windows on each street.



Fig.25: Paired panelled doors on Egerton Road



Fig.26: Early 20th century leaded sash windows at the north end of High Street

There are some examples of replacement doors from the inter-war period, including those with oval inset glazing and leaded coloured glass fanlights, but most doors are now modern replacements in uPVC or timber.

Historic sash windows are rare in the area (Fig. 26). Some replacement windows respect the divisions between the plate glass sashes, which has helped to retain the historic proportions of the frontages. In most cases, historic windows have been removed and replaced with modern casements or top-hung windows that ignore historic window patterns. Towards Gynn Square early 20th-century terraced houses on Ormond Avenue and Gynn Avenue have timber casement windows, some retaining leaded glass.



Fig.27: Ormond Avenue, 1920s leaded casements and doors.

5.4.3 Shop fronts

On Egerton Road, the parade of shops at the south-east end of the road was refurbished a few years ago, retaining some original decorative elements from the Edwardian shopfronts.



Fig.28: No. 126 Egerton Road; part of an elaborate shop front surround has been retained on the butcher's shop

On Dickson Road there are few intact examples of Victorian shop fronts, although it is possible that some historic joinery may have been retained, hidden behind modern fascias. The retail frontages at the northern end of the road still enliven this street scene although no historic shop fronts were recorded. On Queen Street there are examples of first floor display windows, although most of these have been renewed in modern materials.



Fig.29: Late 20th century shop fronts along the north end of Dickson Road

5.4.4 Boundaries

The presence of front gardens with boundary walls expresses the higher social status of the property. None are provided at the lower end of the social scale where houses directly front the footway for example on Richmond Street or Francis Street. Historically, front boundaries generally comprised low brick walls with stone copings. Some houses had iron railings, mostly removed with some replaced with modern steel railings; historic railings have generally only survived on steps to basements or up to front doors where there is a drop to protect, for example on Springfield Road. Gate piers are stone or brick, often carved with Gothic motifs or caps and now painted. Original iron gates or railings are a rarity in the study area.

Boundary walls to the rear of the streets, dividing rear yards from back alleys, were historically built in red brick, but most sections have been re-built in modern brick or taken down and replaced with the rear walls of rear additions. Modern steel gates have been added to the ends of the most alleys for security.



Fig.30: Late Victorian gate piers and brick boundary walls on High Street, north end



Fig.31: Back Warbreck Street Street, a service road with re-built rear walls and extensions

5.4.5 Signs and details

Distinctive cast-iron and ceramic street signs have been retained on many streets. These have decorative cast-iron frames with individual letter tiles and are important features. They probably date from the early 20th-century when streets were renamed to rationalise street names in the town. These survive on most streets, although they may be vulnerable to theft and modern steel replacements have been used on some streets. No other historic items of street furniture were recorded in the area.



Fig.32: Characteristic cast-iron and ceramic street sign, on Back Lord Street

5.4.6 Roads and footways

All footways are mostly now laid with either concrete paving or tarmacadam. Kerbs are almost all concrete, although some original examples of granite or sandstone kerbs have been retained on narrow side streets. Historically, footways would have been laid with stone paving and roads either rolled gravel with setted gulleys or fully setted.

Rear alleys are now generally laid with tarmac, but historic setts are visible in some places where the tarmac has worn through.



Fig.33: Stone setts showing through worn tarmac on a side street of Abingdon Street



Fig.34: Typical modern mix of concrete paviours, kerbs, paving and tarmac on High Street

Street furniture is largely modern with concrete lighting columns. Trams ran along Dickson Road until the 1960s but there is now no trace of this in the street scene. The historic street name signs in cast-iron frames with ceramic lettering are distinctive historic features in the street scene (Fig.32).

5.5 Architectural character

5.5.1 Domestic buildings and lodging houses

The area has four main types of domestic building, arranged in ascending order of scale and reflecting relative status as built:

- the smallest terraces of two-storey workers' cottages on back streets such as Francis Street and Clyde Street,
- two-storey workers' terraces without front gardens on streets such as Richmond Road and Imperial Street and the east end of Lewtas Street and Cross Street,
- terraces with bay windows and small front gardens on streets in the east or north of the area including High Street, Exchange Street, Braithwaite Street, Ormond Avenue and Boothroyden,
- larger terraced houses on Egerton Road, Gynn Avenue, Bute Street and Eaves Street.

Builders and developers used the architectural appearance of the houses to express subtle differences in social scale. The architectural treatment of terraces, along with spatial quality reflects a hierarchy, with streets west of Dickson Road at a significantly higher social scale than the rest of the streets, due to the proximity of the sea.

At the lower end of the social scale, the appearance and architectural character of the two-storey housing east of High Street and north of Pleasant Street was largely determined by the local bye-laws; these streets were developed at the end of the 19th century after the 1861 local Bye-laws had been introduced. These houses are fairly typical of workers' housing built in most Lancashire towns; the basic plan consists of a ground floor of two and a half rooms accessed from a front hall leading directly to the staircase, with front parlour and rear living room and a scullery in the outrigger. Upstairs there are usually two bedrooms in the main body of the house with a third bedroom in the outrigger. Bathrooms were usually not an original amenity and were either provided in the third bedroom or within single-storey extensions built into the rear yard. Each pair of terraced houses shares a gabled outrigger, with narrow L-plan yards. Some of the smaller houses built after c.1900 lack outriggers; the dense workers' housing on Richmond Road was built with flush rear elevations.



Fig.35: Handsome lodging houses on Banks Street, built in the 1860s with full-height bay windows.

In North Shore the earliest lodging houses were built on Dickson Road, Banks Street, High Street, Wilton Parade and Derby Road, all shown on the 1877 street plan; these have handsome stone-built bay windows and rendered frontages with roofs partly hidden behind parapets to the largest groups on Dickson Road (Fig.44). Streets with former lodging houses or hotels built in the later 19th century include Queen Street, Springfield Road, Cocker Street, Pleasant Street, Mount Street and Lord Street. These were brick-faced, and generally have two-storey bay windows with distinctive octagonal corner towers, often facing towards the sea (Fig.7). Two or three-storey bay windows are a distinctive feature of lodging houses, offering good quality front rooms on at least two floors. The later lodging houses were built on similar pattern to terraced housing but with larger floor plans, deeper rear outriggers and additional storeys to maximise the number of bedrooms for visitors. Multi-storey bay windows are not unique to Blackpool and can be found at most British seaside towns from Scarborough to Criccieth.



Fig.36: Typical large outriggers on lodging houses fronting Pleasant Street, seen from Mount Street

Externally, the terraced house plan is expressed on the street frontage by the front door, usually with a fanlight to light the hallway, and a bay or large sash window to one side for the front parlour, with smaller sash windows to the upper floor bedrooms. The use of bay windows on terraced workers' housing indicates a higher social scale than those without and would have justified a higher rent. Houses were not generally built with attic dormers in the study area. The regular treatment of elevations, with the vertical emphasis provided by doors, bay windows and former sash windows still provides an overall unity to the street frontages.



Fig.37: Strong rhythm of bay windows and string courses on the west side of Egerton Road.

The variety of architectural details adds interest to individual streets, helps to distinguish groups of houses and expresses a social hierarchy. The simplest terraces have plain arched fanlights with keystones over the doors, whereas large lodging houses have more elaborate doorcases with canopies and pilasters. Doorways of adjoining properties are often treated as paired features, sharing a canopy or hoodmould. Articulation and decoration to elevations was provided by features such as projecting stone string courses, raised quoins, fretted timber eaves in workers' terraces, and decorative stone surrounds to draw attention to doorways.



Fig.38: Plain workers' housing on Richmond Road, built c.1900

5.5.2 Non-domestic buildings

Non-residential buildings in North Shore include business premises built to serve the growing holiday and permanent population. Shops are located on Queen Street in the town centre, Dickson Road and on Egerton Road. Original shopfronts are a rarity and most have been replaced with late 20th-century display windows in uPVC with modern signage. Flats on upper floors are often expressed by bay windows, sometimes in timber. There are a few distinctive groups of inter-war commercial buildings on Dickson Road north of Pleasant Street, in Art Deco or simple classical style (Fig. 39). Banks tend to be on corner sites, often with richly detailed corner doorways.

Corner pubs or hotels are features in the street scene, most still in use. Rich facing materials distinguish pubs from domestic property and include stone and terracotta for those built around the turn of the 19th century with faience a feature of 1920s and 1930s buildings such as The Duke of York on Dickson Road. The Gynn Inn (formerly the Duke of Cambridge Hotel) is a good example of an inter-war pub design, built with a low convex frontage facing the sea to the west.



Fig. 39: Nos 169-175 Dickson Road, a 1920s commercial buildings faced in faience in classical style

High status community buildings such as churches are usually designed by architects and sited on prominent corner locations. Their public role and sober purpose is marked by the use of dressed stone, traditional Gothic style with a tower or spire.

Entertainment buildings such as cinemas in the area were developed on prominent locations and designed with bold architectural treatments using eye-catching innovative materials and finishes. The former Odeon cinema on Dickson Road was built in the late 1930s to designs by Harry Weedon & Partners and is among the best examples of the Art Deco cinema in the country, reflected in its Grade II listing.

Lower down the hierarchy, on service streets such as Back Lord Street and Back High Street, workshops were built for light industry; these are functional in style and character, usually one or two-storey and faced in red brick with plain details. These buildings tend to have been much altered as their function changed.



Fig.40: Former Odeon built 1938-39, faced in faience



Fig.41: Former stables or garages on Back Lord Street

5.6 Degree of completeness

The area is fairly complete, with few losses since the area was fully developed in the early 20th century. Prominent buildings that have been demolished include the Talbot Road railway station (just outside the area) in 1974, the baths on Cocker Square (now a surface car park) also 1974, most of St Paul's Church on Dickson Road (1990s) and Christ Church in 1982. There has been limited recent clearance and rebuilding, with a small block of flats on Cocker Street a rare example of contemporary design using bold materials. A notable recent loss is the sea water pumping station on Dickson Road, just south of Bute Street, built in 1874 and run by the Corporation from 1902 to pump sea water to hotels, public baths and hydros.



Fig.42: The tower of St Paul's Church has been incorporated into a medical centre after the demolition of the rest of the church in the 1990s

The most visually intrusive change to streets with boarding houses has been the building of ground floor sun-lounges over front gardens, particularly west of Dickson Road, for example on Banks Street. The removal of front gardens for car parking is not yet a common issue, but is intrusive in the street scene where it occurs.



Fig.43: Frontage car parking towards the south end of Egerton Road

Most properties retain Welsh slate roofs, although some properties have been re-roofed with heavier concrete tiles. Whilst openings have not been altered and the overall proportions of the elevations have been retained, the loss of historic joinery and window patterns has eroded the unity of the terraces at a detailed level, particularly where houses in different ownerships have received different replacement window and door types. Properties that retain original Victorian or early 20th-century doors and windows are rare; most doors and timber windows have been replaced with double-glazed windows, often in uPVC.

The unity of terraced frontages has also been affected by individual approaches to the cladding, painting or rendering of brickwork; concrete 'stone' cladding is particularly intrusive. Paint has generally been applied to decorative stone features such as cills and lintels. Many rear yards have been built-up with extensions or sheds, congesting already tight spaces.



Fig. 44: Leaded casement windows and added attic dormer on a Gynn Avenue hotel



Fig. 45: Built-up rear yards off Cocker Street

5.7 Archaeological potential

The archaeological potential of the town has been assessed and described in the Towns Survey report produced by Lancashire County Council in 2005. The area was developed in largely late 19th century phases of intensive development and the sites of earlier buildings or settlement have been developed for highways improvements or later buildings. For example, the former Gynn Inn, a building known to have existed from the late 18th century was demolished for road improvements in 1921 and its site is now occupied by the roundabout at Gynn Square. Prior to the development of individual sites it is recommended that advice is sought from the County Archaeologist.

6.0 SIGNIFICANCE

6.1 Assessing significance

The relative significance of buildings and streets in the study area has been assessed using a variation of the assessment criteria developed and used for the Welsh Streets Characterisation report, prepared by AHP for Gleeson Regeneration in 2007. The heritage townscape value of each street and building was assigned to one of three values, negative, neutral or positive and for buildings, an additional Local List category was used for better quality buildings with the potential to be added to a list of buildings of local significance. This report follows current guidance provided by English Heritage and CABE on the assessment of urban townscape in housing market renewal areas (CABE and EH, 2008).

Potential Local List buildings have been selected using criteria developed by AHP for Stockport Council, based on local historic and architectural merit, degree of completeness and contribution to the street scene.

The following factors have been taken into account:

- Buildings surviving from the earliest phases of development (1860s or earlier) or good examples of later 19th or early 20th century development and surviving in anything like their original form;
- Intrinsic architectural or historic merit, including association with significant event or individual;
- Relationship with other groups of significant buildings or landscapes, which have a designated merit, eg. conservation areas;
- The relationship between otherwise unremarkable buildings and the wider urban landscape, to create townscape of value in the context of the wider area.

These attributes in some cases overlap. They have been used to determine significance values of buildings and groups of buildings or spaces, according to the following five categories of significance.

- **Protected:** buildings, features or spaces that are protected by way of listing, scheduling or being within a conservation area or registered park. There are three listed buildings in the area, all listed Grade II – the Grundy Art Gallery and Carnegie Library, the former Odeon cinema and North Shore Methodist Church. No part of the study area is within a conservation area.
- **Local List Potential:** buildings, features or spaces of clear local interest. Although not candidates for listing, they make a positive contribution to the street scene and should be retained unless it can be demonstrated that redevelopment would be of greater benefit to the character of setting of adjoining buildings and spaces or that there are overriding social or economic factors.

- **Positive value:** buildings, features or spaces of clear local interest, but of lesser quality than Local List buildings, or altered superficially. They make a positive contribution to the street scene and should be retained as part of future regeneration, if practicable.
- **Neutral:** buildings, features or spaces which although of little individual merit, for example due to the level of later alterations, combine with other buildings and spaces to create a townscape of value, which could be recreated through careful new development that complements the townscape.
- **Negative value:** buildings, features or spaces which have an adverse impact on any aspect of the significance or heritage value of the townscape or other buildings, and where redevelopment or removal is positively encouraged.

6.2 Summary of significance and designation status of the area.

North Shore is significant for its historical development for both holiday accommodation and for workers housing, developed over a 50 year period between the 1860s and early 1900s. This has resulted in a fairly homogenous townscape of regular streets, lined with densely built terraced housing. Subtle variations in scale and architectural treatment depend on proximity to the sea and social status. The study area includes a wide range of historic community buildings and other infrastructure provided to support the growing resort but it is noticeably lacking in open space. The late 19th century street pattern is intact but due to the level of alteration to buildings many streets now have neutral value.

The study area is bounded by the Central Promenade study area to the west, and there are visual connections with this area along the east-west streets. The area has been divided into two character areas - north and south of Pleasant Street.

There are just three listed buildings within the study area: North Shore Methodist church, the Grundy Art Gallery and Carnegie Library on Queen Street and the late 1930s Odeon. The Baptist Tabernacle may be of listable quality although its interior has not been seen. There are nine buildings which have the potential for inclusion on a Local List.

6.2.1 South of Pleasant Street

Dickson Road is the main north-south route through the area, lined on both sides with former lodging houses, parades of shops and a few community or entertainment buildings. The road has positive value in townscape terms. Streets to the west were built-up with handsome lodging houses and there are views of the sea and promenade. To the east there is a regular grid of streets laid out in the 1870s but not fully developed until the early 20th century. The southern and western side of the grid is lined with former lodging houses, with workers' housing to the east; the

streetscene is little altered although the quality of the buildings is fairly modest and has been eroded by alteration. The south part of the study area bounds the town centre.

6.2.2 North of Pleasant Street

Dickson Road continues north as the main through route and forms the west boundary of the study areas. East of Dickson Road is a variety of terraced streets, laid out irregularly in different phases between c.1900 and the 1920s. The best of these are Egerton Road, with homogenous terraces with front gardens and Ormond Avenue, comparable to streets in the Raikes area of Blackpool. On Lynn Grove is a rare mid 19th-century house, pre-dating the later development of the area. Overall, the townscape of this northern area is considered to have positive value although the buildings are often modest in quality.

6.3 Street summaries

6.3.1 Dickson Road

This long road is an important historic linear feature in the townscape, and the principal north-south route through North Shore. The street was laid out by the mid 19th-century and gradually developed over the next fifty years. The earliest buildings are along the western side of the southern stretch with three-storey lodging houses built in the 1870s. The east side of this stretch was developed by c.1900 with tall red brick terraces.



Fig. 46: Dickson Road, looking south

The street is divided into regular blocks by east-west streets; those to the west lead to the Promenade, giving glimpses of the sea. The southern stretch is straight, but it curves inland of Claremont Estate over the cliffs to the north, before falling to Gynn Square. The line of the road provides a changing sequence of views, with views of the sea in places.



Fig.47: A sea view from the junction of Dickson Road and Pleasant Road

Properties are generally built-up to the back of the footway or front a short forecourt. Combined with the three-storey scale of buildings, particularly at the south end, this tight building grain allows for well framed views north and south, punctuated by prominent higher status or public buildings such as the tower of the former St Paul's Church and North Shore Methodist Church (Fig.46). At the north end parades of shops and houses line the road on the hill running down to Gynn Square. The street is not consistently enclosed by buildings for the middle section; along its west side just north of Pleasant Street the road is partly overlooked by the rear elevations of property fronting the promenade, including the Imperial Hotel, and there are some garage repair businesses with open forecourts on the east side.

Handsome blocks of 1870s lodging houses towards the south still retain their overall form intact and the blocks still define the street, but many hotel and boarding house

properties have been substantially altered with replacement doors and windows, roof or ground floor extensions and Dutch blinds. Shops and pubs enliven the street scene at the north and south ends of the road, although 20th-century shop fronts and advertising are mostly of poor design quality and visually intrusive.



Fig.48: Altered lodging houses on the west side, built in the 1870s.

Non-residential properties on the street include parades of shops, bars and cafes, most with altered ground floor frontages, towards the north and south ends of the road. The former Odeon and the former Imperial cinema at the Lansdowne Crescent junction are local landmarks and represent the entertainment world. There are some negative buildings such as the garages and car-repair workshops towards the middle section, some with open forecourts and a lack of site enclosure.

Overall, the street has a **positive** value.



Fig. 49: Intrusive garage repair shop, on the site of a late 19th century skating rink

6.3.2 Banks Street and Cocker Street, west of Dickson Road

These short terraced streets lead to the sea front from Dickson Road, laid out on the same grid as streets to the east. Bank Street and Cocker Street were the earliest to be developed, shown on the 1877 street plan, both lined with similar three-storey lodging houses from the 1870s. These densely built-up streets have a fairly homogenous character, although the terraces display subtle differences of detail. Houses are generally rendered brick with two-storey or full-height bay windows, with decorative doorways. The lodging houses were built with small front gardens behind low walls, a pattern disrupted by front parking and additions. Almost all the original doors and windows have been replaced and attic roof extensions and ground floor additions are common, eroding the visual unity of the streets.

Overall the townscape value of these streets is **positive**.



Fig.50: 1870s lodging houses on the north side of Banks Street

6.3.3 Springfield Road and Walker Street, west of Dickson Road

Springfield Road leads west to the sea front. It follows the line of a former field boundary (Fig.93), including the kink in its alignment which blocks views of the sea from the east. The street is tightly framed by three-storey terraces, set behind short front gardens with boundary walls. Most of the street was not developed until the 1890s; the Trade Directories record almost all of the houses in the street in use as lodgings between 1898 and the 1930s. After this date the buildings were divided into flats and most are now in office use.

The buildings vary in design; the terrace on the south side was built in 1894 and is stone-faced with two-storey bays, other groups are brick or rendered. On the north side the terrace of large, former lodging houses has gabled roofs and is faced in red brick. Some buildings retain sashes and panelled front doors, for example No. 41, and there are a few examples of cast-iron railings on the north side (Fig.53).



Fig.51: Nos. 35-49 Springfield Road on the south side are stone-fronted with sashes, now offices



Fig.52: Nos. 4-12 on the north side of Springfield Road



Fig.53: Late 19th century wall and cast-iron railings on the north side of the street

The street has a good group of places of worship all with Local List potential: on the north side, the Baptist Tabernacle (1905) and on the south side the former United Methodist church and Sunday school, the latter dated 1897. Overall the street has a **positive** value.



Fig.54: Former Methodist Sunday school dated 1897

Walker Street is a narrow back street with tight urban grain; most of the buildings are of little interest with the exception of the Baptist Sunday school at the west end. This is a little altered Edwardian building with sash windows and a high brick boundary wall, following the edge of the street.



Fig 55: Baptist chapel and Sunday school on Walker Street with view of Blackpool Tower beyond

6.3.4 Abingdon Street and Queen Street, west of Dickson Road

Queen Street has a varied character with a few late 19th-century former lodging houses surviving amongst 20th-century retail premises. Buildings are generally three-storey in a mixture of render and red brick, built up to the back of the footway and framing views down to Queens Square and the promenade; the street widens towards the seafront. First floor display windows are a feature of some properties and although these survive as features, most have been replaced with modern equivalents. Queen Street was developed with lodging houses in the 1880s; just one of these on the north side, No. 6, has survived at the west end with sash windows intact, but most of this block was rebuilt in the early 20th century for shops, now partly a bar.



Fig.56: The north side of Queen Street with No 6, a former house sandwiched between early 20th century shops

The south side of the road has a group of much altered stucco houses, now with inserted projecting windows to first floor. The best group of lodging houses is Nos. 53 and 55, a pair of double-fronted houses with two-storey stone bay windows and central doorways, in a late Gothic style.



Fig.57: Nos 53 – 55 Queen Street, built as lodging houses c.1880

Queen Street was a fashionable street in the town, one block north of Talbot Road and the setting for Christchurch, built in 1871 and taken down after closure in 1982. Until the early 1900s, a bowling green occupied the north-east corner of Abingdon Street and Queen Street until the Library and Art Gallery was built here in 1911. This prominent building dominates the street and is listed Grade II. East of this on Queen Street, were the Christchurch vicarage and another detached villa, both shown on the 1877 street plan and demolished in the 1960s. Their site is now a car park and partly occupied by a poor quality post-war club; a low grade setting for the Art Gallery.



Fig 58: Blackpool Library and Art Gallery, a Grade II listed building

The northern end of Abingdon Street has historically been named Parker Street (1877 plan) or May Bell Avenue (1893 OS map). It is dominated by the Library on the north side, with the former United Methodist Church, now a children's nursery, adjacent. The west side of the road is lined with two groups of large three-storey terraces; Nos. 77-79 were built as lodging houses and are fairly unaltered and retain low front boundary walls and gate piers. To the north, the brick terrace at No.81-95 is faced in brick with inserted shopfronts, and is of lesser quality.

Both streets have overall **positive** value.



Fig.59: Nos. 77-79, a pair of intact double-fronted lodging houses on Abingdon Street

6.3.5 General Street

This north-south street has a mixed character, with retail and warehouse premises as well as holiday accommodation. Towards the south end, the east side of the street is lined with substantial former lodging houses, built in the 1870s and shown on the 1877 street plan. These have rendered brick, three-storey frontages with two-storey bay windows and details such as fretted eaves boards. Front gardens were a feature of these houses but these have been partly lost to car parking.



Fig. 60: General Street looking north from Springfield Road, with lodging houses to the right

The south-west end of the road was not developed until the early 1900s, with a large brick store, built gable-end to the road and set back behind the building line; now Sefton's furnishers, this was built as a garage and coach proprietors (1934 Barrett's Directory).

Towards the north end the road the street narrows, with properties built up to the rear of the footway. Here the street partly functions as a back lane serving properties fronting the promenade; there was a livery stable on the east side of the road, and garaging for the Metropole Hotel. The car park on the corner with Cocker Street was occupied by swimming baths built in the 1870s until the site was cleared in the post-war era.

Overall, the street has a **neutral** value.



Fig 61: No.22, late 19th century former stables on the east side of the street

6.3.6 Back Warbreck Street and Francis Street

These two narrow streets run north-south parallel to the west side of Dickson Road. Back Warbreck Street, as its name suggests acted as a back lane to Warbreck Street, the former name for the northern stretch of Dickson Road. It is lined with the rear boundary walls or rear additions of properties fronting Dickson Road or Lansdowne Place. It is of no more than **neutral** value.

Francis Street also functions as a back lane but was developed with the smallest of two-storey worker's cottages which are built up to the rear of the footway and, with the returns of larger properties on Banks Street, tightly frame the street. The terraces are rendered or painted brick and have survived on both sides of the street. Towards the north end of the street the historic character has been lost by the clearance of the Cocker Street baths on the west side and by recent infill development on the east corner with Cocker Street. The latter apartment block is a rare example of good contemporary design in the area and enhances the street scene.



Fig.62: View north along Francis Street

6.3.7 Queen Street and Springfield Road, east of Dickson Road

Although the grid street pattern was laid out in the 1860s, most of the parallel streets east of Dickson Road were not developed until later in the century. Queen Street, formerly known as Upper Queen Street, is dominated on its south side by the bulk of a multi-storey car park which replaced the Talbot Road railway station, demolished in 1974. The north side of the road is fragmented with a mixture of infill and altered late 19th-century lodging houses. The townscape value of this part of the street is **neutral**.

Springfield Road was not shown as built-up until the 1912 OS map when it was lined with groups of large lodging houses. Those that remain on the north side have been altered and are no longer of positive value.



Fig. 63: North side of Queen Street with recent infill on the site of a former school and altered lodging houses beyond.

Those on the south side were partly cleared in the 1930s for the building of the Odeon cinema; this building (now Funny Girls) dominates the south side of the street, with an almost blind side elevation and a stepped roofline falling in height towards the east. Views towards the east end of the road are closed by the side wall of the Blackpool North railway station and dominated by traffic management infrastructure; this road is part of a one-way traffic system. This eastern section of Springfield Road has **neutral** townscape value.



Fig.64: The north elevation of the 1930s Odeon along Springfield Road

6.3.8 Banks Street and Cocker Street

Both Banks Street and Cocker Street were laid out as east-west cross streets in the 1860s as part of the grid, but development took place in two distinct phases. The 1877 street plan shows plots partly developed; for example, the blocks on the south side of Bank Street east of Lord Street had by then been built on, but on the north side flanking Lord Street the plots were not developed until c.1900. Trade Directories show that most buildings were used as lodging houses until the 1930s when apartments became the norm. Most of the earlier buildings remain, albeit with alterations to frontages; they tend to be plainer architecturally than later buildings, usually rendered and designed in a simple late Georgian style. The best of these is the detached hotel, 'Highbank', at No.46. No. 44 is a good example of the later 19th century red brick lodging houses, with projecting bay windows and gabled roof on the corner with Lord Street. Further east are terraces of workers' housing beyond High Street, built at a high density up to the rear of the footway.

The former Unitarian Church, built in 1883 is a landmark on the south side of Banks Street, now converted to flats. The attractive stone-faced houses adjacent to the church are on the site of the former Sunday school.

Banks Street has an overall **positive** value although some of the buildings have been much altered.



Fig.65: No.46 Banks Street, probably built in c.1870

The lodging houses were built with front gardens defined by low front walls; these have mostly been replaced with car parking.



Fig.66: View west along Banks Street from No.46, with Nos. 42 & 44 beyond, brick lodging houses built c.1900.

On Cocker Street the pattern is similar with a mix of plainer properties built c.1870 and later infill built around 1900. The North Shore Methodist Church is a landmark on the corner with Dickson Road. Most of the former lodging houses have been altered and there are few of a positive value; the best examples are the three-storey properties on corner sites (Fig.65). There has been limited modern infill, for example at the junction with Exchange Street.

Overall, the townscape value of Cocker Street is **neutral**.



Fig.67: No. 103 on the corner of High Street and Cocker Street, probably built c.1870

The straight road alignment provides for good views along both streets towards the sea and the promenade. The short blocks are cut by the long north-south streets and by parallel back lanes, resulting in fragmented street frontages but offering opportunities for prominent corner buildings with bay windows.

6.3.9 Lewtas Street and Cross Street

These east-west streets were laid out east of High Street by 1893 but not fully developed until c.1900. The historic social status of the streets is reflected in the high density of the terraced housing built for workers'. The streets are also narrower in width compared with streets further west. There has been some infill or rebuilding, at a similar density. From the east end of Cross Street there are good views of The Empress pub on Exchange Street.

Overall, the streets have a **neutral** value.



Fig.68: Dense terraced workers' housing and modern infill on Lewtas Street

6.3.10 Yates Street and Mount Street

These parallel east-west cross streets were not fully developed until c.1900, although the line of Mount Street is shown on the 1893 OS map. The street frontages are divided into short blocks, resulting in a fragmented, but regular streetscene. The streets are lined with substantial former lodging houses, faced in red brick, with prominent corner features (Figs. 69 & 70). Historic doors and windows are a rarity and front gardens have generally been replaced with car parking, although at No. 17 Yates Street the front garden is intact complete with front walls and iron gate (Fig.17). Overall, the streets have **positive** value.



Fig.69: No.4 Yates Street, a former lodging house now used as a surgery



Fig.70: No.3 Mount Street

6.3.11 Lord Street

A major north-south street laid out in the 1860s although not fully developed until c.1900. The earliest phase is represented by the buildings between Cocker Street and just south of Banks Street, where the best groups of lodging houses have been retained. These large three-storey terraces are brick-built with Welsh slate roofs and with two-storey bay windows, and generally have a plain eaves line. There are some ground floor additions and loss of front gardens but these terraces provide a unity to the street-scene. Like most of the east-west streets in this grid, the buildings were used as lodging houses until the early 20th-century.



Fig.71: Typical lodging houses on Lord Street built c.1870 (Nos.77-89)

Corners of later buildings are treated with prominent features such as full-height bays, visible from Dickson Road. At the north end, the large corner lodging house on the Pleasant Street junction can even claim to enjoy sea views (Figs. 7 & 72); this is a good example of the later phase of development in North Shore built c.1900. These buildings tend to have lively rooflines with gables and turrets and more detailing to eaves and doorways compared with the earlier terraces.

The linear character of Lord Street provides long views in both directions. The street has a **positive** townscape value.



Fig.72: Rich corner detailing at No. 99 Lord Street, built c.1900

6.3.12 High Street

A major north-south street laid out in the 1860s although not fully developed until c.1900. The earliest phase is represented by the buildings between Lewtas Street and Queen Street, where little altered terraces of houses have been retained. In the social hierarchy, High Street was historically lower down the scale than Lord Street; the terraces are built at a higher density than those on Lord Street, although they are three-storey towards the south. The High Street houses have ground floor or two-storey bay windows, often in timber and generally have a plain eaves line. There are few ground floor additions and front gardens are mostly still enclosed with walls; these terraces have a strong uniformity in the street-scene.

The houses were used as lodging houses particularly towards the south end, with private dwellings further north (Barrett's 1894). The scale of houses falls to two-storey north of Cocker Street; these more modest brick terraces are part of the later phase of development and are typical of terraced housing elsewhere in Lancashire. Front gardens with boundary walls and gate piers are feature of the streetscene and most are intact. Long linear views are an important feature of High Street.



Fig.73: Terraces on the west side of High Street south of Banks Street, built c.1870



Fig.74: Smaller scale terraces built c.1900 at the north end of High Street

6.3.13 Exchange Street

Parallel to and to the east of High Street, Exchange Street is also a linear north-south street, but its southern continuation was blocked by the railway beyond Banks Street. The street was laid out in the 1860s but no more than a few blocks were built before c.1900. The terraced housing is similar to that at the north end of High Street; red brick terraces with slate roofs, with or without ground floor bay windows, but all with small front gardens.



Fig.75: Varied terraces on Exchange Street, c.1900

The Empress pub is a landmark at the north end of the street, a good example of a late Victorian corner hotel with rich stone decoration with local list potential, but unfortunately recently over-painted at ground floor level. On the north side, Richard Lewtas, the Empress landlord, ran livery stables, now in use for car repairs.

Exchange Street has an overall **positive** value.



Fig 76: The Empress prior to painting of stonework

6.3.14 Pleasant Street and Lynn Grove

The line of Pleasant Street appears on pre-OS mapping and led to a detached house with large garden called The Cliffe or Cliff House, now on Lynn Grove and shown on the 1877 town plan (Fig.77). This house is built in a plain Tudor style with a 2-storey gabled porch facing west and has been partly altered and its garden lost to late 19th century development; it is an important relic of an earlier phase of development.

After The Cliffe, the terrace of lodging houses on the north side, Nos. 2-16, was the next to be built, probably in the 1880s. Most of the south side was not developed until after 1900, with large red brick lodging houses and shops to the east end. The two-storey terraced houses on Lynn Grove are plain, faced in red brick with masonry bay windows.



Fig.77: Lynn Grove house, formerly The Cliffe, built c.1860



Fig.78: Terrace built c.1880 on the north side

There are good views along the street in both directions with glimpses of the sea from the west end. There has been a high level of alteration to some properties on the street with roof additions, front extensions, modern shop fronts and window openings altered, for example at Nos. 6-8, but the terrace groups are generally intact. Some of the lodging houses on the south side retain sash windows. Overall the townscape value of the street is **positive**.



Fig.79: Pleasant Street from the west

6.3.15 Egerton Road

An important linear road in the townscape, lined with uniform blocks of terraced housing and developed by c.1900. The houses were occupied by skilled workers and private residents. The houses are large terraces built in red brick with slate roofs, two-storey with ground floor bay windows and decorative timber eaves boards. Generous front gardens with boundary walls frame the street scene; most are intact with a few exceptions at the south end. A cluster of shops at the south end retain some historic features such as cornices and pilasters, retained in recent refurbishment. Limited recent development and infill includes flats built on the site of the demolished Methodist Church on the corner of Ashburton Road, in the late 20th century. At the north end the terraces are interrupted by the former vicarage and church hall of the former St Paul's Church, built in the late 1890s; the tower is still a landmark. The street has **positive** value.



Fig. 80: Terraces on the east side of Egerton Road

6.3.16 Streets between Egerton Road and Dickson Road: Richmond Road, Braithwaite Road, Clyde Street, Bute Avenue, Eaves Street, Imperial Street and Moorhouse Street

An irregular network of streets with terraced housing was developed between Egerton Road and Dickson Road around 1900. The layout roughly reflects former field and plot boundaries, with terraced housing built in a range of densities for working people. Streets are linear and the urban grain is tightly developed with no open spaces.



Fig.81: Richmond Road from the south

At the lower end of the social scale, Clyde Street is a narrow back street lined with workers' cottages. Next up the scale, Richmond Road is amongst the highest density housing in the area with houses built up to the back of the footway, with no front gardens or outshuts and small rear yards reached off a narrow lane. The street has a strong visual unity and although most houses have replacement windows and doors the terrace form and streetscene is intact. Doorways have simple classical details and the overall value is positive.



Fig.82: Eaves Street north side; terrace of mixed character with some infill

Braithwaite Road, slightly less densely built-up than Richmond Road has a more varied character with slightly larger terraced houses with front gardens; its unity has been eroded by alterations and the value of the street is neutral. Bute Avenue and Eaves Street have larger terraces with more generous front gardens. Eaves Street has been altered with infill and some roof dormers and is of neutral value compared to Bute Avenue, which is more intact with some good detailing including front garden walls and gate piers, and is of overall positive value.

The north side of Imperial Street has been altered with late 20th-century flats and a Kwik Fit car repair depot, of negative townscape value. The south side of the road is lined with densely developed terraced housing, of modest quality and lacking unity. Moorhouse Street has a good little altered group of late 19th-century terraced housing along the north side, with front gardens – of **positive** value.



Fig.83: Bute Avenue corner house, built in the early 1900s

Back lanes are slotted into linear spaces behind terraces with Back Eaves Street occupied by workshops and service buildings of low architectural quality and little interest. Some traditional street surfaces have been retained on back streets with stone kerbs and paving, now in need of maintenance; whereas residential roads are now surfaced in concrete or tarmac.

6.3.17 Wilton Parade, Derby Road and Warley Road

These three short streets leading west to the Promenade were laid out in the 1860s, but only a few blocks of lodging houses were built in the 1870s as part of the Claremont Estate development; these are shown on the 1877 street plan. These earliest blocks have been altered but their overall form is still legible. The most intact are Nos.1-4 Wilton Parade (north side), a terrace with two-storey bay windows, gothic details and gabled roofs; all are now rendered with replacement windows. Nos. 5, 6 and 7 are more altered.

The terrace of lodging houses on the south side of Derby Road has been much altered with features such as bay windows obscured by ground floor additions, although the roofline is intact. The terraces on the north side of Derby Road were cleared for the construction of the Derby Baths in the 1930s, a Blackpool landmark that has also been demolished.



Fig.84 : Nos. 1-4 Wilton Parade built c.1870, retain their original form



Fig. 85: Altered lodging houses on Derby Road

Warley Road was developed later with red brick lodging houses in the early 1900s. The Congregational Church and Sunday school were built at the same time, faced in stone; they have Local List potential. The best of the lodging houses are Nos.10 and 12 with two-storey bay windows and fretted eaves. Good views west to the sea and the Promenade are enjoyed from all three streets, with the additional benefit of the open space left after the demolition of the Derby Baths.



Fig. 86: View of the sea along Warley Road, developed c.1900

6.3.18 Boothroyden, Ormond Avenue and Gynn Avenue

Towards the north end of the study area, the streets were developed from around the turn of the 19th century, with the east side of Ormond Avenue not fully developed until the 1920s. The character of these streets is comparable to parts of Raikes, with some good examples of modest early 20th-century housing, built in red brick with leaded timber windows. Gynn Avenue, initially called Claremont Avenue, is closest to the sea and has larger terraced properties of varying design with larger rear gardens; now of overall **neutral** value due to the level of change. The land falls from Warley Road to Gynn Square allowing for some longer framed views northwards across Gynn Square.

The group of residential streets was well provided with community facilities, with shops on the north section of Dickson Road and around the road junction between

Carshalton Road and Boothroyden, Warbreck Hill recreation ground east of Gynn Square and local churches, banks and pubs.



Fig.87: Large early 20th century houses on Gynn Avenue, now much altered



Fig.88: Corner shop on Boothroyden and Carshalton Road junction

The west side of Ormond Avenue is densely built-up with some frontages along the rear of the footway, the rest have short front gardens. This road is built on a slope with a gentle curve, and with fairly intact frontages the street has **positive** townscape value.

Boothroyden is similarly intact in terms of the overall form of the terraces, with a variety of houses designs, some retaining original joinery and architectural details; overall it is of **positive** value.



Fig.89: An unusual pair of houses with timber porches on Boothroyden

7.0 RECOMMENDATIONS

The significance of the area is set out in *Section 6*.

7.1 Potential Local List

Ten buildings assessed for architectural and historical merit have potential for inclusion on a potential local list. These buildings contribute to the distinctiveness of the local area and should be retained as key buildings in future re-development.



Fig.90: The Baptist Tabernacle on Springfield Road, has Local List potential

7.2 Conservation area potential

North Shore has a varied townscape quality with some good groups of lodging houses and terraces, but there has also been an erosion of architectural quality and historic interest due to 20th-century changes to building use. The most intact streets close to the town centre such as Springfield Road and parts of Queen Street, which also contain listed and potential local list buildings, have been recommended as an extension to the Town Centre Conservation Area. The suggested boundary runs to the east of the former Odeon (along Lord Street), taking in a range of buildings one-block wide on the north side of Springfield Road including the Baptist Tabernacle at the west end, and follows the North Shore area boundary to the south side of Queen Street, taking the the buildings there, across Abingdon Street and rejoining at Lord

Street after following a short section of the rear of the Wilkinson's store building on Talbot Road. This extension will include the listed Art Gallery and Library (see Appendix 3).

7.3 Regeneration

The distinctive linear or grid street pattern with densely-developed frontages provides a strong sense of place, well-framed views and a tight urban grain. This urban character should be retained as far as possible in future redevelopment and good individual buildings such as corner pubs and former churches retained as far as possible, as well as larger intact groups of buildings of positive value.

7.4 Other issues

Historic cast-iron street signs are a distinctive local feature (Fig.32) and should be retained for use in any new scheme.

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www.rossallbeach.co.uk

APPENDIX 1: Historic Maps



Fig.91: North Shore area of Blackpool from Greenwood's map of Lancashire, 1818 (Lancashire County Council website)

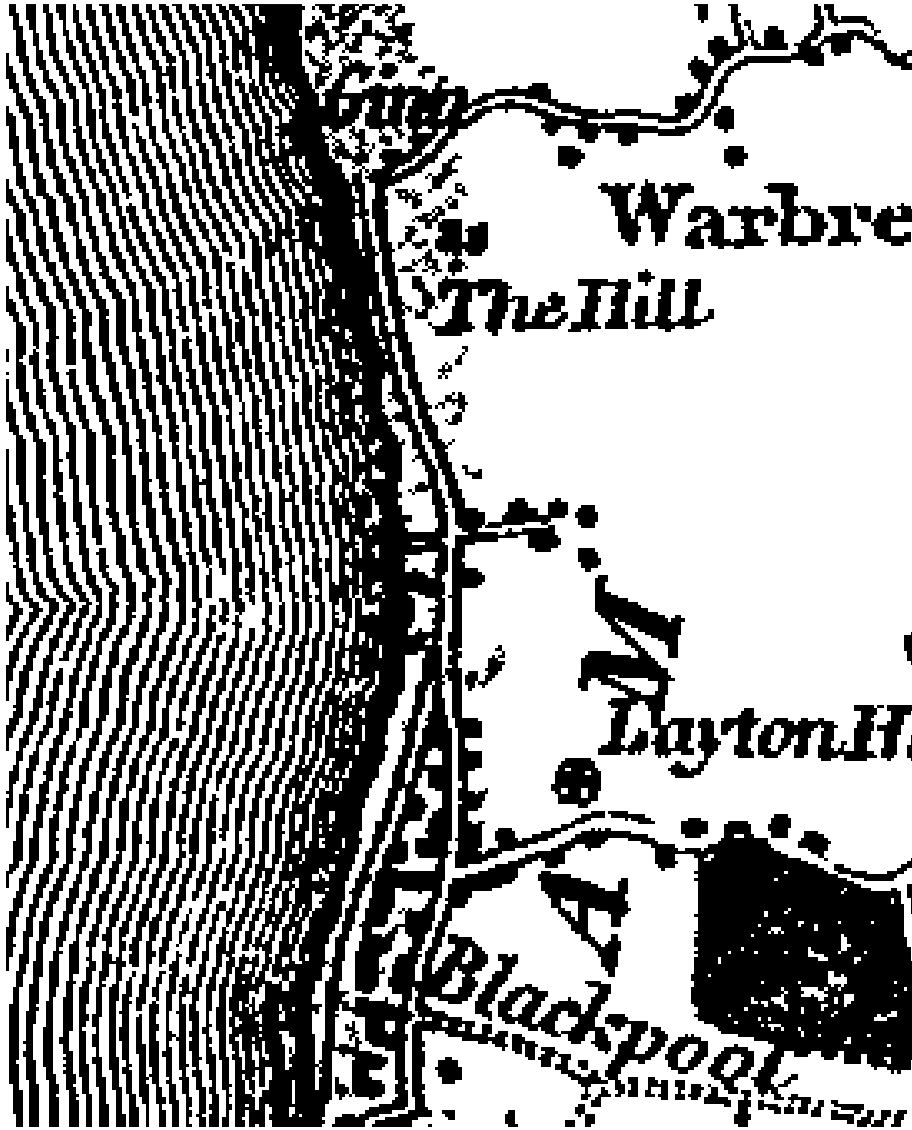


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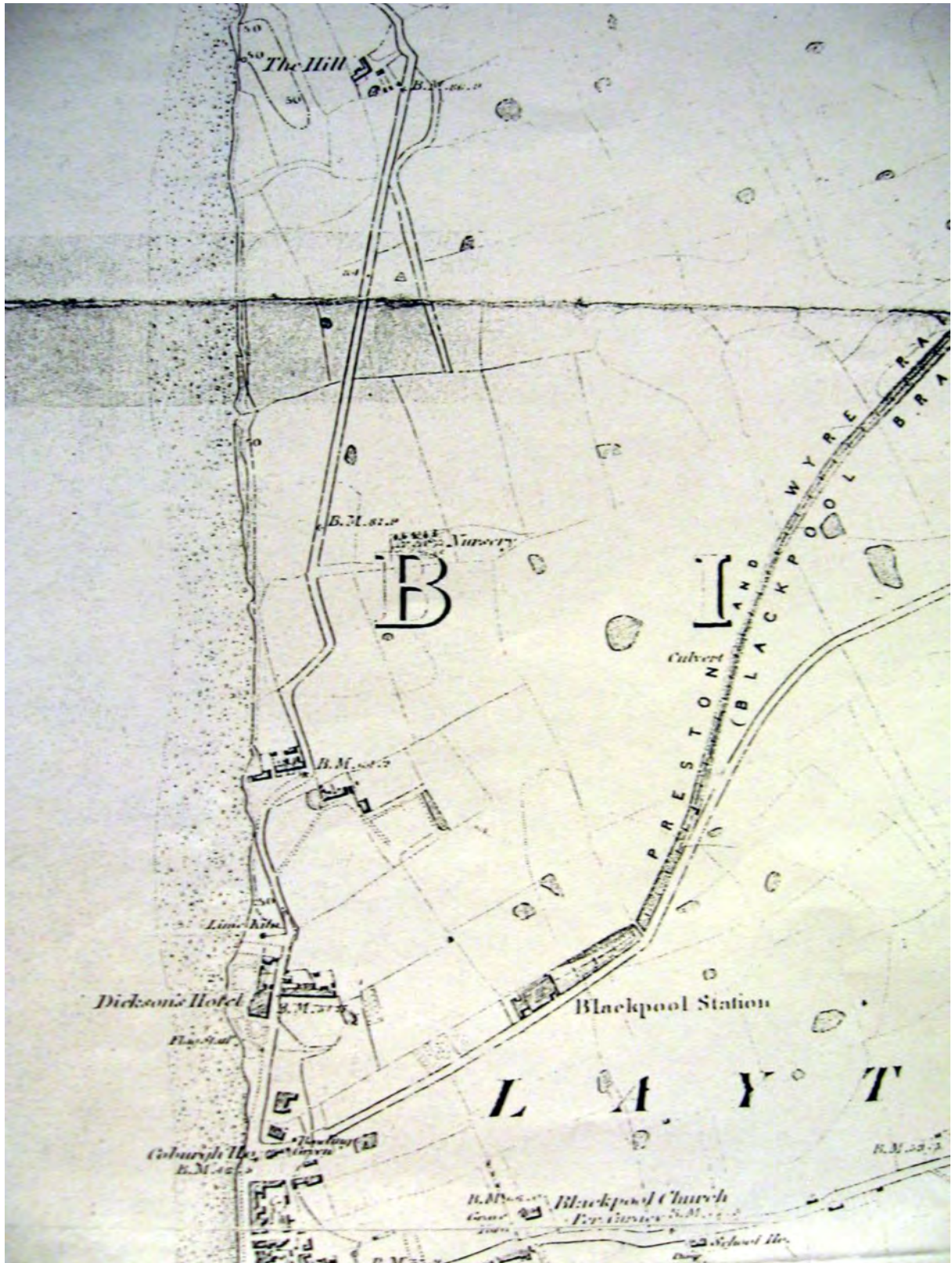


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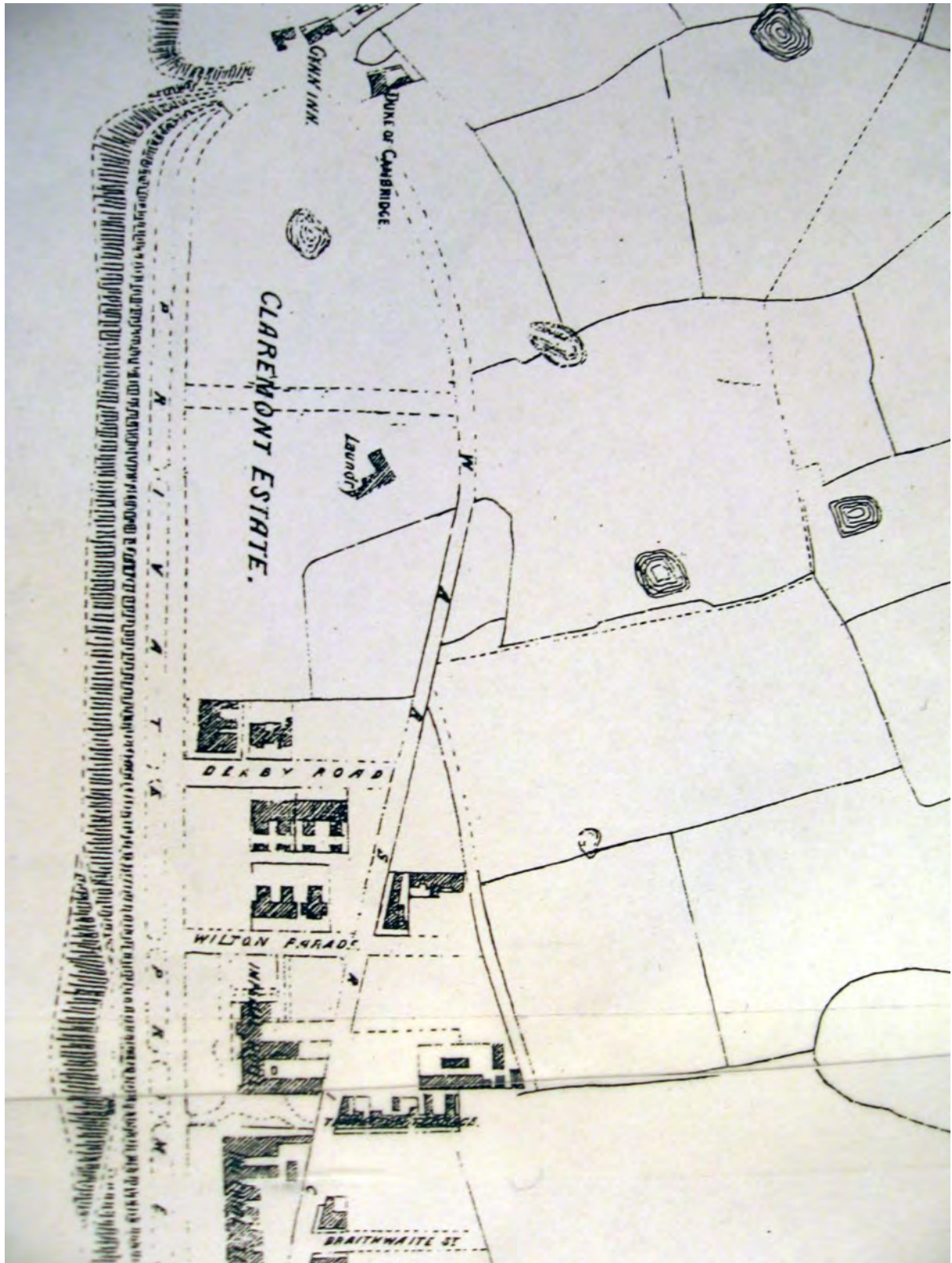


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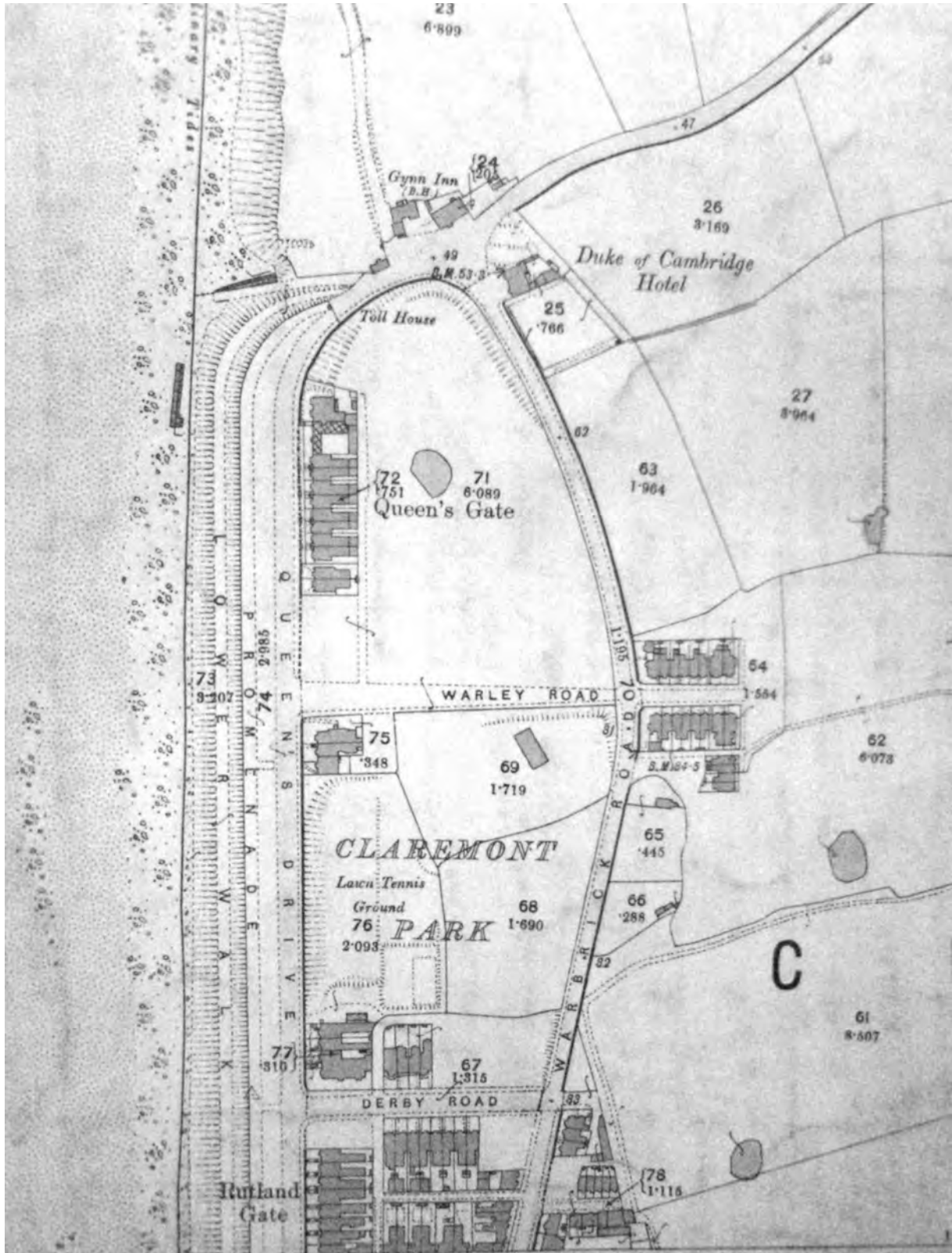


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1893

OOO DIVISION
L.8.

Rutland Gate
CLAREMONT
PARK

78 FYLDE UNION
1-115

79
10-173



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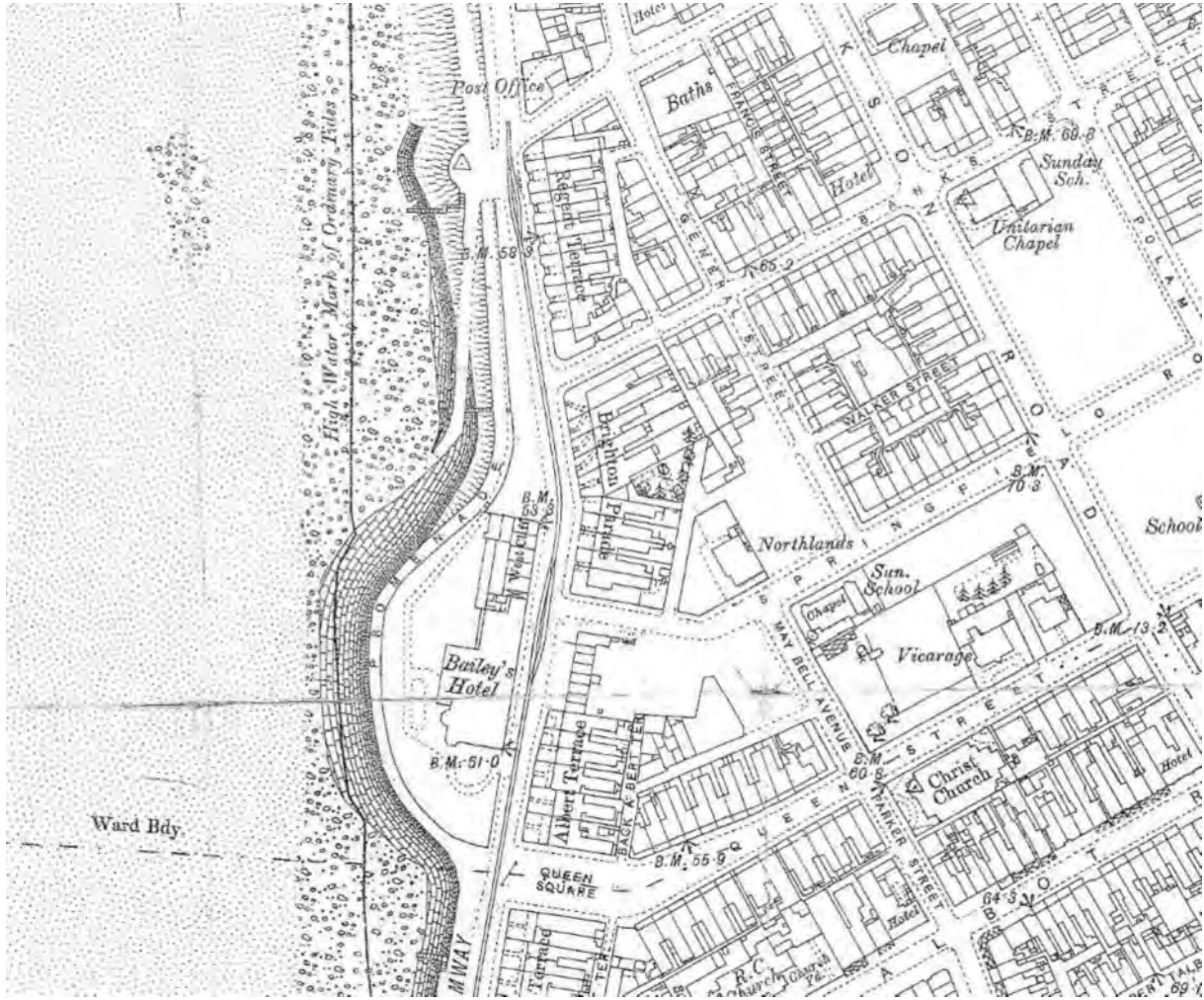


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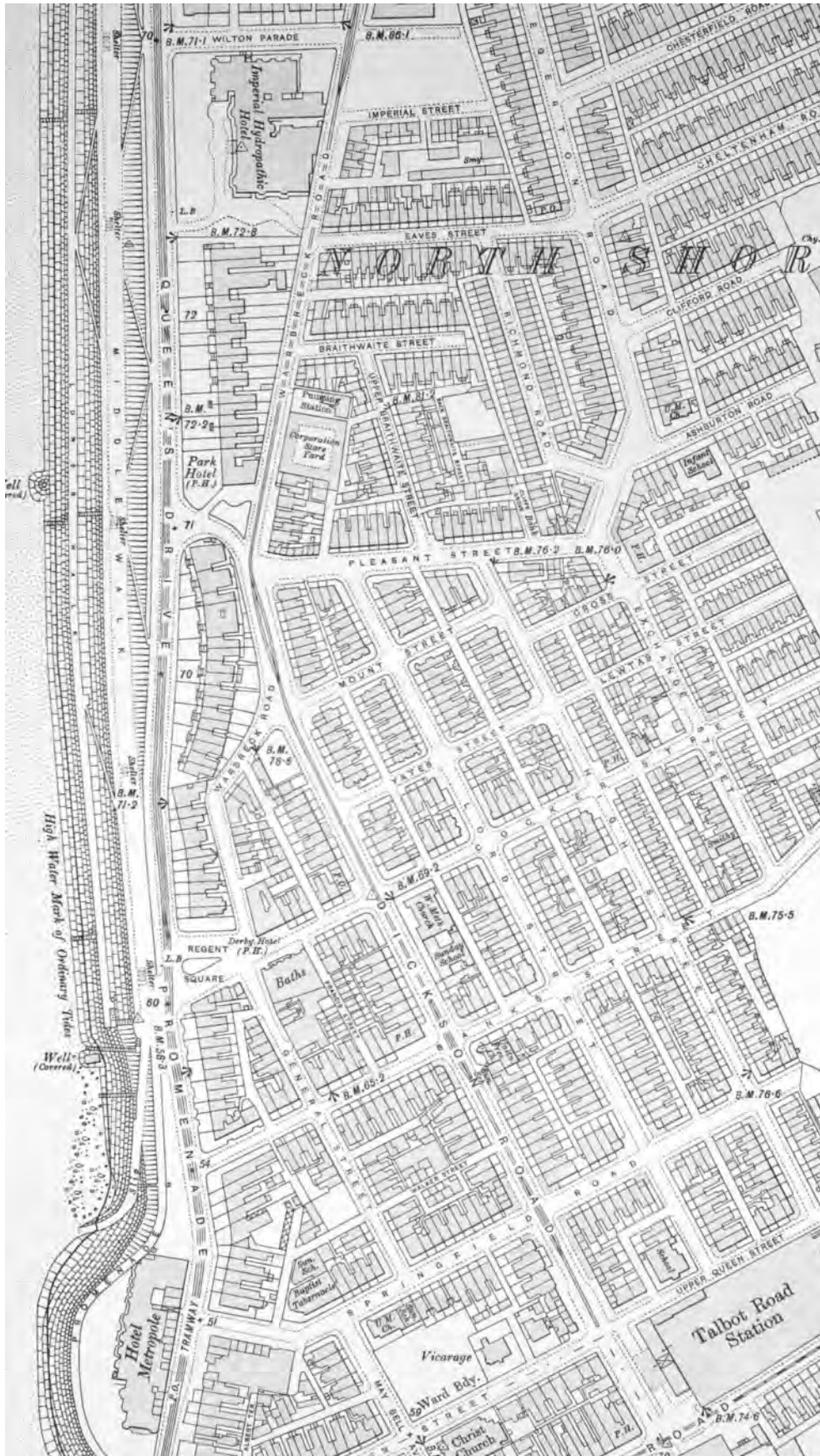


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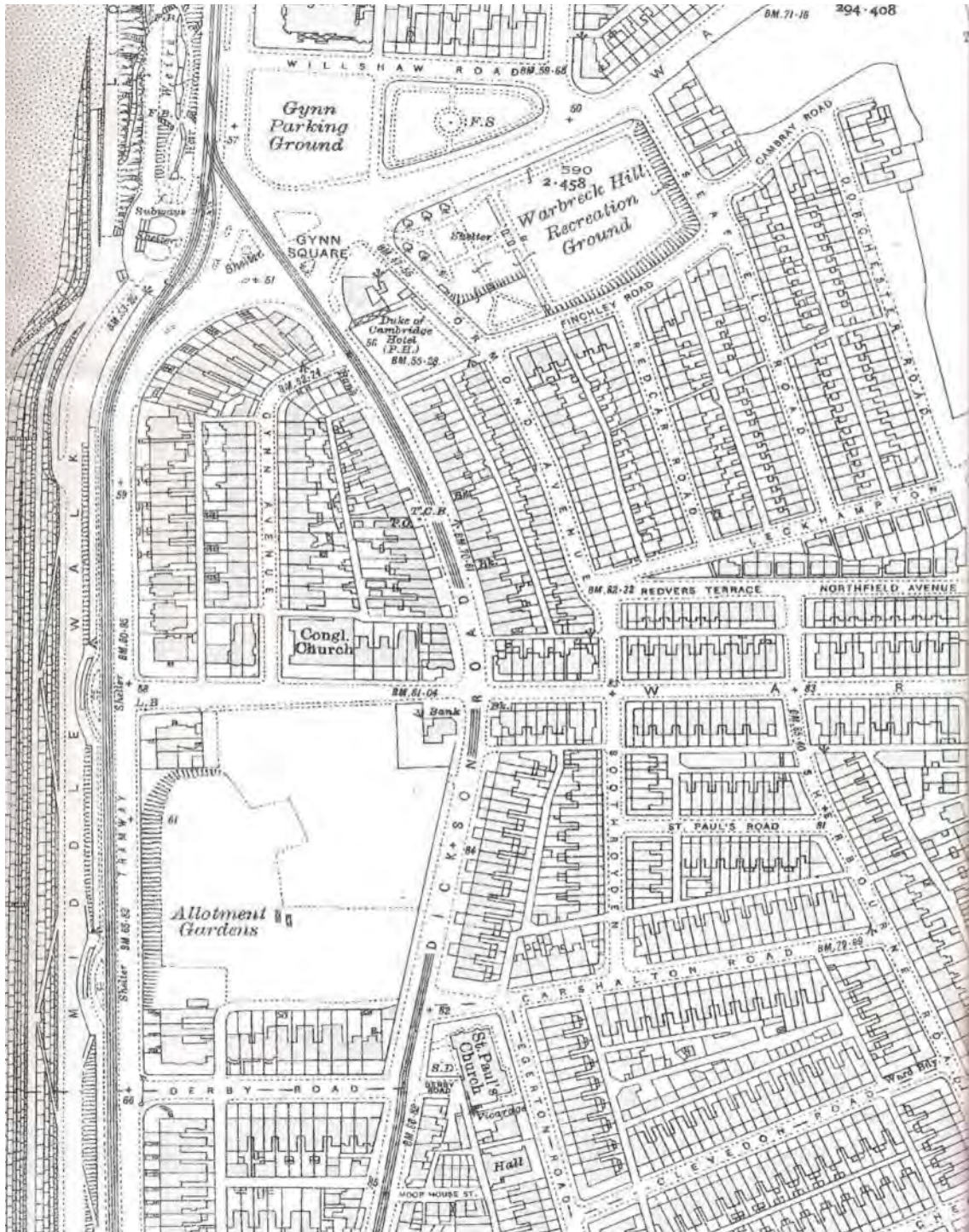


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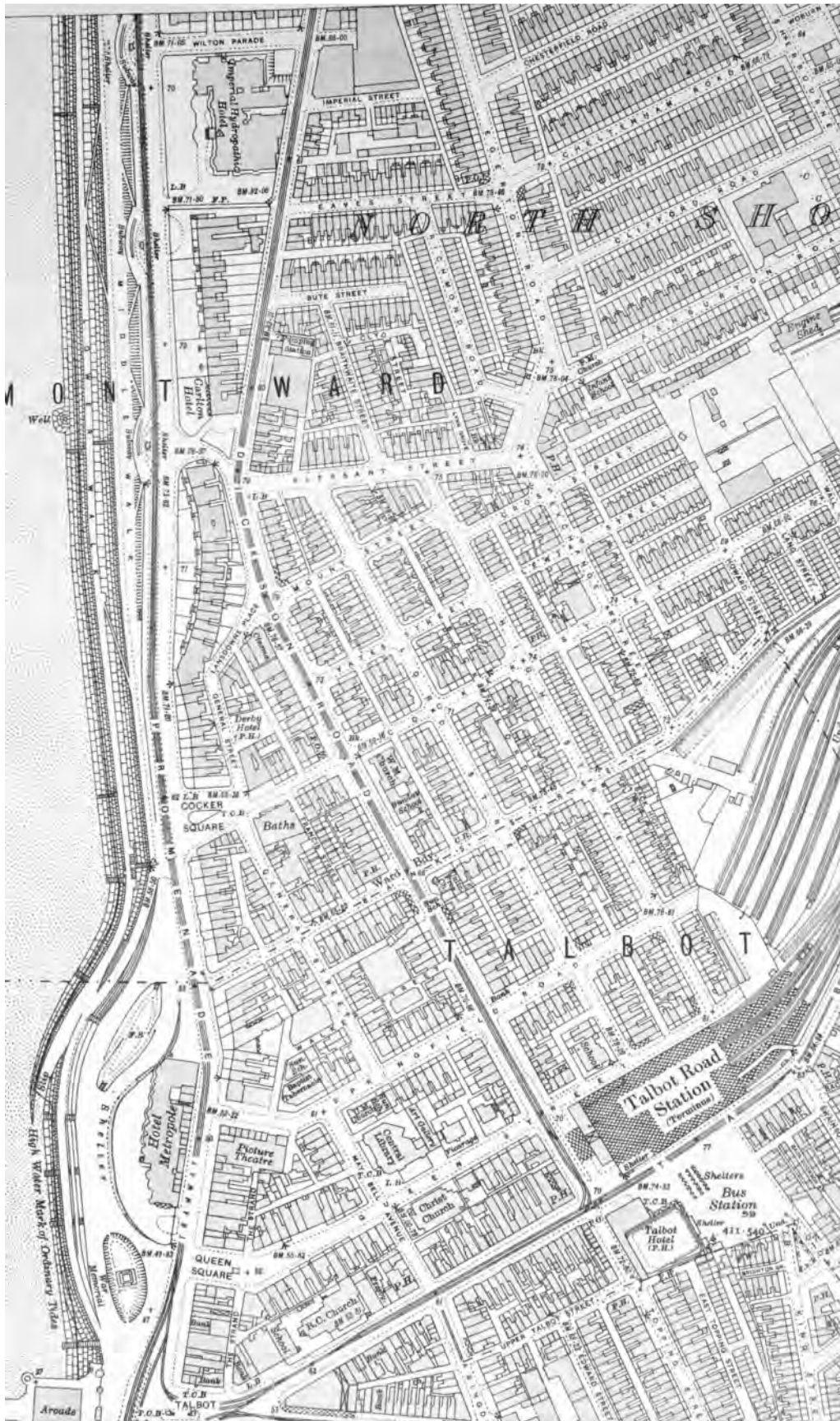


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Planning Department
Tourism & Regeneration Directorate
PO Box 17, Corporation Street,
Blackpool, FY1 1LZ

planning@blackpool.gov.uk



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APPENDIX 3: Proposed Town Centre Conservation Area extension

The Architectural History Practice Limited

29 Mount Pleasant Villas
London
N4 4HH

Telephone 01483 208633
Fax 01483 208684

mail@architecturalhistory.co.uk

www.architecturalhistory.co.uk

Historic Townscape Characterisation Assessment

North Promenade, Blackpool



AHP Architectural
History
Practice

August 2009

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EXECUTIVE SUMMARY

Blackpool's North Promenade was developed between the mid 19th-century and early 20th-century, with an emphasis on high quality hotels fronting the sea, and still includes some of the resort's most distinctive and imposing hotels. The study area stretches from the Metropole Hotel in the south to the former Cabin Lift at the north, and is defined to the east by a range of narrow service streets parallel to the Promenade serving the hotels. The west boundary is the sea wall, with lower and middle Promenades at a lower level to Queen's Avenue, the principal thoroughfare.

The area can be divided into two distinct characters, defined by different phases of historic development, to the north of Gynn Square and to the south. Buildings north of Gynn Square were constructed in the early 20th-century. Prior to this the area was open coastal terrain, with a track linking Gynn Square with Uncle Tom's Cabin (demolished in 1908). The Promenade was constructed in the early 20th-century, later intersected by east-west streets developed in the interwar period, creating blocks filled principally by hotels. On the seaward side a series of colonnades, a range of artificial cliffs, a boating pool and a Cabin Lift, the latter linking the Promenade with the lower walkway, were developed in the interwar years as an alternative source of recreation in contrast to the entertainment complexes around the piers and Blackpool Tower. The area south of Gynn Square was developed from the 1860s to c.1900 following the speculative development of the Claremont Estate; in this way its character is broadly linked to parts of North Shore. The Promenade at the south end of the area was in place by 1877, laid out to promote the area for a 'better class' of visitor. This phase of development is characterised by a range of early buildings at Claremont Crescent, the Grade II listed Imperial Hotel (started 1866), and terraces of high-quality lodging houses. Claremont Park provided facilities for lawn tennis, and Cocker Square was linked to the Central Promenade area by the electric tramway, opened in 1885.

The concept of quality and the gradual development of buildings from south to north give the area a distinct character. North of Gynn Square the buildings are within a grid formed by the intersecting east-west streets and are generally of a common scale, but south of Gynn Square the buildings are more loosely arranged along the Promenade. This layout is extant today as are most of the original buildings. Hotels are the most prominent building type in North Promenade, with the Cliffs and Savoy hotels being the most significant later examples, and the Imperial an important early building reflected in its listed building status. Many of the individual boarding houses have been amalgamated into small hotels. There are no public buildings on the Promenade; the striking 1930s Derby Baths were demolished in 1990 and replaced by the Stakis Hilton hotel, a building of modest design quality. The seafront landscape is much as it was in the interwar period, and far-reaching views north towards the Lake District and out to sea are enhanced by the low building density of the area. The recreational facilities on the seafront remain intact, although the

boating pool is now a go-kart track and the Cabin Lift, an important feature, is closed.

The amalgamation of boarding houses into hotels has resulted in alterations to the sea-facing elevations, notably with ground floor extensions over gardens and added attic storeys. Boundary walls and front gardens to the former boarding houses have almost all been removed to allow for off-street parking. Modern alterations such as inserted uPVC windows and the rendering or painting of elevations are ubiquitous and have eroded the unity of formal groups. The larger hotels such as the Imperial still retain a good deal of original detail, including their striking red-brick elevations and stone or terracotta details and decoration. These hotels also retain their boundary walls to Queen's Drive. The area appears to be well-maintained, with street and footway surfaces of a high-quality. Jubilee Gardens, an area of open space on the sea front, is well kept and a vital green space in the town.

The whole area was assessed for townscape and heritage merit as part of the study and twelve potential buildings chosen for a potential Local List. The Imperial Hotel is the only listed building (Grade II) in the area, and at its south end the area abuts the Town Centre Conservation Area. The Cabin Lift has strong potential for national designation. Buildings of positive value in the north of the area include the Boston Hotel, the Chequers Plaza, the Crown Plaza, and the Doric; and to the south the Cherry Blossom Hotel. Regent Court, at the south of the area, and the Stakis Hotel have a more negative impact on townscape quality, but overall this is an area of positive value, with some strong architectural highlights enhanced by the setting and inherent distinctiveness of the Promenade.

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Note: JRULM – John Rylands University Library Manchester

All images AHP unless otherwise stated

1.0 INTRODUCTION

1.1 Background

The Architectural History Practice Limited [AHP] was commissioned in September 2008 by Blackpool Council (The Council) to prepare a characterisation assessment of the North Promenade area in the context of developing plans for regeneration.

1.2 The Brief

The brief for this project was issued by The Council in July 2008. The Brief explains the reasons for the assessment, the outputs, the local and national context, a summary of matters to be covered by the characterisation assessment, and resources available from The Council. The project has also been undertaken with reference to guidance from English Heritage on urban characterisation, including on the assessment of historic significance in areas of low demand housing.

1.3 Authors

This characterisation assessment was prepared by Marion Barter, BA MA IHBC, Director of AHP, Clare Hartwell, BA MA, Director of AHP and Samantha Barnes BA MA, Associate of AHP.

1.4 Acknowledgements

AHP is grateful for assistance and advice offered during this project, in particular from Carl Carrington of Blackpool Council; Ted Lightbown; Tony Sharkey and the librarians at Blackpool Library and John Rylands University Library, Manchester (JRULM).

1.5 Location of study area

North Promenade is a linear area which runs north-south immediately adjacent to the sea wall. It stretches from the Metropole Hotel in the south to the former boating pond and Cabin Lift to the north, and is defined to the east by a range of back streets, also running north-south, and to the west by the sea wall adjacent to the beach. The study area includes several of Blackpool's major hotels, including the Grade II listed Imperial [See Fig.1 for a map of the area.] The NGR centred on the middle of the study area is SD305376.

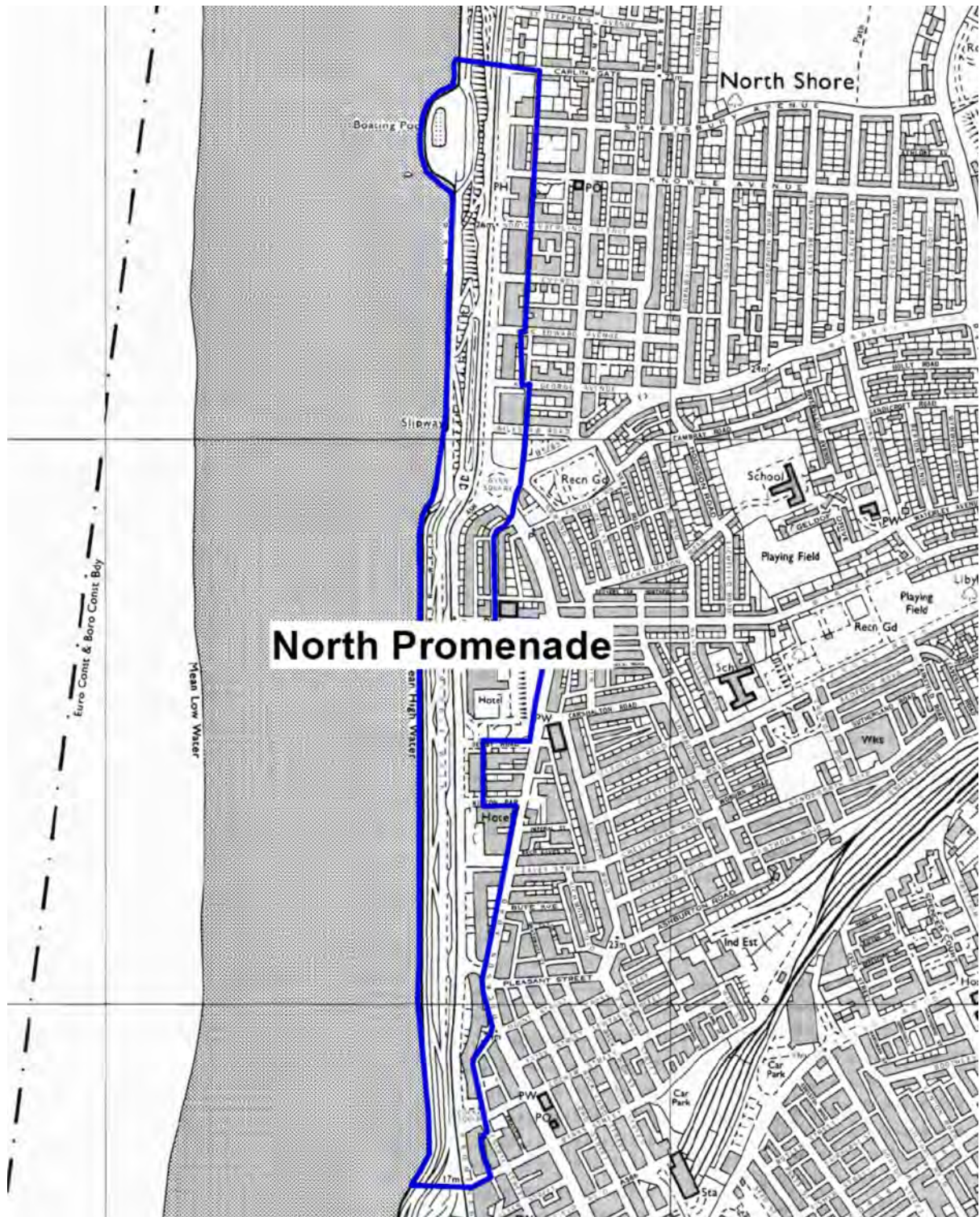


Fig.1: Location of study area

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2.0 METHODOLOGY

2.1 Assessment

The work was undertaken as an intensive assessment of the whole area. The project was divided into an initial research phase and a detailed fieldwork phase, which included photography, GIS mapping and an assessment of potential Local List buildings.

2.1.1 Research

Secondary research was carried out at the Local History Library at Blackpool Library. This consisted of a detailed review of historic maps and trade directories, a general review of works on the history of Blackpool, its architecture and housing, and its development through to the twentieth century. Relevant websites on the history of the area were reviewed, including the collection of historic photographs available at <http://www.blackpoolimagegallery.org.uk/>. Photographs in the Local History Library collections were also consulted. Additional historic maps were obtained from the John Rylands University of Manchester Map Collections. See the *Bibliography* for full details.

2.1.2 Fieldwork

North Promenade was physically assessed on foot in November 2008. The fieldwork took place after the research had been undertaken and took into account its findings. Where public buildings were of interest and accessible (i.e. churches and hotels) the principal interiors were assessed; however, generally the assessment is based on what could be seen from the public highway and frontages.

2.1.3 Knowledge Gaps

There are a number of additional lines of research which might produce additional historical information on the history and development of North Promenade such as rate books, insurance and drainage records. However, whilst further research may provide greater detail and depth to an understanding of how the area developed, it is not considered that this will significantly alter the overall findings of this assessment.

2.2 Limitations

AHP were commissioned to assess the architectural and historic character of the buildings of North Promenade as part of a characterisation assessment, including the heritage significance of the area. This study has not assessed other important factors which may be relevant to a decision on the future of the area's buildings. Relevant factors which AHP has not assessed include the physical condition of the buildings, their internal or external facilities, thermal performance, repair costs and viability, market value, potential for adaptation, environmental consequences of demolition and rebuilding, and quality in relation to current standards or any other factors that are not directly related to their heritage value.

2.3 Consultation and Community Involvement

This draft report will be subject to community consultation, including with the Heritage Forum and may also be available on Blackpool's Council's website. Following initial consultation, the report may be amended to take account of any new information that emerges and of the views of local people, particularly in relation to significance.

3.0 PLANNING AND REGENERATION CONTEXT

3.1 The Blackpool Local Plan

The Local Plan was adopted in June 2006. The Proposals Map identifies North Promenade as a resort neighbourhood (including the inland area of North Shore). The whole of North Promenade is located within the defined inner area. The Promenade is part of a primary distributor route which runs along the seafront, and is also part of the National Cycle Network.

3.2 Heritage assets and regeneration

The protection of the historic environment is a Government priority, enshrined in planning legislation and guidance, such as PPG15 *Planning and the Historic Environment*. The level of protection depends on the value attached to the historic building or asset and Planning Policy Statement 1, *Delivering Sustainable Development* states that ‘a high level of protection should be given to the most valued townscapes and landscapes...’; this encompasses designated heritage assets such as listed buildings, scheduled ancient monuments and conservation areas. There is also now recognition that local heritage merits attention; that people care about the historic environment (*Power of Place*, p.4) and the community should be consulted on masterplans and regeneration proposals. However, it is also recognised in national planning policy that not all aspects of the historic environment can be retained; PPG15 notes that ‘the historic environment is all-pervasive, and it cannot in practice be preserved unchanged’ (para 1.3). It is therefore important to understand the relative value of the historic environment before making decisions about the future of an area (*Power of Place* p.5).

The Government recognises that heritage assets can play an important role in the success of sustainable urban regeneration, helping to create distinctive places with a strong identity. English Heritage, the government’s advisor on the historic environment promotes the re-use of historic buildings in regeneration; their published guidance includes *Regeneration and the Historic Environment*, *Low Demand Housing and the Historic Environment*, both issued in 2005 and *Regeneration in Historic Coastal Towns*, 2007. English Heritage guidance on townscape and heritage characterisation developed from a methodology used by EH in Anfield, Liverpool in advance of housing market renewal. In autumn 2008, CABE and English Heritage jointly issued guidance on townscape appraisals in housing market renewal areas, emphasising the importance of understanding and assessing an area before decisions are made on its future regeneration.

The contribution that historic buildings can make to sustainable development was investigated by a 2004 House of Commons Select Committee, which reported that ‘it is simply better in sustainability terms to use and recycle old buildings than to demolish them and build new ones.’ *Heritage Works*, a good practice document produced jointly by RICS, English Heritage, British Property Federation and Drivers

Jonas in 2006 advises that 'there is a strong economic case for regenerating historic buildings', but also notes that 'critical to the success of regeneration is finding a viable economic use that can support initial refurbishment, provide the owner or developer with a reasonable return...and which generates sufficient income to ensure (the) long-term maintenance...'. Viability, as well as heritage value is therefore a critical factor in determining the future of an area.

4.0 HISTORIC DEVELOPMENT OF THE NORTH PROMENADE AREA

4.1 Location and brief description

North Promenade is located on the western seaward side of Blackpool to the north of the principal seafront area of the town. It stretches from just north of the Metropole Hotel in the south to the former boating pool and Cabin Lift in the north. To the east the area is bounded by a range of service streets at the rear of the Promenade buildings, which are mainly hotels. To the west the area is contained by the sea wall. The architectural and historic character of North Promenade is different to its southern counterpart, and the area contains several good-quality hotels. Queen's Drive (the principal thoroughfare) is wide and there are attractive Promenade walkways adjacent to the colonnades, set lower than the road itself and adjacent to the sea wall.

4.2 Historic development: Context

4.2.1 An overview of the development of Blackpool

Modern Blackpool developed from the medieval manorial holdings of Bispham to the north, Layton, to the south, and Marton and Carleton to the east, with each being further divided into townships. A settlement pattern of small nucleations in the manors probably changed little from the medieval period to the 18th century. The reclamation of mosslands, on which Blackpool is built, began in the 16th century. Following the reclamation there was pressure to enclose the land and the creation of farmsteads (including Foxhall and Raikes Hall) formed a farming community which may have been supplemented by fishing. Fragments of Bispham's 12th-century parish church incorporated in its 19th century successor, and a few 18th and early 19th-century cottages and farmhouses are almost all that survive of Blackpool before about 1850.

In the early 18th century the manorial land was owned by Alexander Rigby, but as a result of debt the land was dispersed of under an Act of Parliament in 1715 and again in 1731. The result of this was that most of the land surrounding the settlement of Blackpool was freehold and held in small estates, allowing its development to be piecemeal and unplanned. By the late 1780s there were about 50 houses on the seafront and the population, excluding visitors, in the early 1820s was about 750. The steady subsequent growth over the following 50 years was focused along the one mile stretch of coastline as demand grew from increasing visitor numbers as Blackpool became recognised for its seaside location. One of the earliest recordings of Blackpool as a visitor attraction was made by Bishop Pococke in the early 1750s, who recorded that accommodation was available for those who came to bathe. Blackpool as a seaside resort developed in the early 19th century from a growing interest from the working classes of Lancashire and Yorkshire's textile districts; by the 1830s there were more than a thousand visitors a year. However, unlike Fleetwood and Lytham, Blackpool was not planned as a seaside resort. Expansion and improvement in the

early 19th-century was hampered by poor communication systems and its layout was conditioned by patterns of landholding. The 1838 Tithe map (Fig. 2) shows that the mile-long stretch of houses on the seafront had evolved into a double row of buildings, with inland development to the south. Between 1841 and 1851 the housing stock grew by 83%, and a number of new streets were laid out in a grid behind the seafront, but this expansion was not governed by planning principles; the priority for new development was to be as close to the foreshore as possible. Between 1841 and 1861 the resident population had risen from 1,378 to 3,506, and although this was still less than at rapidly developing Fleetwood, by the middle of the 19th century Blackpool was considered a significant resort and in 1842 was described as 'the Brighton of Lancashire' (Redding & Taylor, 1842).



Fig. 2: Detail of Tithe Map of Blackpool, 1838 (Blackpool Local Studies)

The period of greatest 19th century development was the 1860s, with the fields to the east of the established centre being built upon. The Preston and Wyre railway opened a single line to Blackpool in 1846, with the Blackpool and Lytham railway adding to passenger numbers in 1862; the coming of the railway is seen by many as the start of an era of rapid expansion with the construction of respectable accommodation and public buildings. The first attraction of Blackpool was its sandy beach and the possibilities for sea bathing. By the end of the 1860s there were two piers (North and Central), and the construction of a new promenade was begun in 1868; the latter was both a tourist attraction and part of the town's sea defences. Building development, untrammelled by dominant landowners or effective local government, was initially undertaken piecemeal in small freehold units. New blocks of lodging houses, first established in the 1840s, were built in the 1870s on the fringes of the built up area, surrounded by houses for artisans employed in the tourism industry or the railway industry. The housing needs of Blackpool were met by brick-built terraced housing to the east of the town centre; however, the number of bedrooms in individual houses was maximised so that housing intended for domestic use could be adapted to offer holiday accommodation. Hotels of the period included the Imperial (1867) at North Shore, an area developed as an enclave for middle-class residents and visitors.

By the 1870s, the population was around 7,000 and visitor numbers were estimated at more than one million, as the decade saw the first large-scale visitor attractions promoted by entertainment companies. These inaugurated the rise in a new sort of commercial entertainment, with large-scale theatrical presentations heralding the modern world of show business. The first purpose-built theatre was the Theatre Royal (1868), followed by pleasure gardens at Raikes Hall estate in 1872 and from 1878 by the Winter Gardens. The 1870s boom was supported and promoted by the Corporation, who saw improvement of the town for tourism as their single-minded goal. Provision for visitors included increasing numbers of 'company houses', respectable boarding houses aimed at working-class visitors. The promenade was lit by electricity from 1879, placing the town in the vanguard of electric street-lighting, the famous electric tramway was inaugurated in 1885, and by the end of the century many amenities were controlled by the Corporation which had been formed in 1876. The latest technological advances were swiftly adopted in a policy which aimed at attaining a high profile and creating a new kind of mass holiday-making.

Blackpool became the resort with the greatest number of attractions in Europe, crowned in the 1890s by the opening of the Tower in 1894 when in six years, in addition to the Tower, investors in commercial entertainment constructed the Grand Theatre, Empress Ballroom, gigantic wheel, the Alhambra (1899), and a third Pier (1893), soon followed by the Pleasure Beach. The promenade was extended in 1895 to the north of the town centre and expanded in 1902 and 1905, extending the sea front 100 feet beyond the high tide mark.

The population in 1901 was 47, 348, although Blackpool had absorbed surrounding settlements such as Layton and South Shore. Tourist numbers rose to four million in 1914, while the resident population had risen to almost 60,000; between 1911 and 1939 the town more than doubled in size. In 1912 the Corporation inaugurated the Illuminations which popularised and extended the autumn season. The prosperity and draw of the coast ensured expansion through the inter-war years, and in response to booming populations of both residents and visitors, North Shore was earmarked for extensive development in the 1920s and '30s with avenues of detached and semi-detached houses. Between 1925 and 1935 around 12,500 houses were built, and a significant number of the properties were lived in by retired people, who constituted for a significant proportion of the population increase. One significant response to an influx of visitors in the 1930s, one of the earliest by any municipal authority, combined provision of multi-storey and underground car parks with investment in the tram system.

There were few large scale developments after the Second World War. Tourist facilities continued to grow; for example by 1936 there were 15 cinemas, including the Odeon on Dickson Road which catered for 1,800 and was then the largest Odeon ever built. The growth of the Pleasure Beach also quickly became a forerunner to the giant themed amusement parks of the later 20th-century. The population of the town peaked at 153,183 in 1961. Ambitious plans to redevelop the centre stuttered to a halt in the early 1970s but later developments including the Hounds Hill shopping centre provide for both residents and visitors. New hotel developments such as the Hilton, and the constant requirements for budget accommodation have ensured that many of the purpose built boarding houses have remained in use.

4.2.2 The historic development of the North Promenade area

North Promenade is principally a mid to late 19th-century development, with the area north of the Gynn being mainly early 20th-century. The earliest available map of Blackpool, Yates' map of 1786, shows that the North Promenade was probably only a seafront track with no built-up development north of Talbot Square through to the location of the present Gynn Square. North of this the land was coastal terrain, with no development at all. The historic development of the area outlined below is therefore divided into north and south zones around Gynn Square

4.2.3 North of Gynn Square

Early mapping suggests that development north of Gynn Square did not occur until the early 20th-century, and a seafront track was the only thoroughfare on the 1893 OS (Fig. 45). The track connected the Gynn Inn with Uncle Tom's Cabin, an entertainment area set up by gypsies in 1810. The cabin was a mix of ramshackle huts around a larger building, located precariously on the cliffs; it was replaced in the 1880s by a public house inland after being undermined by the sea and completely demolished in 1908.

The 1912 OS map shows that a grid of streets had been laid out between the Promenade and the inland areas of North Shore, with some building development occurring north of Gynn Square. Starting at the Metropole Hotel, Queen's Drive was the principal Promenade road and continued along the top of the cliffs to Gynn Square, where it became King's Drive. East-west roads such as Empress Drive and Northumberland Avenue were developed, and throughout the early and mid 20th-century were gradually formulated with terraces and semi-detached properties (Fig. 3).

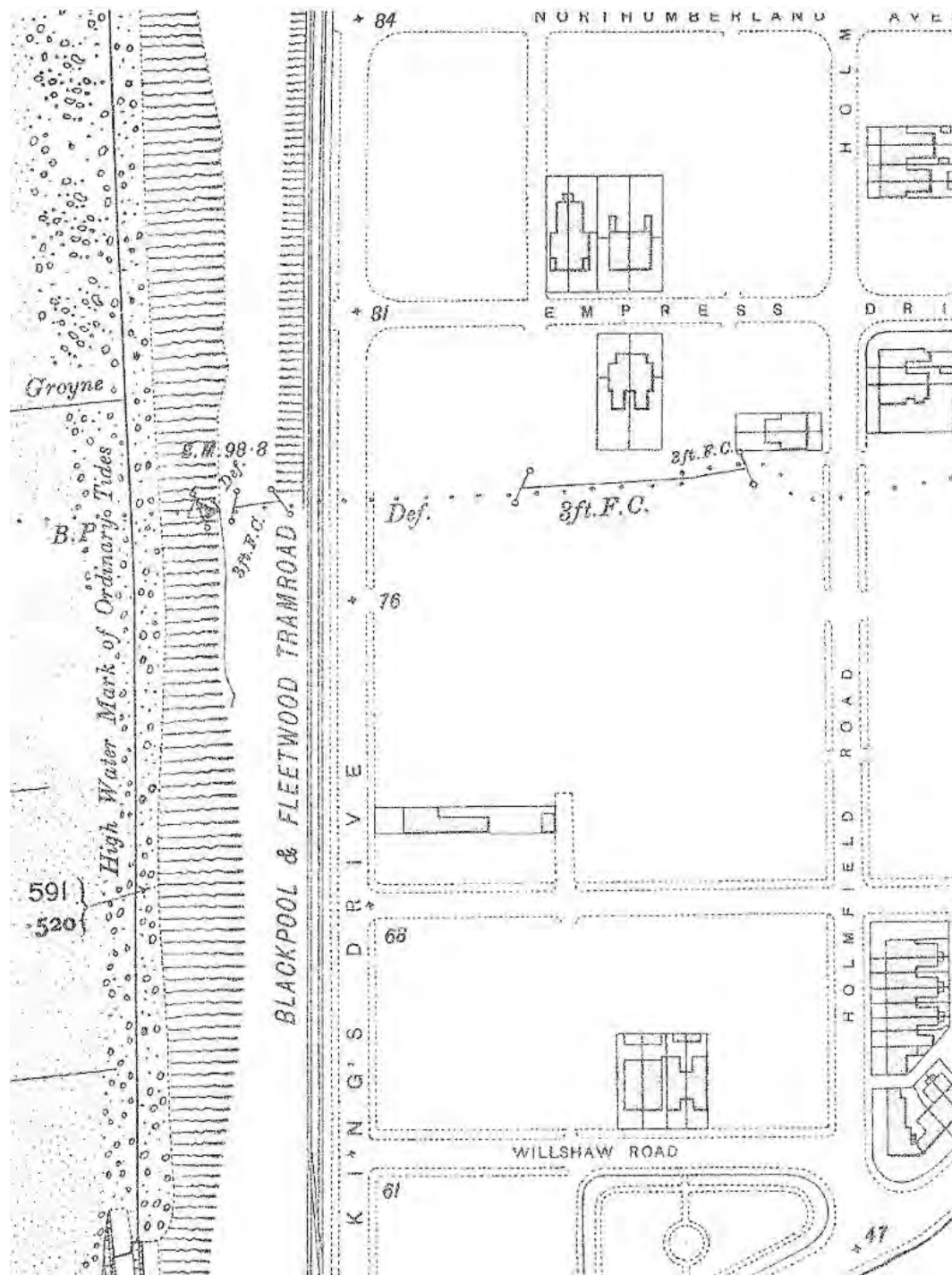


Fig. 3: Detail of 1912 OS map (1:2500) (Blackpool Library)

The North Promenade survey area, however, was characterised by large hotels, each located on an island site created by the east-west streets. These included the Cliffs Hotel and the Savoy Hydro Hotel (opened 1915), interspersed with sea-facing terraces, first shown on the 1932 OS (Fig. 46). The Cliffs Hotel was built in the 1921 and partially rebuilt in 1936-7 at a cost of £80,000 by Halstead Best, an architect responsible for many of Blackpool's new public buildings in the 1930s (Fig. 4).



Fig. 4: Advertisement for the Cliffs Hotel from a 1938 holiday guide to Blackpool (Blackpool Library)

Improvement works to the coastal defences at the turn of the 20th century enforced a ban on fairground entertainments and stalls, creating a contrasting social zone to that on the Central and South Promenades, and especially the developing Pleasure Beach to the south of the town. The higher status of the area was characterised not only by the large seafront hotels, but by additional activity areas; artificial cliffs on the lower walk, a Cabin Lift with lavatories below (opened 1930), and a large boating pool projecting onto the beach were developed as part of the improvements and provided a contrast to the gaiety of the Tower Buildings and piers (Fig.5). The

Blackpool and Fleetwood Tramroad ran along Queen's Drive, with a station near Uncle Tom's Cabin pub.



Fig. 5: North Prom from the air, c.1930, showing part of the artificial cliffs, the cabin lift, boating pool, Uncle Tom's Cabin pub, and 'The Castle', a private residence.
(Image from www.rossallbeach.co.uk)

4.2.4 South of Gynn Square

The development of the area south of Gynn Square is linked at its southern end, near the Metropole Hotel, with that of Talbot Square and the Central Promenade area of Blackpool. A seafront road marked on the 1786 Yates map had disappeared by the time of the 1818 Greenwood map, but appears again on the 1829 Hennet map, leading up to 'The Hill' and 'Ginn' (Fig. 47).

The 1838 Tithe map which covers the centre and south of Blackpool does not cover north of the Metropole Hotel, but by the time of the first OS map in 1847 (surveyed 1844; 1:10560) a principal road ran diagonally east inland from the junction with today's Pleasant Street to the Gynn; this is now Dickson Road. There was no seafront development west of this road, and the only properties at this date were located around Cocker Square. Gynn Inn, to the north-east of Gynn Square, was an 18th-

century accommodation house and stood alone until the 1860s when high-quality buildings were developed on the Claremont Estate.

By 1877 the area had been greatly developed and many of today's extant buildings, such as the central block of the Imperial Hotel (started 1866-7) and Claremont Crescent, had been built. The inland road was named Warbrick Road, and sites between the Promenade and this street were beginning to be filled with terraces on the seafront and the east-west streets such as Derby Road (Fig. 6). The latter was the northernmost street before Gynn Inn where the Promenade road petered out to a seafront track, with the made road continuing east to Warbreck.

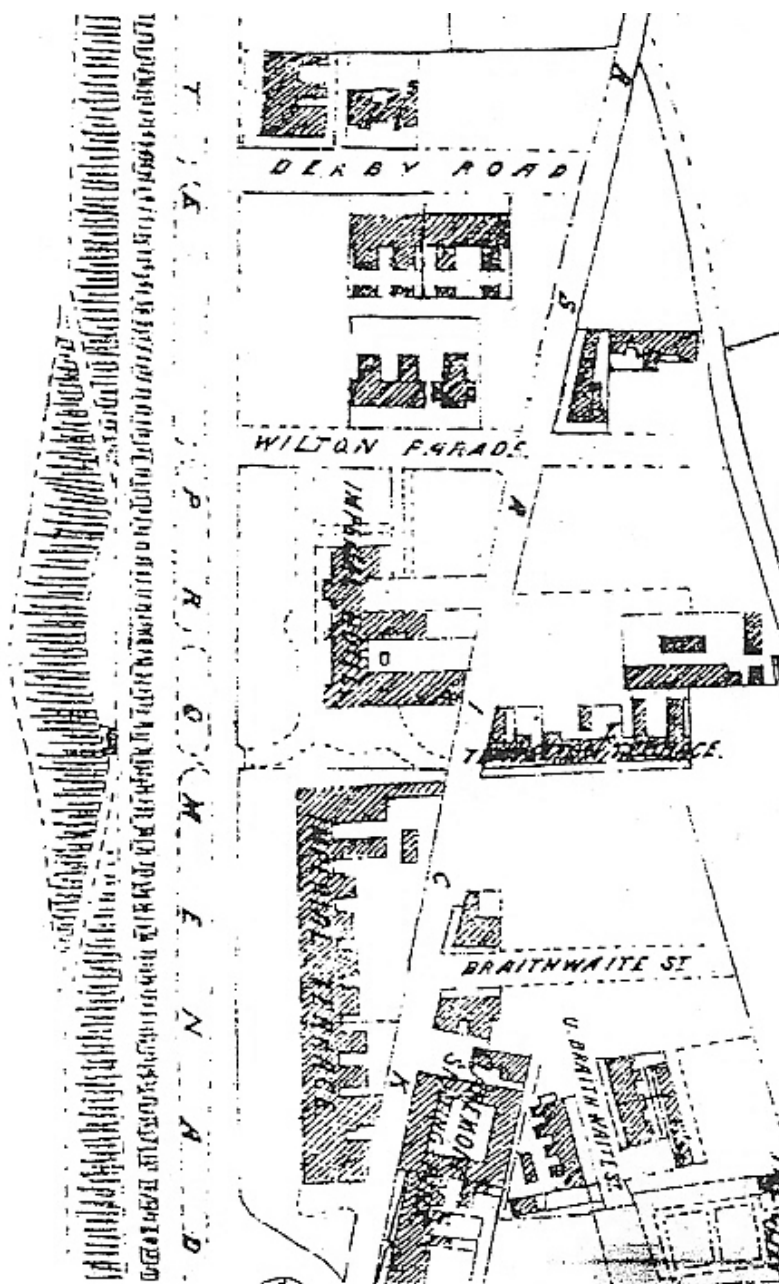


Fig. 6: Detail from the 1877 plan

The Promenade itself was also in place by 1877, having been developed under the Blackpool Land, Building and Hotel Company which was registered in 1863. It was formed to promote the area as one for 'better class' residents and visitors, and therefore a number of large, high-quality hotels were established along Queen's Drive. The 1877 map shows it as a single road labelled as a 'Private Promenade'.



Fig. 7: North Promenade south of the Imperial Hotel c.1890 (Image from Lightbown, 1994)

Detailed OS mapping from 1893 shows that the Promenade had been developed to form three adjacent thoroughfares, similar to today: Queen's Drive, Promenade and the Lower Walk (Fig.8); the developments began in 1893 so the mapping may show the projected plans. When completed in 1899 the scheme had cost almost £145,000. Toll houses were positioned at the southern end of Lansdowne Terrace and near Gynn Square, enhancing the higher status of the area. Queen's Drive was lined with terraces, including the mid-19th century Lansdowne Terrace (now Claremont) and hotels, both large and small, such as the completed Imperial Hydropathic Hotel (extended 1875 and 1904) and the Claremont Hotel. Between the Imperial and Gynn Inn were Claremont Park, a large open area with lawn tennis facilities, and a small number of sea-facing terraces, probably boarding houses or small hotels. At its north end Queen's Drive merged into Gynn Square, and the road continued east towards Warbreck, outside the survey area. Until 1900 the tramway extended along the Promenade only as far as Cocker Square, from which date it was extended along

Queen's Drive to the Gynn. The stretch from Cocker Square to Dean Street in South Shore was the country's first permanent electric tramway, opened in 1885.

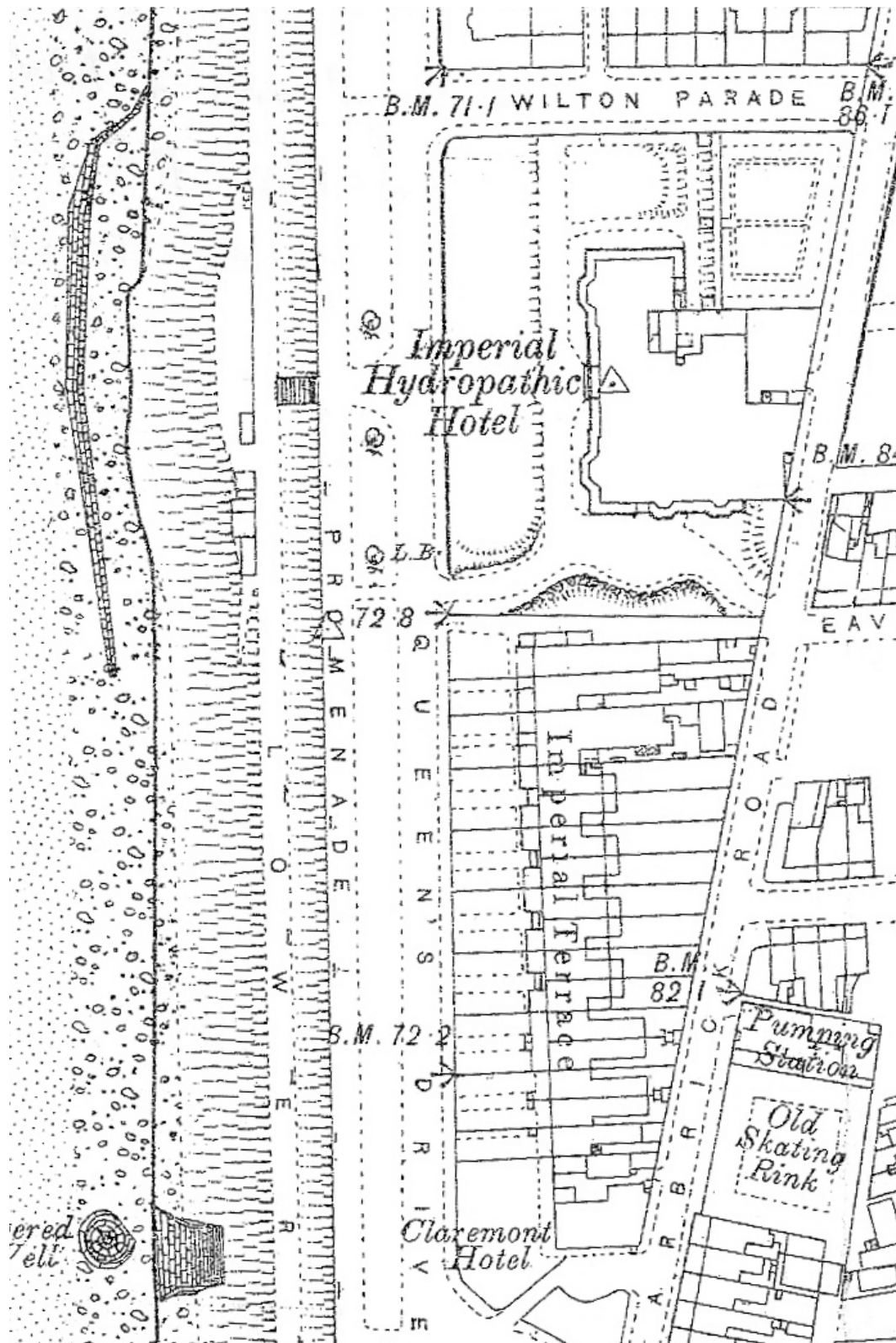


Fig. 8: Detail of 1893 OS map (surveyed 1891; 1:2500) showing the three promenades, the Imperial Hotel and a high quality terrace (Blackpool Library)

Until the 1930s there was little change in the area south of to Gynn Square. Gynn Inn, on the north-east side of the square, was demolished in 1921, and the Derby Baths were begun in July 1938 on allotments on the site of Claremont Park, and opened in July 1939 (the baths were closed in 1988 and demolished in 1990). The Middle Walk Colonnades were completed in 1925, running from opposite Cocker Square to opposite Warley Road (Fig.9).



Fig.9: The Lower Walk, Middle Walk with colonnades, and the upper promenade (Queen's Drive), North Promenade, c.1920
(Image from www.rossallbeach.co.uk)

5.0 NORTH PROMENADE: CHARACTERISATION ASSESSMENT

5.1 Character and appearance

As defined in *Section 4*, North Promenade has been divided into two character areas defined by the historic growth and pattern of buildings, shown on Fig.10.

North of Gynn Square the street pattern to the east of the Promenade developed in the interwar period is more rigid, affecting the layout of the buildings fronting Queen's Drive; each block between the east-west streets generally contains a large hotel. This area is also characterised by interwar developments such as the boating pool, Cabin Lift and artificial cliffs.

South of Gynn Square the buildings are generally of a late Victorian date and are more loosely arranged along the Promenade. Alongside smaller boarding houses, there are several large hotels here, including the Grade II listed Imperial, and the character of the area is shared between these prominent buildings and the impressive stretch of the Middle Walk Colonnades set below the roadway on the seaward side.

The character of the areas was assessed during field work and the principal characteristics recorded; these are set out in sections below.

Fig. 10: North Promenade character areas
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5.2 Spatial attributes, views and open spaces

The spatial character of the area is derived from a combination of the underlying topography of the area, and the pattern of superimposed development, generated by the attractions of the sea itself. The Promenade increases slightly in height, rising from 24 metres to around 28 metres above sea level at its northern end. The underlying geology consists of Permo-Triassic sandstones masked by drift deposits of Aeolian-deposited sand and alluvium. The soil was described in 1838 as being composed of fine sand and gravel (LHTS, p10).

Due to the reduced density of the area, many different views can be achieved around the North Promenade. The most prominent is that along Queen's Drive, where its straightness at the north end provides one of the most impressive and far-reaching vistas within the town, with the panorama of buildings to the east, and the eye being drawn naturally out to the sea to the west. On a clear day the hills of the Lake District can be seen (Fig. 11).



Fig. 11: View north-west from the promenade towards the hills of the Lake District

In other views along the Promenade, North Pier and the Tower are prominent to the south, and a slight rise in level near Gynn Square provides good views towards the square and north to the cabin lift (Fig. 12).



Fig. 12: View north towards Gynn Square

The variety of seafront improvements on the promenade increases the variety of views; for example both the colonnades and artificial cliffs contribute significantly to views looking north along the lower walkway (Fig.13).



Fig. 13: Looking north along the lower walkway



Fig. 14: Looking north along the artificial cliffs to the north of Gynn Square

Views are also achieved down the east-west streets between blocks of buildings; the streets were developed in the 1920s and '30s as wide avenues lined with semi-detached houses and the Warbreck water tower is a prominent landmark in these views (Fig. 15).



Fig. 15: View to the Warbreck water tower

The higher standards required during the historic layout of the area provides a more spacious feel than that on the Central and South Promenade due to the looser building grain, height of buildings and broad width of the principal thoroughfare. There are also a number of important open spaces, including Jubilee Gardens, Cocker Square (now a car park), and Gynn Square; this is now a roundabout, but with a recreation ground to the east (out of the area) and a surface car park to the south of the Savoy Hotel it contributes to the feeling of space in this area. The site of the Derby Baths, adjacent to the Hilton Hotel, remains open, but does not appear to have any public use (Fig. 16).



Fig. 16: Open space adjacent to the Hilton Hotel

5.3 Historic and current uses

The buildings at North Promenade were constructed for accommodation purposes and individual premises within terraces are listed in the Barrett Trade Directory for 1898 as 'lodgings'. Boarding houses and private hotels were opened into the early 20th-century, when the Imperial was the only large hotel in the area. By the early 1930s there were more private residences, converted from boarding houses, probably due to the influx of large hotels in the area and the resulting closing-down of small boarding houses. Apartments were still listed, interspersed with large hotels such as the Savoy and Cliffs on Queen's Drive. It is obvious that there were hardly any retail premises.

The buildings in the area primarily have the same use today, with a large concentration of hotels and bed & breakfasts of differing sizes, many keeping their original name, a few private residences, and no retail outlets. The consistency of use is probably due to the demand and pressure on the area not being as great as on Central Promenade, for example.

5.4 Materials and construction

5.4.1 Structure and roofing

The hotel buildings on the North Promenade are predominantly of early 20th-century red brick construction, probably on a steel frame, with the Imperial Hotel (1875) and the Stakis Hilton Hotel (1982) also of brick. A garage on King George Avenue is faced in sandstone ashlar, and the Circus Casino is constructed mainly of sandstone (Fig. 17).



Fig. 17: No. 64 Queen's Promenade

The brick buildings are decorated in a range of materials, ranging from yellow sandstone to terracotta faience; the latter is particularly prominent on buildings constructed or altered in the 1930s such as the Cliffs Hotel. The Cabin Lift is also of red brick with creamy faience details.



Fig. 18: Yellow terracotta faience details to the Cliffs Hotel

The terraces of boarding houses on the Promenade were also constructed of brick, although these have now invariably been rendered and painted. Historic photographs show that Imperial Terrace had details in stone or terracotta with a gabled-dormer roofline; the terrace is now a range of small hotels, with alterations including an attic storey and ground-floor extensions.

Where roofs are visible, as many of the hotels have parapets or gables to the roofline, they were originally of Welsh slate. Inevitably many have been replaced, concrete tiles being the most common material.

5.4.2 Doors and windows

There are few examples of historic joinery on North Promenade, due to weathering and the need for insulation and sound proofing. The Ambassador Hotel is one example of retained timber sash windows, some having coloured glass. The majority

of windows are uPVC and although these replacements keep to the original fenestration pattern, the design of the windows is often out of character (Fig. 19).



Fig. 19: Sash windows to the square bays of the Ambassador Hotel, and unsympathetic uPVC replacements in the neighbouring building

5.4.3 Shopfronts and fascias

Commercial premises are centred on the south end of North Promenade, particularly at Cocker Square where there are several examples of decorative timber shopfronts with classical-style pilasters and deep entablatures (Fig. 20). Inevitably these have been altered with modern display windows and steel roller-shutters.



Fig. 20: Timber shopfront to the south side of Cocker Square.

Other frontages, to hotels specifically, are usually of a late 20th century date, and comprise boxy extensions to ground floors, usually with extensive glazing and modern signage.



Fig. 21: Ground floor extension to the President Hotel

5.4.4 Signs and details

In direct contrast to the cluttered streetscene of Central Promenade, there is less street furniture, and that which exists is of a high quality. There are few directional signs and street-name signs are generally modern and located at pavement level. One example of a finger-post sign is extant on the lower walkway near the colonnades (Fig. 22).



Fig. 22: Finger post on the lower walkway

5.4.5 Boundaries

The principal boundaries on North Promenade are the balustrades on the seaward side of the area between the footway and the lower walkway, and the latter and the sea wall. Those to the upper footway are integral to the colonnade scheme, square in section and geometric in design with Neo-Classical elements (Fig. 23). The balustrades are divided into bays by chunky brick piers, rendered, and part of the structure of the cantilevered walkway connecting the bowed colonnades.



Fig. 23: Piers and balustrades to upper walkway

Those to the lower walkway are probably of a late Victorian or early Edwardian date and are plain with twisted uprights (Fig. 24). This type is also used at the south end of the upper walkway, before the colonnades.



Fig. 24: Balustrades to lower walkway

Other boundaries include concrete 'post and rail' fencing at the north end of the Promenade (Fig. 25); modern galvanised steel barriers to the roadway and tramway and a 'chain' fence with cast-iron uprights surrounding the crazy-golf course at the south of the area.



Fig. 25: Concrete fence at north of Promenade

Boundaries to the terraced buildings on the east side of the principal thoroughfare are few, although the larger hotels have generally retained or rebuilt low brick walls to surface car parks in front of the hotels. Where boundary walls have been removed there is direct vehicular access to parking areas. At the rear of the Imperial Hotel, on Dickson Road, some late Victorian cast-iron railings have been retained; historic metalwork is scarce in Blackpool and this survives as an important example (Fig. 26).

Other areas where boundaries have been removed include a car park at Cocker Square; the square was laid out at the turn of the 20th century on the site of a post office. The traffic island shown on the 1932 OS is now a car park with other public amenities such as WCs. There is no boundary between the car park and the footway (Fig. 27).



Fig. 26: Cast-iron railings at rear of the Imperial



Fig. 27: Cocker Square car park

5.4.6 Roads and footways

The main thoroughfares, North Promenade and Queen's Drive, have tarmac surfaces to both the roadway and tramway. In some cases historic stone setts have been exposed under the modern surfacing (Fig.28); this is particularly visible on back service lanes. The roadway to the lower walkway is covered with red asphalt.



Fig. 28: Exposed stone setts on Banks Street

Footways to the main road are also of tarmac with tactile paving to pavement edges and crossing places. The lower Promenade walkway is set with coloured rectangular paviours. Historic materials are again found on back service roads, including natural stone slabs and kerbs to Banks Street (Fig. 29).

The tram stops at North Promenade are modern, glazed on a steel frame, and are fewer than along Central Promenade.



Fig. 29: Natural stone slabs and kerbs to Banks Street

5.4.7 Street furniture

As previously noted, there is little street furniture on North Promenade. There are a few benches on the upper Promenade, probably made to a historic pattern, with timber slats, but these are surprisingly few for an area which focuses on long seafront walks.



Fig. 30: Bench opposite Claremont Crescent

Within Jubilee Gardens there are modern steel benches, and other paraphernalia including rubbish bins and modern signage. A large modern steel archway is located at the entrance to the gardens.



Fig. 31: Jubilee Gardens

There is no historic lighting along North Promenade, with streetlights being tall and modern, and doubling as part of the structural frame during the Illuminations. Some remnants of historic street furniture survive in the back streets, such as a cast-iron late Victorian former gas standard to the rear of the Cherry Blossom Hotel (Fig.32).



Fig. 32: Redundant gas standard on a back street

5.5 Architectural character

The character of the area is split between the two zones north and south of Gynn Square. To the north the character of the buildings is undoubtedly 'modern'; that being of the 1920s and '30s, with geometric design and details combined with Neo-Classical flourishes, such as that on the Cliffs Hotel and to the Cabin Lift (Fig. 33). The largeness of the hotels is in direct contrast to the rows of semi-detached houses built around the same time which lead east from the seafront. This northern area is

characterised by a regulated scale to the buildings, and the hotels are linked by a predominant use of red brick and terracotta faience.



Fig. 33: Architectural details on the Cabin Lift

South of Gynn Square the architectural character is more of the 19th century and the terraces here are larger versions of the boarding-house type seen in southern Blackpool, with double or full-height bay windows, Classical-style doorcases, and small architectural details, such as colonettes to windows. Although most of these buildings have been altered, rendered and painted, the style and scale is generally coherent with few buildings being over four storeys.

5.6 Degree of completeness

The North Promenade area has a certain feel of completeness which is not apparent in other areas of Blackpool. This is due to the early 20th-century setting being retained with only minor alterations, and the buildings themselves retain a large amount of their original character; this is especially evident north of Gynn Square. As is synonymous with most of the buildings in Blackpool, original window casements have been replaced with uPVC double-glazed units although some attempts have been made to keep to the original fenestration pattern, such as on the Cliffs Hotel and the Imperial, which also retains many timber sash-windows on its return elevations. The overall character of the large hotels (Imperial, Cliffs and Savoy) has

been retained, and extensions and additions have been made in a sympathetic style (Fig.34); this is reflected in the latter pair having local list potential.



Fig. 34: Cliffs Hotel

Other hotels north of Gynn Square, such as the Elgin and the range including Hackett's Yorkshire Hotel, are more altered, with ground floor extensions and obtrusive modern signage; however above the ground floor the buildings are almost complete.

South of Gynn Square the area comprises rows of terraces facing the sea, and has much in common with the Central Promenade area. The rows of 19th-century boarding houses have been significantly altered, including the early 19th-century Claremont Crescent, with the addition of ground floor and attic extensions, uPVC casements and the removal of front boundary walls to create car-parking areas. In many cases the architectural detail of the buildings has been hidden behind paint and render; this is especially clear on Imperial Terrace (Figs 35 & 36) where there is little architectural detail remaining to identify the original terrace in its original form.



Fig. 35: Imperial Terrace in c.1890 (image from Lightbown, 1994)



Fig. 36: Imperial Terrace in 2008

By comparing OS maps, there is also a low ration of demolished historic buildings, although the loss of the Derby Bath (Fig. 37) and the construction of the Stakis Hotel on an adjacent site have impacted on the townscape.



Fig. 37: The west elevation of the Derby Baths in 1941
(image from the *Original Architect*, May 1941)

Other features such as the former boating pool, Cabin Lift, artificial cliffs and the lower and middle walkways (all virtually intact), along with the wide Promenade itself, are remarkable survivors, although the Promenade is now little more than a through-road from the north to the centre of the town. The expansion of the Illuminations has brought additional clutter to the streetscape, but this should also be seen as an intrinsic part of Blackpool's character. There is little other clutter, and the walkways are an important part of the make-up of the town, providing a place for leisurely walks.

5.7 Archaeological potential

Early mapping suggests that before the Modern era the area was mainly open land or in cultivation with little evidence for human settlement. The remains of any pre-18th-century structures along the principal historic routes are unlikely to have survived constant building and rebuilding, and the current state of knowledge suggests that the archaeological potential is low. Further advice on specific sites should be sought from Lancashire County Council in advance of major redevelopment.

6.0 SIGNIFICANCE

6.1 Assessing significance

The relative significance of buildings in the study area has been assessed using a variation of the assessment criteria developed and used in the AHP characterisation assessment of The Welsh Streets, Liverpool in 2007. The key issues that contribute to heritage significance are the historic context and the architectural merit of the buildings. The following factors have been taken into account:

- Buildings surviving from the earliest phases of development (prior to 20th century) and as part of the early 20th suburban development, and surviving in anything like their original form;
- Intrinsic architectural or historic merit, including association with significant event or individual;
- Relationship with other groups of significant buildings or landscapes, which have a designated merit, e.g. conservation areas;
- The relationship between otherwise unremarkable buildings and the wider urban landscape, to create townscape of value in the context of the wider area.

These attributes in some cases overlap. They have been used to determine significance values of buildings and groups of buildings or spaces, according to the following five categories of significance.

- **Protected:** buildings, features or spaces that are protected by way of listing, scheduling or being within a conservation area or registered park. There is one listed building in the area, the Imperial Hotel. The Town Centre Conservation Area immediately adjoins the south of the area.
- **Local List Potential:** buildings, features or spaces of clear local interest. Although not candidates for listing, they make a positive contribution to the street scene and could be retained unless it can be demonstrated that redevelopment would be of greater benefit to the character of setting of adjoining buildings and spaces or that there are overriding social or economic factors. The majority of buildings of local list potential in North Promenade are large hotels and leisure features constructed in the early 20th-century.
- **Positive value:** buildings, features or spaces of clear local interest, but of lesser quality than potential Local List buildings, or altered superficially. They make a positive contribution to the street scene and should be retained as part of future regeneration, if practicable. Several smaller hotels, such as the Elgin, come under this category

- **Neutral:** buildings, features or spaces which although of little individual merit, for example due to the level of later alterations, combine with other buildings and spaces to create a townscape of value, which could be recreated through careful new development that complements the townscape.
- **Negative value:** buildings, features or spaces which have an adverse impact on any aspect of the significance or heritage value of the townscape or other buildings, and where redevelopment or removal is positively encouraged.

6.2 Summary of significance of North Promenade

6.2.1 Character summary and designation status of the area

The character of the area can be summarised by its inherent high significance as an almost complete townscape of large hotels and leisure features developed in the early 20th century, with half of the recommended local list buildings falling into this category. The spatial qualities of the area are also of significance, as there are good views to the north and the Promenade and seafront walkways have retained their original layout. The area is formed from a grid of east-west streets creating blocks between with the Promenade and a range of narrow service streets, running north-south; a looser building grain is created from this pattern, and most of the buildings are set back from the footway by large forecourts behind low brick boundary-walls. The southern part of the area is less complete, but retains some good mid 19th-century buildings and continues the character values expressed at the north end of Central Promenade. Architecturally the character varies, but its historic development is distinguished in the zones north and south of Gynn Square. The contribution of the buildings to the streetscene is shown in two maps in Appendix 2.

The Imperial Hotel is the only listed building (Grade II) in the area, and at its south end the area abuts the Town Centre Conservation area. There are a number of interesting and important buildings along North Promenade which have local list potential, and the Cabin Lift has potential for national designation.

6.2.2 North of Gynn Square

The area between Gynn Square and the Cabin Lift is characterised by large red-brick hotels, of three to five storeys, with dressings either in yellow sandstone ashlar or terracotta faience. These buildings are set back from the footway, with large forecourts (now used for parking) and with the spacious aspect of Queen's Drive, the principal thoroughfare, and the two Promenade walkways to the west and the far-reaching views over the sea, the townscape has a loose built-up character. In contrast to the brash commercialism of the Central Promenade, North Promenade was historically aimed at quiet recreation, and there are also several public open spaces.

The larger hotels occupy island or near-island sites created by the east-west streets feeding onto Queen's Drive. The hotels are served by narrow back lanes, with high brick walls to the rear of buildings and back yards (Fig.38), creating a dense building grain.



Fig. 38: Service lane to the east of the Cliffs Hotel

The strongest architectural asset at North Promenade, apart from perhaps the Grade II listed Imperial Hotel, is the Cabin Lift of 1930; it has strong potential for a local list and for national designation. The artificial cliffs and former boating pool also have local list potential for their contribution to the seafront landscape (Fig.39).



Fig. 39: The artificial cliffs, cabin lift and former boating pool off North Promenade

Other buildings of local list potential north of Gynn Square include the Circus Casino (an eccentric private residence built in 1906) and Uncle Tom's Cabin public house, a replacement for a refreshment stall and popular entertainment area set up by gypsies in the 1810s, but gradually undermined by the sea. The Savoy Hotel and Cliffs Hotel are two purpose-built hotels which are of positive character and also have local list potential. Other hotels of positive architectural value include the Boston Hotel, the Chequers Plaza (although this has been altered on all elevations), the Crown Plaza, and the Doric. The Elgin Hotel, and the group Nos 6-20 Queen's Promenade which is divided into smaller hotels and is much simpler architecturally, are of neutral value (Fig. 40).



Fig. 40: Nos 6-20 Queen's Promenade

6.2.3 South of Gynn Square

Between the Metropole Hotel and Gynn Square the buildings are generally late Victorian, and are a mix of terraces, including two mid 19th-century crescents, and large detached hotels such as the Imperial. Due to the changing nature of the town as a resort, many of the terraces have been altered with attic storeys or ground floor extensions added, and most have been rendered with replacement roofs and invariably with uPVC windows. These alterations reduce most of the terraces to neutral value only; examples include the Stretton Hotel to the south of Claremont Crescent. Claremont Crescent is an important example of the large terrace-type which was built at North Promenade in the mid to late 19th-century. At its south end Nos 240-242 retain the most original form and detailing, although this too has an added attic storey. The rear faces Dickson Road and is therefore treated with little difference to the principal front, with the inevitable additions of service flues and steel fire escapes. Although the entire crescent has a ground floor extension facing the Promenade, and is broken up into several small hotels with various additions and parking to the front, with no boundary to the footway, the crescent is an important and early example of the building type in the area and has local list potential.



Fig. 41: Claremont Crescent

Other buildings of note include Nos 412-414 Promenade, The Sherwood Hotel, the central pair of a terrace of three-storey apartments, with faience enrichments and interesting doorcases (Fig. 42).



Fig. 42: Doorcases and details on the Sherwood Hotel

Positive buildings include the Cherry Blossom Hotel on the corner of Warley Road, which retains an attractive fenestration pattern (although partly altered), corner 'tower' and a hipped roof behind a parapet (Fig. 43).



Fig. 43: The Cherry Blossom Hotel

Regent Court, on the corner of Banks Street, is of negative value as it is out of scale and character with the surrounding buildings; the same can be said for the Stakis Hilton Hotel.

The seafront is characterised by hard-landscaping, sweeping down from the middle to lower walk; the historic character of the seafront walks has been retained, although some of the surfaces are hard or unsympathetic. The middle walk colonnades are an important contribution to the seafront townscape and have local list potential.



Fig. 44: Hard landscaping at the south of the seafront area

7.0 RECOMMENDATIONS

The significance of the area is set out in *Section 6.2*. Recommendations are based on heritage value, as assessed in earlier sections of this report and do not take detailed account of other factors such as economic viability or sustainability. To protect buildings of positive significance, a Local List containing the buildings identified in this report could be established and maintained, informed by relevant policy and guidance in the Local Development Framework. It is not considered that any part of the area merits being designated as a conservation area, or as an extension to the current town centre conservation area.

7.1 Impact on adjoining conservation areas

The Middle Walk Colonnades form a scheme with the Princess Parade Colonnade built below the Metropole Hotel in 1912, which is within the Town Centre Conservation Area, and therefore contributes positively to the conservation area. It would probably be impractical to extend the conservation area to include the Middle Walk Colonnades only.

It is unfortunate that many of the buildings at the southern end of North Promenade, abutting the conservation area, have been altered and their Victorian character eroded; Regent Court is of negative value and impacts on the setting of the Metropole Hotel.

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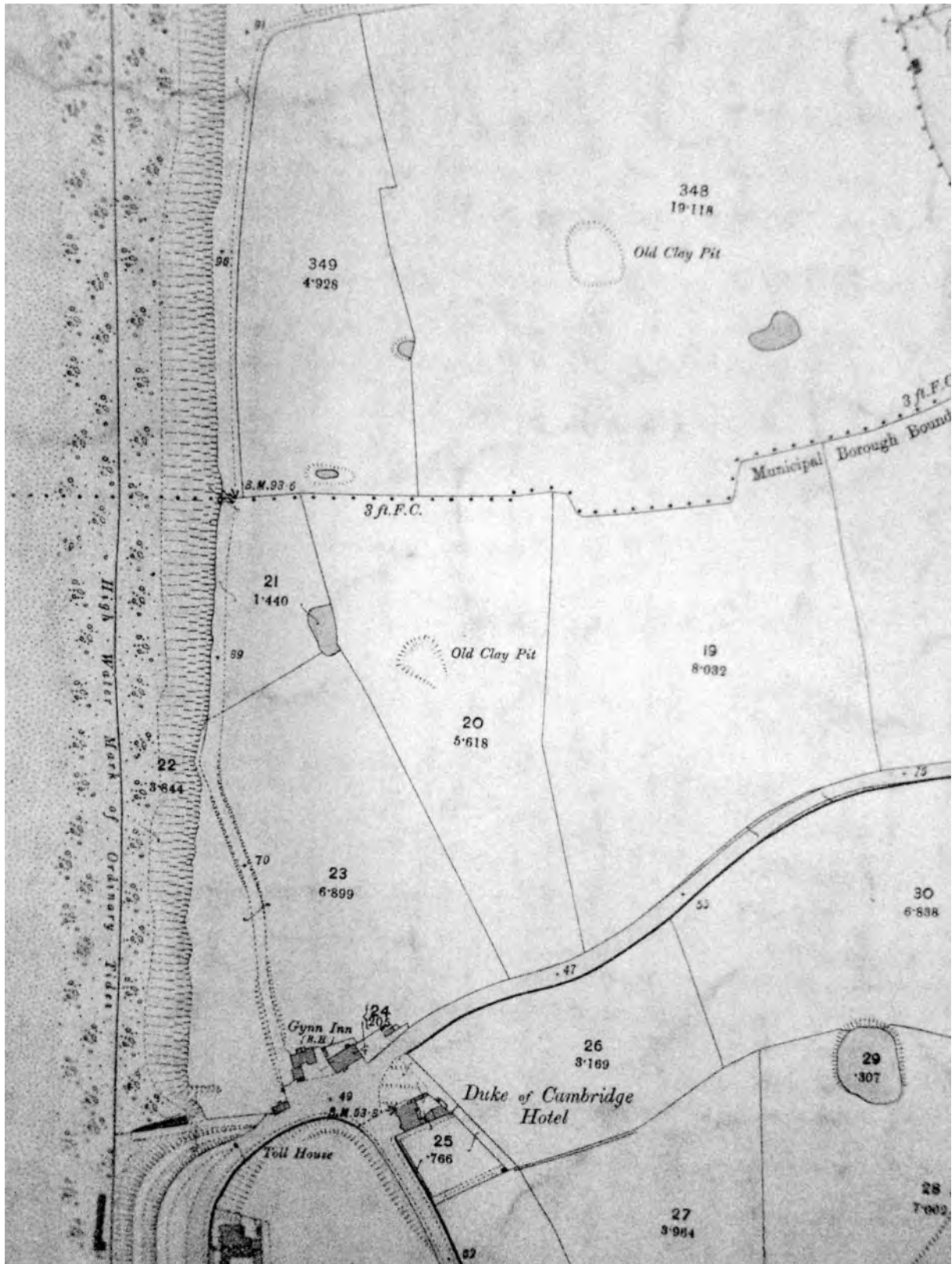


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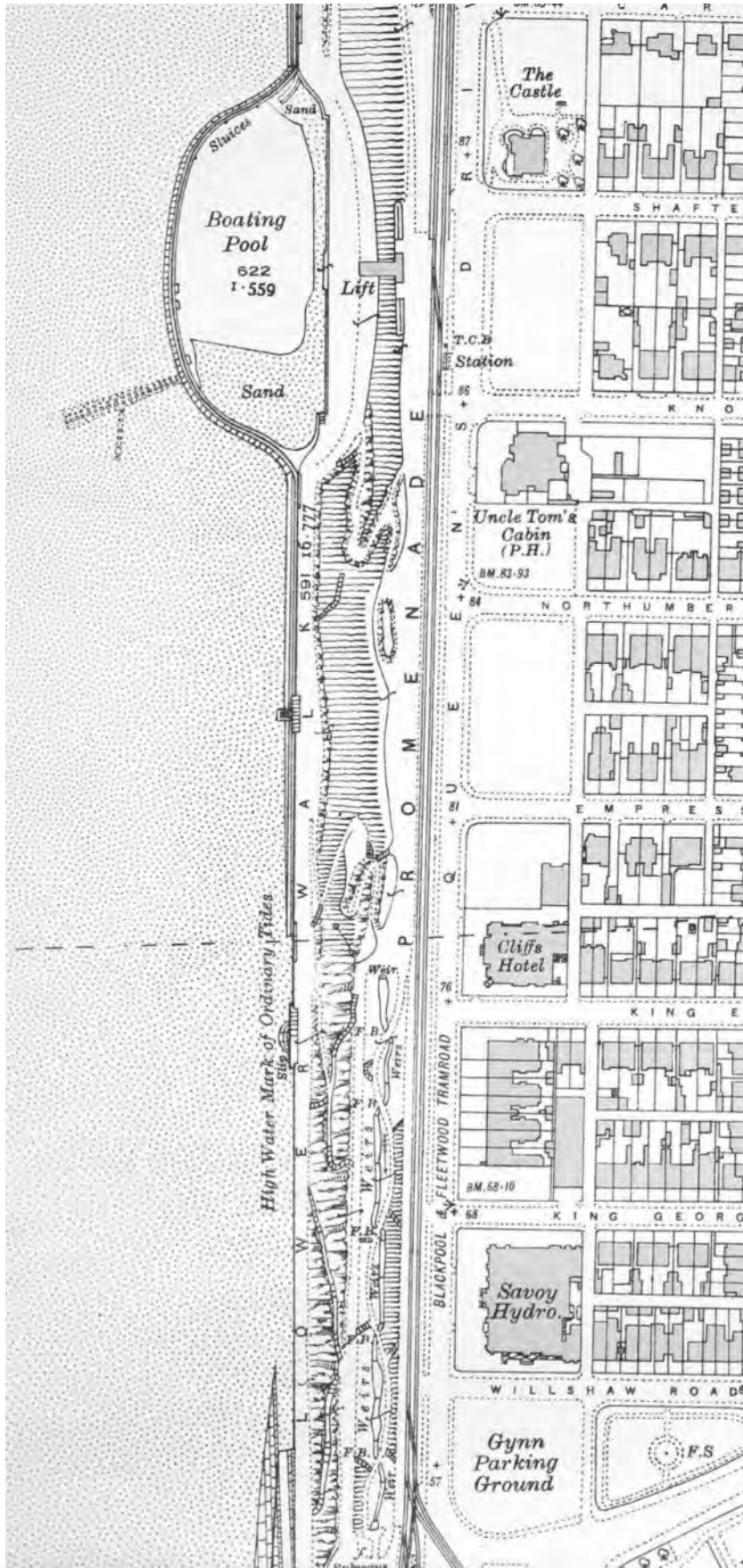


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Tourism & Regeneration Directorate
PO Box 17, Corporation Street,
Blackpool, FY1 1LZ

planning@blackpool.gov.uk

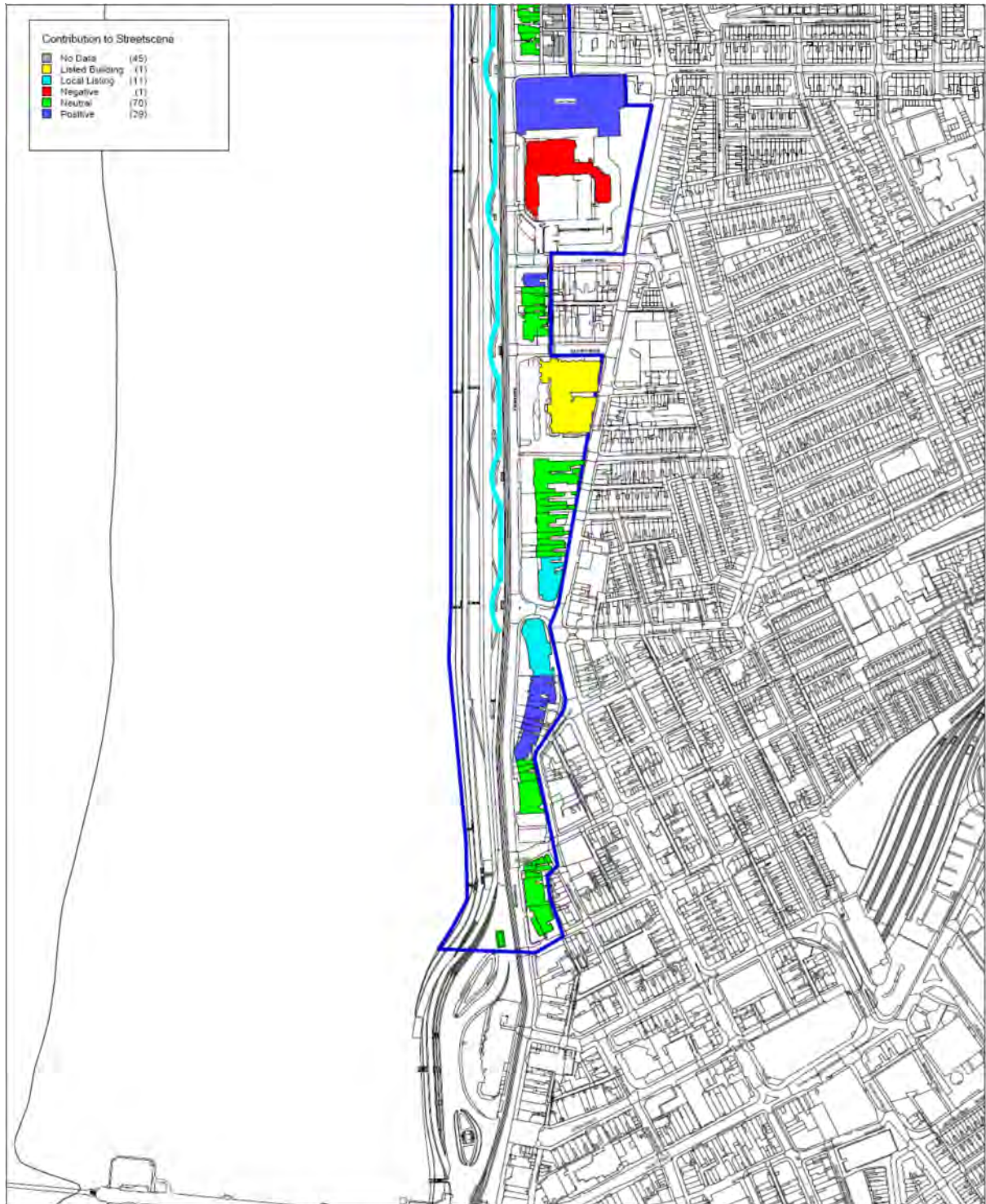


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 Blackpool, FY1 1LZ
planning@blackpool.gov.uk



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The Architectural History Practice Limited

29 Mount Pleasant Villas
London
N4 4HH

Telephone 01483 208633
Fax 01483 208684

mail@architecturalhistory.co.uk

www.architecturalhistory.co.uk

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EXECUTIVE SUMMARY

Bloomfield is a rectangular grid of streets to the south of Blackpool town centre, immediately inland of the Promenade. It stretches from Haig Road and Duke Street in the south to Chapel Street in the north, with Bolton Road and Foxhall Road forming the western boundary and the former railway line east of Elland Road and Hyde Road defining the eastern edge of the study area. Bloomfield developed as a dense area of lodging houses and private housing over a 50-year period beginning in the 1860s, prompted by the opening of the Central Pier in 1867. Located just south of the town centre and immediately inland of the Promenade, Bloomfield was made more accessible by the opening of Central Station in the mid 1870s, attracting an entertainment development and dense housing to provide affordable holiday accommodation for working people.

Lytham Road is the main north-south route, laid out in the late 18th-century as part of the enclosure of the moss, with regular fields either side. This linear layout provided the basis for a pattern of regular streets either side Lytham Road, with the better-class accommodation nearest the sea to the west. The historic social hierarchy of the area flanking Lytham Road is reflected in the varying spatial density of streets and housing, with a clear contrast between the more spacious western streets and the very dense streets of workers' housing to east and north. The area has been divided into two character areas: Lytham Road and the south area which has a very regular layout, and north of Lonsdale Road, where the streets pattern and urban grain are more varied. Here, there are dense streets on a tight grid to the north with the 1930s tram depot and utilities depots dominating the area between Rigby Road and Lonsdale Road.

Some of the earliest development in the area is around York Street where three-storey terraces were built in the 1860s; with no gardens the terraces create tightly enclosed street-scenes. Contemporary but of a different scale, terraced workers' housing was built on streets further south and east of Lytham Road; the best examples are on Duke Street and Lowrey Terrace, with intact front gardens and little altered frontages. Representative of the 1880s and 1890s phases of development are terraced streets of handsome lodging houses on the roads closest to the sea, such as Trafalgar Road and Barton Avenue. Alexandra Road retains some good groups of large semi-detached houses, built as private residences from the 1870s.

Development was gradual and most of the area was not fully developed until the early 1900s. The last phase of development provided the residents with a good group of community buildings including several churches, chapels and schools and entertainment buildings. Lytham Road, served by the tram, developed with a wide range of shops and services, with other local services on Chapel Street and Dale Street to the north. Bolton Street serves as a back lane for hotels fronting the Promenade.

The regular street pattern has resulted in long views along streets, important particularly to the west towards the sea. North-south streets provide tightly-framed views of Blackpool Tower, with more open views along Lytham Road, the main route through the area. Late Victorian churches act as local landmarks along Lytham Road. The area is short of trees and public open spaces, as none were provided as part of its Victorian development. Although the utility depots include some large spaces these have no amenity value. The high spatial-density and tight grain remains one of the most characteristic aspects of the area and has not been disrupted by clearance; recent infill has followed the same pattern and density.

At a detailed level there has been a high degree of alteration, particularly to doors, windows and shop fronts. Many of the lodging houses on streets closest to the sea have been altered with roof extensions and ground floor additions over front gardens. Front garden walls are generally still *in situ* along residential streets with relatively few lost for frontage parking. Most buildings appear in reasonable condition, and are occupied and in use, although there are signs of low maintenance levels on some properties dependent on tourism.

Every street and group of buildings was assessed for townscape and heritage merit as part of the study, and 17 potential historic buildings selected for a potential Local List (Appendix 2). These include some good examples of large houses on Alexandra Road and pubs with good frontages such as the Stanley Arms, as well as unique local buildings such as the tram depot and a former lifeboat station on Lytham Road. No buildings are currently statutorily listed in the area, although St Cuthbert's RC Church and St Peter's Church on Lytham Road may be potential candidates for listing.

Streets of overall positive heritage townscape value include Alexandra Road and Duke Street in the south of the area and the grid between Princess Street and York Street in the north of the area. The relative townscape significance of buildings has been mapped. The best-preserved area is the grid of streets including York Street, Shannon Street, Yorkshire Street, Bairstow Street, Dale Street and east to Coop Street and Caroline Street. This distinctive group of densely-developed streets is one of the earliest parts of the study area and has potential for conservation area designation. However, most buildings are of modest architectural quality and it is the unity of the terraced streets rather than the individual merit of buildings that gives the area its distinctive character.

1.0 INTRODUCTION

1.1 Background

The Architectural History Practice Limited (AHP) was commissioned in September 2008 by Blackpool Council (The Council) to prepare a historic townscape characterisation assessment of the Bloomfield area in the context of developing plans for regeneration. One of six similar reports, this study has been commissioned to inform the Council about the heritage value of the area, as part of the development of regeneration proposals for the area. In parallel to this report, a Local List review of the area was undertaken, to advise the Council on buildings having potential for inclusion on a potential list of historic buildings of Local Interest, to be covered by policy in the Local Plan.

1.2 The Brief

The brief for this project was provided by The Council in August 2008, and on guidance from English Heritage in *Extensive and Intensive Assessment: A Model Brief for the Commissioning of Work to Assess Historical Significance in Areas of Housing Renewal*, 2005. The Brief explains the purpose of the assessment, the principles involved, and provides a summary of matters to be covered by the characterisation assessment.

1.3 Authors

This characterisation assessment was prepared by Marion Barter, BA MA IHBC, Director of AHP and Samantha Barnes BA MA, Associate of AHP.

1.4 Acknowledgements

AHP is grateful for assistance and advice offered during this project, in particular to Carl Carrington of Blackpool Council, Tony Sharkey and the librarians at Blackpool Library, to Ted Lightbown, and to Preston Records Office. AHP is grateful for contributions from individual Bloomfield residents, including Michael Edwards. The use of historic images from particular websites (credits in captions) has enhanced the document and we are grateful to John Burke, and to www.rossallbeach.co.uk for permission to use images from their collections.

1.5 Location of study area

Bloomfield is a rectangular grid of streets to the south of Blackpool town centre, immediately inland of the Promenade. It stretches from Haig Road and Duke Street in the south to Chapel Street in the north, with Bolton Road and Foxhall Road forming the western boundary and the former railway line east of Elland Road and Hyde Road defining the eastern edge of the study area. [See Fig.1 for a map of the area.] Bloomfield covers an area of approximately 38 hectares. The NGR centred on the middle of the study area (Kirby Road) is SD30803490.

TO BE REPLACED

Fig.1: Location of study area and character areas

2.0 METHODOLOGY

2.1 Assessment

The current assessment was carried out as an intensive assessment exercise, with the work divided into an initial rapid research phase and a detailed fieldwork phase, which included photography and an assessment of buildings.

2.1.1 Research

Secondary research was mainly carried out at the Local Studies Library in Blackpool, with additional research at Lancashire Record Office. This consisted of a detailed review of historic maps, historic photographs and trade directories, a general review of published works on the local history on Blackpool, and of its development through to the late twentieth century. The Extensive Urban Survey report published in 2005 by Lancashire County Council and Egerton Lea was particularly useful as a starting point. See the *Bibliography* for full details.

Blackpool is unfortunate in that Building Control records dating to the late nineteenth century have almost all been lost. Local websites containing private collections of images were reviewed, and information sought from local historians, particularly Ted Lightbown.

2.1.2 Fieldwork

The streets in Bloomfield were all physically assessed on foot in October 2008, with research being undertaken shortly before and in parallel to the fieldwork and writing-up stages. The assessment is generally based on what could be seen from the public highway and frontages, and interiors were not inspected unless publicly accessible.

2.1.3 Knowledge Gaps

There are a number of additional lines of research which might produce additional historical information on the history and development of Bloomfield, such as a full search of local newspapers (Blackpool Library has a good collection) or the Inland Revenue 1912 house survey at the National Archives, Kew. However, whilst further research may provide greater detail and depth to an understanding of how the area developed, it is not considered that this will significantly alter the overall findings of this assessment of the area.

2.2 Limitations

AHP were commissioned to assess the architectural and historic character of Bloomfield as part of an urban characterisation assessment of a large part of Blackpool, concentrating on heritage value and including an assessment of potential local list buildings. This study has not assessed other important factors which may be relevant to a decision on the future of the area's buildings, including the physical condition of buildings, their internal or external facilities, thermal performance,

repair costs and economic viability, market value, potential for adaptation, environmental consequences of demolition and rebuilding, current housing standards or any other factors that are not directly related to their heritage value.

2.3 Consultation and Community Involvement

2.3.1 Previous consultation

Good community consultation is essential for the success of urban regeneration projects. In relation to housing areas that include historic buildings, English Heritage advises that all organisations, public bodies and community groups that “are directly involved” should be consulted as part of heritage characterisation projects (Model brief accompanying *Low Demand Housing and the Historic Environment*, 2005). Bloomfield residents were extensively consulted in 2008 as part of the *Foxhall Area Action Plan* which covers the area between Chapel Street and Rigby Road. This exercise considered the current issues affecting the area and set out a range of options for its regeneration. Heritage issues were not a specific part of this work, although some conservation-led regeneration was included in most of the options.

2.3.2 Consultation on the characterisation assessment

The local community, including members of the Blackpool Heritage Forum and the Foxhall Village Regeneration Association will be consulted on this document and its conclusions by Blackpool Council.

3.0 PLANNING AND REGENERATION CONTEXT

3.1 Population decline, unemployment and economic context

The population of Blackpool has declined over recent decades, from a peak of 153,185 in 1961 to 142,283 at the 2001 census (Office of National Statistics). The population is also ageing with nearly one in four residents of pensionable age in 2001, and with more women than men, partly reflecting traditional boarding house ownership.

Figures for Foxhall, the northern third of Bloomfield, were collated as part of the *Foxhall Area Action Plan: Issues and Options* report (June 2008). Blackpool has an unemployment rate of 7%, with parts of Bloomfield having a higher rate of 15%. This compares unfavourably with the national average (5%) and the average for the North West Region (6%). The local economy depends on tourism; a shortage of employment outside the tourist industry results in seasonal unemployment.

In 2007, the national Indices of Multiple Deprivation (IMD) ranked Blackpool as the 12th most deprived local authority in the country (out of 354). Bloomfield is within the Lower Super Output Area within the borough; in 2007, IMD ranked Foxhall the 7th most deprived area in Blackpool, in terms of employment deprivation.

The area has a large number of one person households (48% of all households in Foxhall); many of the larger properties are divided into flats and over half households rent from private landlords.

3.2 The Blackpool Local Plan

Blackpool Local Plan was adopted in 2006, and provides the framework for planning decisions in the city; the Local Development Framework is also evolving with annual monitoring reports produced. On the Local Plan map, most of Bloomfield is identified as a housing area, with a key tourism investment site south of Rigby Road and on the former gas works site south of Princess Road. The Area Action Plan will form one of a series of documents in the Local Development Framework.

3.3 Heritage assets and regeneration

The protection of the historic environment is a Government priority, enshrined in planning legislation and guidance, such as PPG15 *Planning and the Historic Environment*. The level of protection depends on the value attached to the historic building or asset and Planning Policy Statement 1, *Delivering Sustainable Development* states that “a high level of protection should be given to the most valued townscapes and landscapes...”; this encompasses designated heritage assets such as listed buildings, scheduled ancient monuments and conservation areas. There is also now recognition of the value of the local historic environment which whilst it may not be listed or specially designated, may be of value to the local community. However, it is also recognised in national planning policy that not all

aspects of the historic environment can be retained; PPG15 notes that “the historic environment is all-pervasive, and it cannot in practice be preserved unchanged” (para 1.3). It is therefore important to understand the relative value of the historic environment before making decisions about the future of an area.

The Government recognises that heritage assets can play an important role in the success of sustainable urban regeneration, helping to create distinctive places with a strong identity. English Heritage, the government’s advisor on the historic environment promotes the re-use of historic buildings in regeneration; their published guidance includes *Regeneration and the Historic Environment*, 2005 and *Regeneration in Historic Coastal Towns*, 2007. Current guidance stresses the value of heritage in creating sustainable neighbourhoods, and the importance of first identifying the heritage value of affected areas, as recommended in recent guidance jointly produced by CABI and English Heritage, *Character and identity, townscape and heritage appraisals in housing market renewal areas*, 2008. The contribution that historic buildings can make to sustainable development was investigated by a 2004 House of Commons Select Committee, which reported that “it is simply better in sustainability terms to use and recycle old buildings than to demolish them and build new ones”.

The case for retaining historic buildings in urban regeneration is also presented in *Heritage Works*, a good practice document produced jointly by RICS, English Heritage, British Property Federation and Drivers Jonas in 2006. *Heritage Works* states that “there is a strong economic case for regenerating historic buildings”, but also notes that “critical to the success of regeneration is finding a viable economic use that can support initial refurbishment, provide the owner or developer with a reasonable return...and which generates sufficient income to ensure (the) long-term maintenance...”. Viability, as well as heritage value is therefore a critical factor in determining the future of an area, particularly in an economic climate when capital funding may be hard to secure.

Blackpool Council adopted a Heritage Strategy in 2006, which recognises the value of the boarding house districts, as well as the Promenade and iconic buildings such as the Tower and three piers. The Council aspires to have the town inscribed on the list of World Heritage Sites as a Cultural Landscape, to celebrate its importance as a purpose built seaside resort. This characterisation study contributes towards one aim of the Heritage Strategy, to complete an audit of historic buildings in the town.

4.0 HISTORICAL DEVELOPMENT OF BLOOMFIELD

4.1 Location and brief description

Bloomfield is an area of densely-developed streets beginning a mile to the south of Blackpool town centre, just east of the Promenade. The area is bounded by Chapel Street to the north, the line of the former railway to the east (Seaside Way), Bolton and Foxhall Roads to the west and Duke Street to the south. Despite superficial changes to buildings, the late 19th-century urban character of the area is remarkably intact.

There are currently no conservation areas or listed buildings in the area.

4.2 Historic development

4.2.1 Context: an overview of the development of Blackpool

A few 18th and early 19th-century cottages and farmhouses are almost all that survive of Blackpool's heritage before about 1850. The area now occupied by the town was within the historic township of Layton with Warbreck and part of the parish of Bispham. Following the reclamation of wetlands and mosslands from the 16th century onwards, there was pressure to enclose the land leading to the creation of farmsteads (including Foxhall and Raikes Hall); income from farming was probably supplemented by fishing. In the early 18th century the manorial land around Blackpool was owned by Alexander Rigby, but after this land was dispersed it was developed in a piecemeal and unplanned manner by smaller estates. The 1767 Enclosure Plan of Lawton Hawes, the area south of Manchester Square, shows the newly laid out Lytham Road and regular plots of land (Fig.53).

By the late 1780s there were about 50 houses on the seafront and the population, excluding visitors, in the early 1820s was about 750. Until the early 19th century, the resort was without most services and Poulton was the nearest market town. One of the earliest accounts of Blackpool as a visitor attraction was written by Bishop Pococke in the early 1750s, who recorded that accommodation was available for those who came to bathe. The steady growth through the first half of the 19th century was focused along the one mile stretch of coastline, as Blackpool's seaside location attracted increasing numbers of visitors. Blackpool was attractive to the middle classes in the early 19th century but its great expansion was due to the resort's growing popularity with working people from the Lancashire and Yorkshire textile districts; by the 1830s there were more than a thousand visitors a year. However, unlike Fleetwood and Lytham, Blackpool was not planned as a seaside resort. Expansion in the early 19th-century was hampered by the town's relative remoteness and by patterns of landholding. The 1838 Tithe map shows that the mile-long stretch of houses on the seafront had evolved into a double row of buildings, with South Shore a separate settlement.

The town became more accessible with the opening of the Preston and Wyre railway to Blackpool in 1846, to Blackpool North station. The Blackpool and Lytham railway opened in 1862 using Central Station. This helped attract the development of respectable accommodation and public buildings; between 1841 and 1851 the housing stock grew by 83%, and new streets were laid out in a grid behind the seafront; the priority for new development was to be as close to the foreshore as possible. Between 1841 and 1861 the resident population had risen from 1,378 to 3,506, and although this was still less than at rapidly developing Fleetwood, by the middle of the 19th century Blackpool was considered a significant resort and in 1842 was described as 'the Brighton of Lancashire' (Redding & Taylor, 1842).

The period of greatest 19th century development began in the 1860s and 1870s, with fields being developed around the edge of the town centre, prompted by the end of the construction of two piers (North and Central), and a new promenade, begun in 1868; the latter was both a tourist attraction and part of the town's sea defences. Building development, untrammelled by dominant landowners or effective local government, was initially undertaken piecemeal in small freehold units. New terraces of lodging houses were built in the 1870s on the fringes of the built up area, surrounded by densely packed terraced houses for the working people employed in tourism or the railway industry. Bloomfield is typical of this phase of development. Hotels of the period included the Imperial (1867) at North Shore, an area developed as an enclave for middle-class residents and visitors. As part of the social segregation that occurred in the resort, South Shore was also developed for the middle classes, particularly after South Shore station opened.

By the 1870s, the population was around 7,000 and visitor numbers were estimated at more than one million, in a decade that saw the first large-scale visitor attractions promoted by entertainment companies. These led to the rise of a new type of commercial entertainment, with large-scale theatrical presentations heralding the modern world of show business. The first purpose-built theatre was the Theatre Royal (1868), followed by pleasure gardens at Raikes Hall estate in 1872 and from 1878 by the Winter Gardens. The 1870s boom was supported and promoted by the Corporation, who saw improvement of the town for tourism as their single-minded goal. Provision for visitors included increasing numbers of 'company houses', respectable boarding houses aimed at working-class visitors. The promenade was lit by electricity from 1879, placing the town in the vanguard of electric street-lighting, the famous electric tramway was inaugurated in 1885, and by the end of the century many amenities were controlled by the Corporation which had been formed in 1876. The latest technological advances were swiftly adopted in a policy which aimed at attaining a high profile and creating a new kind of mass holiday-making.

Blackpool became the resort with the greatest number of attractions in Europe, crowned in the 1890s by the opening of the Tower in 1894 when in six years, in addition to the Tower, investors in commercial entertainment constructed the Grand

Theatre, Empress Ballroom, gigantic wheel, the Alhambra (1899), and a third Pier (1893), soon followed by the Pleasure Beach. The promenade was extended in 1895 to the north of the town centre and expanded in 1902 and 1905, extending the sea front 100 feet beyond the high tide mark.

The population in 1901 was 47,348, although Blackpool had absorbed surrounding settlements such as Layton and South Shore. Tourist numbers rose to four million in 1914, while the resident population had risen to almost 60,000; between 1911 and 1939 the town's population more than doubled. In 1912 the Corporation inaugurated the Illuminations which extended the autumn season. The prosperity and draw of the coast ensured expansion through the inter-war years, and in response to booming populations of both residents and visitors, North Shore was earmarked for extensive development in the 1920s and '30s with avenues of detached and semi-detached houses. Between 1925 and 1935 around 12,500 houses were built, and a significant number of the properties were lived in by retired people, who constituted for a significant proportion of the population increase. One significant response to an influx of visitors in the 1930s, one of the earliest by any municipal authority, combined provision of multi-storey and underground car parks with investment in the tram system.

There were few large scale developments after the Second World War. Tourist facilities continued to grow; for example by 1936 there were 15 cinemas, including the Odeon on Dickson Road which catered for 1,800 and was then the largest Odeon ever built. The growth of the Pleasure Beach also quickly became a forerunner to the giant themed amusement parks of the later 20th-century. The population of the town peaked at 153,183 in 1961 (Walton, p.148). Ambitious plans to redevelop the centre stuttered to a halt in the early 1970s and later developments including the Hounds Hill shopping centre were built for both residents and visitors. Post-war hotel developments included the Hilton, but once package holidays to Spain and Mediterranean resorts became affordable, the resort's role as Britain's most popular summer holiday destination declined. However, continuing demand for budget accommodation has ensured that many of the purpose-built boarding houses have remained in use.

4.2.2 The development of the Bloomfield area

A discussion of the study area's development can be divided into two parts. In the south part of the study area, Lytham Road was laid out as part of the 1760s enclosures, shown on an enclosure plan dated 1767 (Fig. 53). Little development occurred along this road in the first half of the 19th century, when the land either side of the road consisted of drained moss, divided into regular fields, clearly shown on the 1838 Tithe map (Fig.2) and 1877 street plan (Fig.3). The geometric field pattern influenced the layout of parallel rows of streets from the third quarter of the 19th century, resulting in today's regular street layout and the homogenous character of the southern part of the study area.

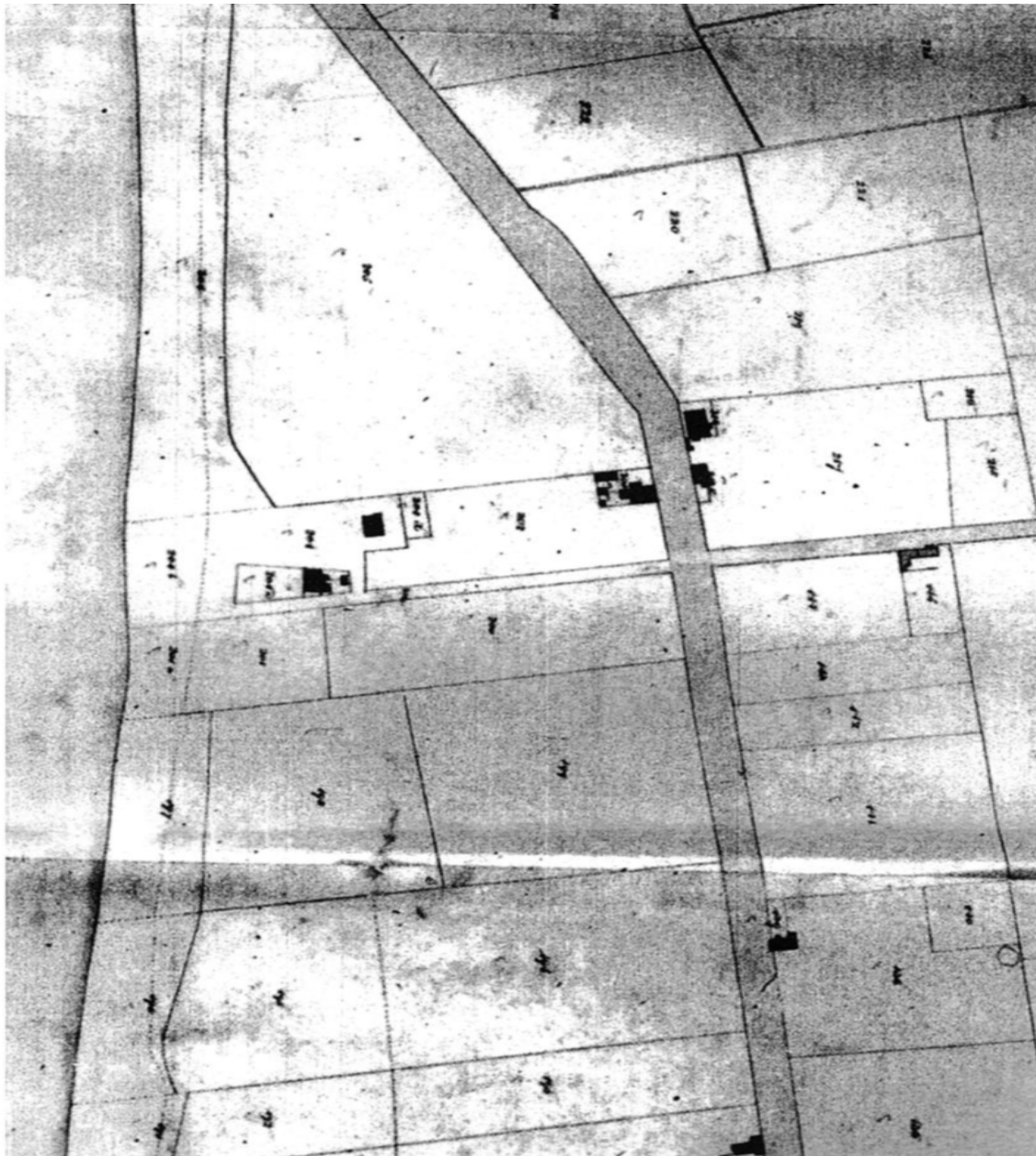


Fig.2: Detail from 1838 Tithe map showing the regular field pattern either side of Lytham Road; the road to the east is Bloomfield Road (Blackpool Library)

4.2.3 Foxhall Village area

In the north of the study area, north of the present Rigby Road, a tight grid of streets was developed after the opening of the Central Pier in 1868, close to the junction of Foxhall Road and Chapel Street. This area has recently become known as Foxhall Village, after the former Foxhall Inn (see *Central Promenade* characterisation report). The 1877 street plan (Fig.3) shows the speculative development of streets such as York Street, Yorkshire Street and Bairstow Street for lodging houses. On the edges of this area more densely-developed terraced streets like Singleton Street, Caroline Street and Shannon Street were developed with a mixture of lodging houses and workers' housing. A meandering open stream, the Spen Dyke, ran east-west along the line of Rigby Road until the last quarter of the 19th century when it was culverted.



Fig.3: Detail from Harding's 1877 street plan showing the area south of Chapel Street (Blackpool Library)

The area around Rigby Road was developed for utilities from the mid 19th-century; the corporation coal gas-works were built on the north side of the road, supplying street lights from the 1850s (Fig.58). Electric lighting for the Promenade and town street lights was generated by the electricity works located off the south end of Coop Street; opened in 1893. Both sites were supplied with coal from sidings off the Blackpool and Lytham railway line, which had opened in 1863. The corporation tram depot was developed on a narrow site along the east side of Blundell Road, later expanding south of Rigby Road. The railway acted as a limit to the eastward development of the area, with terraced streets terminating at the line, and only Bloomfield Street crossing the line to the farmland further east.

West of the depots and works, the area between Princess Street and Lytham Road was developed at the end of the 19th century; Tyldesley Road was developed during the 1890s. On the 1893 OS map only Numbers 1 to 30 are shown; the street is shown fully developed on the 1912 OS map (Fig.59). The street was built-up with substantial three and four-storey brick terraced lodging houses; these have small back yards and front gardens (Fig.4).



Fig.4: Lodging houses built in the 1890s on the east side of Tyldesley Road, from the south

4.2.4 Lytham Road

Lytham Road was laid out as the primary early route south out of the town, linking Blackpool town centre with South Beach and eventually leading south to settlements along the coast. The straight, wide road was laid out as part of the enclosure of the moss shown on the 1767 Enclosure Plan (Fig.53). The 1838 Tithe map (Fig.2) and first edition OS map shows that little development was attracted by the road during the first half of the 19th century, and it remained largely undeveloped until the last quarter of the century.

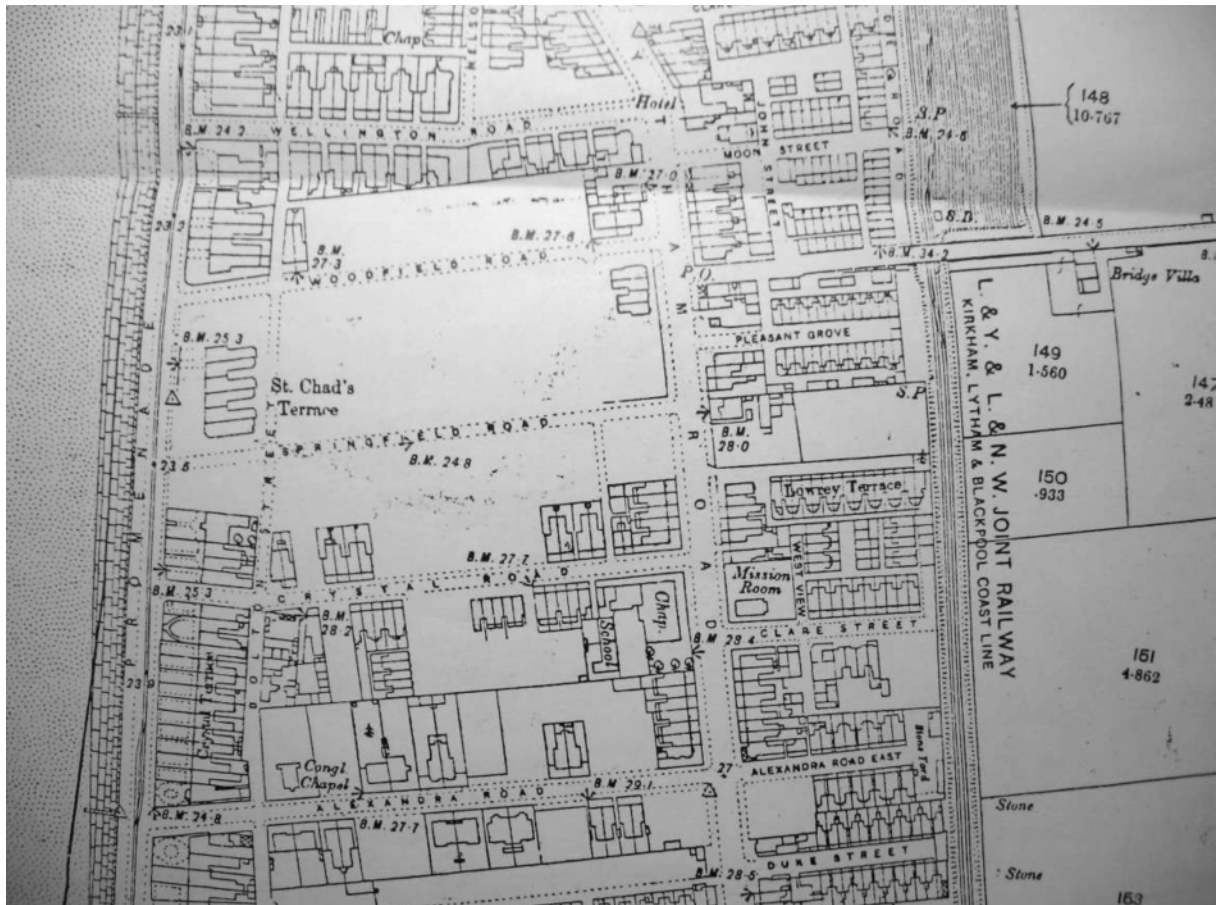


Fig.5: Detail from 1893 OS map, showing gradual development either side of Lytham Road (Blackpool Library)

Initially, development took the form of scattered villas, shown on the 1877 street plan (Fig.3), but by 1900 these had been replaced by the regular blocks of commercial buildings that line the road today; the block on the east side between Alexandra Road East and Clare Street was one of the earliest. Properties to the east side of the road were built up to the back of the pavement with no forecourts, but on the east side some properties had front gardens or forecourts, including the Library built in 1893-4 by the Borough Surveyor. Lytham Road was the area's main retail street with a full range of shops and other services – pubs, schools, churches and chapels. The 1893 OS map (Fig.5) shows that shops were often fronted with glazed canopies; the junction of Bloomfield Road appears to have been a commercial centre with two banks and a post office. Pubs were built on the corners of Haig Road (The

Albert) and St Chad's Road. The north end of the road close to the Promenade was developed with handsome blocks of lodging houses, built in the last quarter of the 19th century, and a Lifeboat Station was built in 1864 (Slater's 1865).

The tram opened along Lytham Road in the early 1900s (Fig.6), serving South Beach. The 1912 OS map (Fig.59) shows that the present street layout of the area was by then fully developed.



Fig.6: Lytham Road tram lines in the 1930s, looking south with St Cuthbert's RC Church to the right (Blackpool Library)

The spiritual needs of the community were met by two large churches on Lytham Road; St Cuthbert's RC Church was built in 1890 (Fig.7), and St John's Anglican Church in 1906, built on the site of an earlier mission chapel. A United Methodist church and Sunday school was built on Shaw Road in 1909.



Fig.7: St Cuthbert's Church, Lytham Road c.1900 (image from www.rossallbeach.co.uk)

4.2.5 The east-west streets off Lytham Road

The streets either side of Lytham Road express a historic social and functional hierarchy; the most densely-developed terraced streets east of the road contrast with more spaciouly developed streets to the west, leading to the Promenade. There is a zoning in the street profile; the Trade Directories for the 1880s and 1890s show that the houses on streets closest to the Promenade, west of Lytham Road and towards the north end of this road were predominately used as lodging houses whereas the terraced streets east of Lytham Road were mostly occupied by working people such as train drivers, builders and joiners (Barrett's Directory 1895). The 1893 map (Fig.5) shows the gradual development of streets west of Lytham Road that took place over a thirty year period, beginning with a few large semi-detached villas on Alexandra Road in the 1870s. By 1912 (Fig.59) the remaining streets had been built-up with large terraces with front gardens and deep outshuts, mostly used for lodging houses.



Fig.8: Lodging houses and a shop on Trafalgar Road, looking east, c.1900 (from www.fyldepostcards.co.uk)

East of Lytham Road, the short streets were densely-developed with small terraced houses for worker's housing rather than lodgings. Among the first to be developed were Alexandra Road East and Duke Street (formerly called Princess Street) (Fig. 9), both shown on the 1877 plan. These earlier terraces have small front gardens enclosed with low brick walls, and rear yards with access from the front via through-passages. Later terraces are served by back lanes, an improvement prompted by the bye-laws.



Fig.9: Duke Street, one of the earliest terraced streets, with plain stone details for bays and doorways

4.3 Context: Blackpool holiday accommodation and housing

To meet the rapidly growing needs of the resort's influx of visitors, grids of streets were densely developed with lodging houses during a short period in the last quarter of the 19th century. Nineteenth century holiday accommodation in the resort was built to reflect a social hierarchy and the proximity of the site to the sea. The sea was the defining factor in the scale and status of boarding houses and small hotels, with the Promenade reserved for hotels and higher class establishments. Lodging houses for middle-class families were built on the streets running east-west off the Promenade in large semi-detached or terraced houses (Fig.8), with the best locations on westward-facing street corners with views of the sea; these are often distinguished by full-height octagonal bay windows forming corner towers (Fig.30). Denser terraces of lodging houses were built further inland away from the sea, on streets such as Shannon Street, Rigby Road and Coop Street.

The town's requirements for affordable, mass holiday accommodation resulted in a distinctive range of specialised housing known as 'company housing', built to provide lodging houses for working class holiday-makers. These were similar in appearance to Lancashire urban terraced housing, but built and planned on a larger scale, with

long outshuts filling most of the rear yards and with large single or two-storey bay windows to the front. Streets characteristic of this development include those to the north of the area around Yorkshire Street and Coop Street.

Late 19th century workers' housing was also provided to house those employed in the trades and in roles that supported the resort such as on the railways. Built at a higher density than the boarding house areas, inland from the sea, these streets are similar to workers housing in industrial Lancashire; typical are those east of Lytham Road, south of Bloomfield Road. The need to improve the quality of the housing stock, amenity space and drainage was recognised in late 19th-century local bye-laws although it appears that these were often ignored (Walton, 1998, p.85).

Externally, builders distinguished the boarding houses using stone details and decorative brickwork for door surrounds and windows. Most houses had large bay windows, often double-height, and windows were generally vertically-hung sashes. The larger lodging houses, such as those on Tyldesley Road and Lonsdale Street, were built with basements and attics, with steps up to the front doors and letting rooms arranged over four floors.



Fig.10: Typical lodging houses on Kirby Road, with basements and attics

5.0 BLOOMFIELD: CHARACTERISATION ASSESSMENT

5.1 Character and appearance

Due to the contrast in the character of the north and south parts of the Bloomfield area, the study area can be divided into two character areas, shown on the map in Fig.1 - the Foxhall Village area and tram depot north of Lonsdale Road, and to the south Lytham Road and the streets either side. The overall character of the townscape can be summarised as an area of regular streets, laid-out on a tight grid to the north or on 'ladders' either side of Lytham Road, densely-developed with fairly homogenous stone or brick-built terraced housing. The character of the area was assessed during field work and the principal characteristics recorded; these are set out in sections below.

5.2 Spatial attributes, views and open spaces

The spatial character of the area is derived from a combination of the underlying topography of the area, and the pattern of superimposed development. The area is situated on gently sloping land at a height close to sea level. The underlying geology consists of Permo-Triassic sandstones, overlain with a deep layer of drift deposits. In 1838 the soils were described as fine sand and gravel (Lancashire County Council and Egerton Lea, 2005, p.10).

The overlay of late 19th-century streets onto a regular field pattern on reclaimed moss has resulted in an area of linear views and long vistas. The views south down Lytham Road are terminated only by the rise of the road for the railway bridge in South Beach. To the north there are constant views of Blackpool Tower. Most of the east-west streets provide tantalising glimpses of the sea beyond the Promenade, whilst to the east views are blocked by the football stadium, the tram depot or are open across the line of the former railway.

Today, views along streets still have townscape merit, particularly to the north with glimpses of the Tower, or to the west towards the sea. Views along Lytham Road are punctuated by churches and prominent corner buildings such as pubs. Views along the back alleys are partly obscured by inserted 20th century alley gates; these confined spaces reinforce the tight urban grain of the area.



Fig.11: View north along Coop Street



Fig.12: Narrow alley to rear of Bairstow Street, looking west

The hierarchy in the street pattern is expressed by the greater width of Lytham Road, a principal route laid-out in the 1760s enclosures. The street has an open character, the blocks either side interrupted by junctions with side roads. Views along the road are not closely-framed due to its greater width, but the Tower is always visible to the north.



Fig.13: Lytham Road looking south, from the junction with Tyldesley Road

The street widths of Rigby Road and Bloomfield Street reflect their slightly higher status as through routes in the street pattern; both cross east of the railway line. Most of the east-west streets have a homogenous spatial character, narrower in width than principal routes and with well-defined building lines created by uniform terraces. Earlier development, for example 1860s lodging house development north of Princess Street, was built at a high density with the building line following the back of the footway, creating tightly framed streets (Fig.14). Whilst the presence of front gardens is often an indicator of social scale, on these streets the lack of front gardens may express the limited availability of land in relation to demand at the time.



Fig.14: Tightly framed view east along Bairstow Street

The streets west of Lytham Road are noticeably wider than those to the east, lined with larger houses with long rear outshuts, built as lodging houses. This contrasts with the streets to the west of the road, built for workers, where densely developed terraces have short rear outshuts and narrow back yards. All but those to the south such as Duke Street have rear alleys for servicing. The spatial character of the parallel streets east of Lytham Road is uniformly dense, regular and linear; the highest density is along a few narrow cross streets such as Hyde Road and West View Avenue behind St Peter's Church.



Fig.15: Densely developed streets of workers' housing on West View Avenue, looking east

There have been few changes to the historic density of the area, with recent infill built at the same or a higher density, generally respecting historic building lines, if not the form and height of existing buildings.



Fig.16: Four-storey infill flats on Caroline Street, the site of the drill hall

Historic map evidence shows that no open spaces were provided within the study area; the assumption being that the sea and sand dunes would provide open space for recreation and fresh air. There is an absence of street trees and gardens are too small to provide significant greenery.

Small front gardens are a feature of most of the terraced streets south of Princess Street, although these have often been built on for sun lounges on streets west of Lytham Road. Rear yards are very small and some have been built over for extensions (Figs.12 and 24), offering little space for planting or trees to the rear of houses. The very small rear yards and narrow alleys limit the potential to adapt the houses or improve private amenity space to the rear.

5.3 Historic and current uses

Although superficially the use of buildings on the streets within the study area has generally changed little since they were first constructed, the social status of the area has altered, with a significant proportion of former holiday lodging houses now occupied by tenants on low incomes and sub-divided into flats. The houses on the parallel streets east of Lytham Road built for working people are still private dwellings. Lytham Road is lined with a range of shops, community buildings, pubs and other businesses, although the economic decline of the area is reflected in a more limited range of businesses.

The 19th century Trade Directories provide an insight into the social hierarchy and the social history of this part of the resort. On the streets east of Lytham Road and north of Princess Street, the Directories record a wide variety of artisans and people providing services to holiday makers such as joiners, builders, shrimp dealers, bathing van proprietors and engine drivers (1898 Barrett's Directory). The larger houses west of Lytham Road and in the north of the area, for example on Tyldesley Road, Lonsdale Street, Yorkshire Street and Shannon Street (named West Caroline Street until the early 20th century) were almost all used as lodging houses.

Lytham Road was the principal street within the neighbourhood, lined with a full range of shops, interspersed with lodging houses and private houses, the latter occupied by a few professional people such as an architect, G. Speight, and a school master (Barrett's 1901 Directory). Retail or service businesses included banks, newsagents, bakers, butchers, hosiers, confectioners, drapers, hairdresser, tobacconist and a chemist (Barrett's 1901 Directory). Shops still line the street, with a high proportion of fancy-goods shops towards the north end of Lytham Road. Dale Street and Chapel Street to the north were also busy with retail premises in the 1890s. The principal streets were served by back streets and lanes, where garages and warehouses were built, for example on Pier Street, Singleton Street, Cragg Street and Bolton Street North.



Fig.17: Lytham Road lifeboat station in c.1900 (from www.rossallbeach.co.uk)

Community or public buildings within the study area historically included four churches or chapels and Sunday schools; of these St Peter's Church and St Cuthbert's RC Church are the most prominent, facing each other across the road and still in regular use. Smaller places of worship include the Seventh Day Adventists on Bolton Street North. The Library on Lytham Road was built in 1893, and but is no longer in use. Further north, the Lifeboat House was an important addition to the resort's services in the third quarter of the 19th century (Fig.17), opened in 1864 when the Robert William lifeboat was launched. The building (No.19) is now vacant.

The architectural character of the existing buildings is described in the following section.

5.4 Materials and construction

5.4.1 Elevations and roofing

The character of Bloomfield is unified by the use of brick and slate, although much of the brick has been painted or rendered. Bricks were made locally in the Fylde, on the edge of the urban area. A fine-grained sandstone is generally used for hoodmoulds, bay windows, sills and lintels, door surrounds and string courses, although this has not weathered well in the marine environment and has generally been painted. Moulded brick and terracotta are less often used for friezes and other details. The quality of detail is generally higher on the more spacious streets west of Lytham Road such as Alexandra, Crystal and Wellington Road, than on other streets, reflecting their higher social status. On Lonsdale Road and Kirby Road, the lodging houses were built with stone steps and cast-iron railings to the front doors, although most steps are now concrete.



Fig.18: Elaborate stone details on large houses on Alexandra Road, built c.1870

The brick is generally laid in English garden wall bond; usually three or four courses of stretchers to one of headers. On terraced streets east of Lytham Road there is subtle variety in the use of details to provide simple decoration and to distinguish one of group of houses from another. Terraced houses were provided with stone details for door surrounds and bay windows, either using classical or gothic motifs.

Eaves are often finished with a timber board cut into simple repeating patterns; the same detail also used on bay windows eaves.

The brickwork on many front elevations has been obscured by modern treatments. The most common is paint, followed by pebble-dash and render, with a few examples of cladding using concrete facing tiles to resemble stone (Fig.39).



Fig.19: The contrast between rendered brick frontages and an original fair-faced brick frontage on Lowrey Terrace

Chimney stacks are in red brick, most with projecting bands, often rendered. Pots where they have been retained are in cream or red clay.

Roofs were originally laid with Welsh slates although some roofs have been re-laid using concrete tiles. Rainwater goods were provided in cast-iron; the larger buildings have ogee-section gutters, which were a more expensive choice than simple half-round gutters. Most down-pipes are now plastic, although some cast-iron examples have survived.

5.4.2 Doors and windows

Very few houses retain historic door or window joinery, although original openings have largely been retained on terraces. There are a few notable examples of houses

that have retained panelled timber front doors and plate glass sash windows; No.11 Clare Street (Fig.38) is a good example of a modest terraced house with intact features, and No.27 Tyldesley Road is an example of a large lodging house with intact joinery and features.



Fig.20: Nos 25 & 27 Tyldesley Road; historic sashes survive to the right with uPVC to the left.

Front doors would have been panelled doors made of pine, with variations including part-glazing to upper panels. Inner halls were lit with transom or fan lights over front doors. Doors on terraces are sometimes designed in pairs with shared canopy or surround (Fig.20). There are some examples of replacement doors from the inter-war period, including those with oval inset glazing and leaded coloured glass fanlights, but most doors are now modern replacements in uPVC or timber.

Historic sash windows are rare (Figs 19 & 20). Some replacement windows respect the divisions between the plate glass sashes, which has helped to retain the historic proportions of the frontages. In most cases, historic windows have been removed and replaced with modern casements or top-hung windows that ignore historic window patterns.

On Lytham Road there are no intact examples of Victorian shop fronts, although it is possible that some historic joinery may have been retained, hidden behind modern fascias. A few early 20th-century shop fronts survive on secondary streets such as Bickerstaffe Street, Dale Street and Foxhall Road.



Fig.21: A corner shop on Bickerstaffe Street

5.4.3 Boundaries

The presence of front gardens with boundary walls expresses the higher social status of the property. None are provided at the low end of the social scale where houses directly front the footway, for example on Coop Street. Historically, front boundaries generally comprised low brick walls with stone copings. Some houses had iron railings, mostly removed with some replaced with modern steel railings; historic railings have generally only survived on steps to basements or up to front doors where there is a drop to protect. Gate piers are stone, often carved with Gothic motifs or caps. No original iron gates were recorded.



Fig.22: Victorian gate piers and cast-iron railings on Kirby Road



Fig.23: Early 20th century brick boundary walls on Alexandra Road with decorative brick coping

Boundary walls to the rear of the streets, dividing rear yards from back alleys were historically built in red brick, but most sections have been re-built in modern brick or taken down and replaced with the rear walls of rear additions. Modern steel gates have been added to the ends of the most alleys for security.



Fig.24: Alley off Coop Street, with rear extensions and rebuilt boundary walls

5.4.4 Signs and details

Distinctive cast-iron and ceramic street signs have been retained on many streets. These have decorative cast-iron frames with individual letter tiles and are important features. They probably date from the early 20th century when streets were renamed to rationalise street names in the town. These survive on most streets, although they may be vulnerable to theft and modern steel replacements have been used on some streets. No other historic items of street furniture were recorded in the area.



Fig.25: Cast-iron and tiled street sign on Lonsdale Road

5.4.5 Roads and footways

All footways are now laid with either concrete paving or tarmacadam. Kerbs are almost all concrete, although some original examples of granite kerbs have been retained on side streets. Historically, footways would have been laid with stone paving and roads either rolled gravel or setted. Setted surfaces survive on some side streets, but are often in poor condition.

Rear alleys are now generally laid with tarmac, but historic setts are visible in some places where the tarmac has worn through.

Street furniture is largely modern with concrete lighting columns. Tram poles are in steel and are a feature at the north end of Lytham Road. The historic street name signs fixed to buildings are distinctive historic features in the street scene (Fig.25).



Fig.26: Tarmac surfaces and modern street furniture on Chapel Street



Fig.27: Large stone setts on a back lane off Hesketh Road

5.5 Architectural character

5.5.1 Domestic buildings and lodging houses

The area has four main types of domestic building: the terraces of two-storey housing on streets east of Lytham Road and north of Shannon Street, blocks of three-storey shops and houses along Lytham Road, three-storey terraces of large lodging houses on streets west of Lytham Road and denser three-storey terraces on streets north of Rigby Road. Other building types include shops, churches, pubs, service buildings such as garages and the tram depot (see *Section 5.5.2*).

The appearance and architectural character of the two-storey housing east of Lytham Road housing was largely determined by the local bye-laws. These houses are fairly typical of workers' housing built in most Lancashire towns; the basic plan consists of a ground floor of two and a half rooms accessed from a front hall leading directly to the staircase, with front parlour and rear living room and a scullery in the outrigger. Upstairs there are usually two bedrooms in the main body of the house with a third bedroom in the outrigger. Bathrooms were usually not an original amenity and were either provided in the third bedroom or within single-storey extensions built into the rear yard. Each pair of terraced houses shares gabled outriggers, with narrow L-plan yards. The larger lodging houses follow this basic plan, but with larger floor plans, deep rear outriggers and additional storeys to maximise the number of bedrooms for visitors.



Fig.28: Typical large outriggers to the rear of lodging houses on Bolton Street North

Externally, the terraced house plan is expressed on the street frontage by the front door, usually with a fanlight to light the hallway, and a bay or large sash window to one side for the front parlour, with smaller sash windows to the upper floor bedrooms. Attic floors may be expressed with gabled dormers.

The regular treatment of elevations, with the vertical emphasis provided by doors, bay windows, former sash windows and gabled dormers provides an overall unity to the street frontages.



Fig.29: Strong rhythm of two-storey bays and gabled dormers on Wellington Road, disrupted by front additions.

The variety of architectural details adds interest to individual streets, helps to distinguish groups of houses and expresses a social hierarchy. The simplest terraces have plain arched fanlights with keystones over the doors, whereas large lodging houses have more elaborate doorcases with canopies and pilasters (Fig.18). Doorways of adjoining properties are often treated as paired features, sharing a canopy or hoodmould. Two-storey bay windows are a distinctive feature of lodging houses, offering good quality front rooms on at least two floors. This feature is not unique to Blackpool and can be found at most British seaside towns from Scarborough to Criccieth. On prominent corners, particularly those with sea views, the bay is carried up to all floors as an octagonal tower (Fig.30).



Fig.30: Typical corner bay, on a Rigby Road lodging house.

Builders used the architectural appearance of the houses to express subtle differences in social scale. The architectural treatment of houses, along with the spatial qualities reflect a hierarchy, with streets west of Lytham Road at a significantly higher social scale than the rest of the streets, due to the proximity of the sea. The use of bay windows on terraced workers' housing indicates a higher social scale than those without and would have justified a higher rent.

The larger three-storey terraces, built as lodging houses, contrast with the two-storey workers houses on eastern streets. Internally, the plan usually includes a front basement with steps from the street, and three good-sized rooms on all floors and two or three rooms per floor in the outrigger. These houses appear well-constructed and where they have been maintained, retain the appearance of solid middle class housing. Many have had roof extensions and some have ground floor sun lounges added to the front; other common changes include painted masonry, replacement windows and doors and the removal of boundary walls. Streets with the most unaltered houses include Kirby Road, Rigby Road, Bairstow Street, Yorkshire Street, Trafalgar Road and Woodfield Road. Later variations on the basic type can be seen at Lonsdale Road, developed in stages in the early 20th-century with large gabled red brick terraces with applied timber-framing and terracotta details (Fig.31).



Fig.31: Gabled early 20th century lodging houses on Lonsdale Road

5.5.2 Non-domestic buildings

Non-residential buildings in Bloomfield include business premises built to serve the growing holiday and permanent population. Pubs and hotels are important to the character of the area, built on corner sites or on prominent frontages (Fig.32). The principal roads and streets are lined with two or three-storey parades of shops and businesses with upper floor living accommodation. Original shopfronts are a rarity and most have been replaced with late 20th century display-windows in uPVC. Flats on upper floors are often expressed by bay windows, usually in timber.



Fig.32: Lifeboat Inn on Foxhall Road.

On service streets such as Bolton Street, garages, former stables, coach houses and workshops are functional in style and character, usually in red brick with plain details and often built with gables facing the street. The most important transport complex in the area is the tram depot on the south side of Rigby Road, developed by the Corporation in the 1930s, to expand the Blundell Street depot. The garages and workshops take the form of large sheds with steel roof trusses, clad in red brick. The buildings were designed by the Borough Surveyor over a short period and have a strong visual unity, utilitarian in style with few embellishments; an exception is the gable terminating the east end of Kirby Road, with some simple classical detail using concrete panels and brick pilasters. The 1930s tram offices (by Halstead Best, 1937) are faced in cream faience but only on the most visible elevations; the rear elevation is plain brick.



Fig.33: The 1930s tram shed gable facing Kirby Road

Building function is often expressed through architectural form, a notable example being the former lifeboat station on Lytham Road. This single-storey building has a large opening to ground floor (originally with sliding doors – see Fig.17) and is located close to the sea front.



Fig. 34: Former lifeboat station on Lytham Road, built in 1864

Among streets lined largely with lodging houses, shops and private homes, places of worship have a strong presence on the street, usually of a larger scale and architecturally of higher quality than surrounding buildings. The late 19th-century tiny chapel on Bolton Street North is an unusual, modest example.



Fig.35: Seventh Day Adventist Chapel on Bolton Street North

The area is now on the edge of the principal entertainment area and once had more premises devoted to popular entertainment, notably the demolished Colosseum at the south-east end of Tyldesley Road. The much altered cinema on Rigby Road was formerly known as the Royal Palace and is now an ugly presence in the street.

5.6 Degree of completeness

The area is fairly complete, with few losses since the area was developed in the late 19th century. Prominent buildings that have been demolished include the Colosseum between Hesketh Road and Butler Road (the site is now occupied by a large retail store), the Blundell Street tram depot (Fig.36 - demolished in 1982 and the site is now a surface car park), the school on Tyldesley Road (the site is now the Job Centre) and a drill hall between Yorkshire Street and Shannon Street (demolished 2005 and replaced with four-storey flats). There has been limited 20th century clearance and rebuilding, with a dense block south of Bickerstaffe Street replaced by Nevintis Court, a block of three-storey flats with ground floor parking.



Fig.36: Blundell Street tram depot prior to demolition in 1982 (John Burke Collection)

The most visually-intrusive change to streets with boarding houses has been the building of ground floor sun lounges over front gardens, particularly west of Lytham Road, for example on St Chad's Road. For obvious reasons, this is a feature of south-facing terraces, where the building of sun lounge extensions has disrupted the unity of the streets (Fig.35).



Fig.37: Boarding house front extensions encroach on gardens on the north side of St Chad's Road

Most properties retain Welsh slate roofs, although some properties have been re-roofed with heavier concrete tiles. Whilst openings have on the whole not been altered and the overall proportions of the elevations have been retained, the loss of historic joinery and window patterns has eroded the unity of the terraces at a detailed level, particularly where houses in different ownerships have received different replacement window and door types. Properties that retain original Victorian doors and windows are rare; most doors and timber windows have been replaced with double-glazed windows, often in uPVC.



Fig.38: Rare original sash windows and panelled door at No.11 Clare Street, with replacement windows to adjoining houses

The unity of terraced frontages has also been affected by individual approaches to the cladding, painting or rendering of brickwork, concrete 'stone' cladding is particularly intrusive (Fig.39). Paint has generally been applied to decorative stone features such as cills and lintels (Fig.38). Many rear yards have been built-up with extensions or sheds, congesting already tight spaces (Fig.24).



Fig.39: Concrete 'stone' cladding and painted brickwork on Caroline Street

5.7 Archaeological potential

The archaeological potential of the town has been assessed and described in the Extensive Urban Survey report produced by Lancashire County Council in 2005. The area was developed in largely late 19th century phases of intensive development and there is no evidence for earlier settlement. There is, however, potential for industrial archaeology on the former utilities sites north of Rigby Road (Fig.58). Prior to the development of individual sites it is recommended that advice is sought from the County Archaeologist.

6.0 SIGNIFICANCE

6.1 Assessing significance

The relative significance of buildings and streets in the study area has been assessed using a variation of the assessment criteria developed and used for the Welsh Streets Characterisation report, prepared by AHP for Gleeson Regeneration in 2007. The heritage townscape value of each street and building was assigned to one of three values, negative, neutral or positive and for buildings; an additional Local List category was used for the better quality buildings. This report follows current guidance provided by English Heritage and CABE on the assessment of urban townscape in housing market renewal areas (CABE and EH, 2008). Potential Local List buildings have been selected using criteria developed by AHP for Stockport Council, based on local historic and architectural merit, degree of completeness and contribution to the street scene.

6.2 Summary of significance and designation status of the area

The character of the Bloomfield can be summarised as a dense area of streets, developed with a range of terraced housing, for both holiday accommodation and workers' housing. The rapid development of the area over a short period spanning the decades between 1880 and 1910 resulted in a grid of streets with a homogenous character, with subtle variations depending on proximity to the sea and social status. The study area includes a wide range of community buildings and other infrastructure provided to support the growing resort but it is noticeably lacking in open space. The street pattern is intact and much of the area retains a dense grain of characteristic 19th century buildings which make a positive contribution to the streetscene. On some streets, modern infill has affected the integrity of the historic townscape but the most noticeable impact is the level of superficial alterations to buildings; some streets now have neutral value.

The study area is bounded by the South Promenade study area to the west, and there are visual connections with this area along the east-west streets. The area has been divided into two character areas - to the south, Lytham Road and the streets either side, and north of Lonsdale Road, the Foxhall Village and tram depot area.

There are no listed buildings within the study area; the nearest listed buildings are the Church of Holy Trinity in South Beach and Blackpool Tower to the north, the latter clearly visible in northward views along most south-north streets. The churches of St Cuthbert (RC) and St John (Anglican) have the potential to be listed; both have well-preserved interiors. Seventeen buildings have the potential to be included on a Local List, including the former Lifeboat House on Lytham Road, the tram depot and offices and various pubs such as The Stanley Arms on Chapel Street and The Albert on Lytham Road. The most intact area in Foxhall Village to the north is considered to merit conservation area designation.

6.3 Lytham Road and the southern character area

Lytham Road was laid-out as part of the 1760s enclosure of Layton Hawes moss, south of Blackpool. The road was slowly developed during the first three quarters of the 19th century and most of the building took place in the last quarter of the century. The linear streets either side were densely developed, with mainly workers housing to the east, and with lodging houses to the west and north.

6.3.1 Lytham Road

The straightness of the road allows for good views north to the Tower. The road is the primary route through the area, reflected in its width and the variety of commercial development along its length. Properties increase in height towards the north and either front the footway or a paved forecourt. Most properties have been substantially altered, particularly at ground floor level and the overall value of most blocks is no more than neutral; few properties retain features of value. In terms of significance, the best of the late nineteenth century lodging houses are at the north end; for example, Nos.16-20 retains higher quality architectural features, relatively complete. Buildings with Local List potential include The Albert pub, the former Lifeboat Station and the churches of St Peter's (Fig.40) and St Cuthbert's (RC).



Fig.40: St Peter's Church, Lytham Road, from Clare Street

The section of Lytham Road, north of Clare Street is the most intact and characterful and has **positive value**. Further south, the urban character is less strong and the street has a more neutral value, punctuated by some locally important individual buildings such as corner pubs.

6.3.2 Bolton Street

This narrow street is an important historic linear feature in the townscape, developed primarily as a back lane to serve the properties fronting the Promenade in the last quarter of the 19th century. The street has a mixed character with small scale two-storey houses and service buildings such as garages lining the east side, with rear yards and outshuts to the taller Promenade properties along the west side. Most properties are rendered. The street is crossed at regular intervals by the east-west streets leading to seafront, giving glimpses of the Promenade. Properties are built up to the back of narrow footways, giving a tight building grain and framed views north and south, including to Blackpool Tower. Community buildings include the Seventh Day Adventist Church (No. 6) (Fig.35) and Alexandra United Reformed Church (former Wayman Memorial School), recommended for the Local List. Overall, the street has a **positive value**.



Fig. 41: Bolton Street looking south

6.3.3 Streets east of Lytham Road, south of Lonsdale Road

The dense ladder of terraced streets from Duke Street in the south to Lonsdale Road in the north were developed from the 1870s onwards, with Duke Street and Alexandra Road being the earliest and Lonsdale Road the latest, developed in the early 1900s. The densely built-up streets have a similar character, although terraces display subtle differences of detail and social status. Generally, these streets were developed with housing for skilled workers rather than for lodging houses, although lodging houses line the northern streets. Streets are tightly enclosed with two-storey terraced housing, with small front gardens behind low walls. Houses are stone or brick, although most are painted or rendered, with a regular pattern of ground floor bay windows. Almost all the original doors and windows have been replaced, attic roof extensions are common and many houses have been painted or rendered, eroding the visual unity of the streets (Fig.48).



Fig.42: Stone-fronted housing on the north side of Lowrey Terrace

The housing is similar to terraced housing elsewhere in Lancashire and is not unusual in the local or regional context.



Fig.43: Recent housing on Clarendon Road

The streets are mostly fairly complete, although there has been some recent infill on Clarendon Road (Fig.43), which has maintained the high density. At a detailed level, some design features are of positive value, such as the cast-iron and tile street-signs, and the few retained original sashes and doors could be used as a pattern for future repairs. Most streets have an overall **neutral** value with parts of Duke Street, Amberbanks Grove, Lowrey Terrace and the south side of Clare Street assessed as **positive**.

6.3.4 Streets west of Lytham Road

The east-west streets to the west of Lytham Road are of a more spacious layout than those to the east; this is related to their proximity to the sea, and the streets being developed with large houses for middle class occupants or visitors. This group runs from Haig Road in the south to Trafalgar Road in the north, with a regular ladder of parallel streets. The best of these streets is Alexandra Road, first shown on the 1877 town plan with a few pairs of semi-detached houses and initially occupied by gentry. By 1895 the street was fully developed and almost all of the properties were used as lodgings. The properties include large three-storey semi-detached villas with front gardens contained by stone or brick boundary walls, with stone gate piers. The high status of the street is expressed in the elaborate architectural detailing on houses,

such as Nos. 18-20 and Nos. 22-24, have local list potential. There is some infill at the west end and some roof and ground floor extensions, the latter built on front gardens, but Alexandra Street is of a **positive** townscape value, overall.

Most of the streets are of neutral value including Haig Road and Crystal Road, laid out by 1877 and developed by the 1880s with a mix of private residences and lodging houses. By 1912 Crystal Road was fully developed with terraced housing, and most in use as lodging houses. The street is lined with two or three storey terraces with small front gardens and boundary walls. Some have ground floor extensions over the gardens, especially on the north side of the street and many have rendered brickwork and added attic storeys. Most of the properties are today occupied by small hotels. The most significant building is St Cuthbert's RC church and presbytery at the south-east end, and has strong local list potential.



Fig.44: Wellington Road from the west

St Chad's, Woodfield, Wellington, Waterloo and Trafalgar Roads have similar layouts with narrow back lanes between the rear of the houses, and all are lined with large terraced or semi-detached houses (Wellington Road) with double height bay windows. These streets were largely developed in the 1880s, although they were laid out in the 1870s. The stone or brick-built houses were built as lodging houses, a use that continues today. The streets' historic character has been altered by houses being

painted, with ground floor extensions on front gardens and many have added attic extensions, instead of regular gables or eaves lines. The unity of the streets has been eroded and they are now mostly of **neutral** value. Barton Road and Trafalgar Road are less altered, lined with solid three-storey houses, and these streets are of **positive** townscape value; despite alterations the terraces create a homogenous streetscape. No. 1 Trafalgar road ('Bel's Kitchen') is of some architectural interest and has twin, Dutch-style gables to the second floor and an unusual Classical-style shopfront in stone with a timber entablature to the corner.



Fig. 45: Trafalgar Road, with little-altered shop front to No 1.

Non-residential properties in the area include the 1912 the Wayman Memorial School (on Bolton Street junction, now the Alexandra United Reform Church) and a former school on Adrian Street. On Haig Road there are buildings built as a garage and steam laundry, now of neutral value, and a few cafes or shops towards the west end, some with intact features.

The area includes some back streets, developed to serve the wider streets. Adrian Street (formerly known as North Albert Street) is a good example of this, built as a narrow back lane to Haig Road (formerly Albert Street) in the late 19th century. As well as pairs of semi-detached houses on the north side of the street, the street had a school and industrial workshop on the north side of the street with the south side

lined with the boundary walls to the rear of properties on Haig Road. Setted side alleys lead to Haig Road on the south side. Overall this street has a **neutral** value. There are no open spaces in the area and back gardens and yards are generally small; most have been built over for extensions.

6.4 Foxhall Village and the tram depot

The northern character area includes the grid of streets north of Rigby Road and south of Chapel Street, and also the tram depot and adjoining streets. The area has a more varied character than the south area, with a mixture of lodgings houses, retail and private residential buildings, as well as the unique character of the tram depot.

6.4.1 Tyldesley Road

This is an important secondary road in the study area, leading north off Lytham Road, developed in the 1890s with three to four-storey lodging houses, a few shops and a school at the north-west end. Most properties remain in use as hotels or boarding houses, with some private residences on the east side and shops on the west side. Although their form is intact and the terraces still define the street, most properties have been altered with replacement doors and windows, roof extensions and Dutch blinds.



Fig. 46: West side of Tyldesley Road

The school was demolished and the site developed in the late 20th-century for a Job Centre; the form and design of this building contrasts with the terraces and it has a negative impact on the street scene. There are vacant sites on the north-east and west sides, which have eroded the completeness of the street, but the terraces are of positive value despite superficial alterations and overall the street has a **positive** value.

6.4.2 Chapel Street

This east-west street was developed in the first half of the 19th century and is shown on the 1838 Tithe map, when the south side of the street was lined with buildings. The street was named after the Methodist Chapel that opened on the south side of the street in 1862, and flourished after Central Pier opened in 1868. The street has a curving line and rises towards the west, reflecting its earlier date and in contrast to the linear quality of most Bloomfield Streets. Scale, materials and building form vary greatly, giving the street a lively character. Whilst the street is intact along its south side, overall, the townscape is fragmented due to the late 20th-century clearance and replacement of most buildings along the north side (outside the study area). The south side has a varied historic character with a group of lodging houses at the east end and much-altered retail businesses towards the middle and west sections. The frontage is broken into distinct blocks of buildings by the north-south streets. Significant community buildings include the 1930s former Methodist Chapel whose tower is a local landmark and the Stanley Arms pub, a good example of a 1890s pub; both have Local List potential. Overall, the significance value of the south side of the street is **positive**.



Fig. 47: Chapel Street looking west towards the tower of the former Methodist Church

6.4.3 Dale Street

A linear north-south street, developed in the wake of Central Pier opening in 1868 and first shown on the 1877 street plan. Until the early 1900s, the street was named as three separate sections: South Bank Street, Wellington Street and Warbreck Street, when it was lined with retail businesses. The narrow street has a tight grain with buildings built up to the back of the footway, giving tightly-framed views north to Blackpool Tower. The street is crossed at regular intervals by east-west streets, breaking the street frontages into defined blocks. Buildings are two or three-storey, and the earlier blocks have a late Georgian character with flat frontages with no bays and regular fenestration. Buildings are mainly brick with stone details, some painted or rendered. Notable historic buildings include former livery stables at Wilkinson's Yard (now Dale Street Mews), and The Stanley Arms at the north end on the corner with Chapel Street. Historic cast-iron street signs are a feature. Overall this street has a **positive** value.



Fig.48: West side of Dale Street looking north from Bairstow St.

6.4.4 Streets between Princess Street and Chapel Street

This well defined group of streets were developed for lodging houses in response to the opening of Central Pier in 1868, and are shown as partly developed on the 1877 street plan. The tight grid of east-west streets are lined with buildings built up to the rear of the footway and with small backyards, resulting in a high spatial density. The

three-storey buildings are rendered or painted brick, often in bright colours. Regular fenestration and two-storey bay windows create homogenous frontages with subtle variations in detail reflecting different phases or builders. Many buildings have retained architectural features, although window and door joinery has mostly been replaced. Most buildings are used as small hotels or boarding houses with a few private dwellings and flats. Foxhall Road is an important historic north-south route but its character has been eroded by frontage alterations and 20th century infill such as The Foxhall Market, which replaces an earlier market building. There are some good pub buildings including the Lifeboat Inn and the Ardwick. Princess Street, Bairstow Street, Yorkshire Street, Shannon Street and York Street all have **positive** townscape value; Foxhall Road, Singleton Street, Pier Street and Cragg Street are of more neutral value.



Fig. 49: York Street looking west

6.4.5 Caroline Street and Coop Street

These densely developed north-south streets to the east of the Yorkshire Street area were developed in the last quarter of the 19th century, for a mixture of workers' housing and lodging houses. Each street has a terrace along the east side, facing the gable-end walls and back alleys of the east-west terraces along the west side of the street; a factor which must have lowered the social status of the streets. There are tightly-framed views north to the Tower and buildings are built up to the back of the footway. Terraces are two or three-storey; towards the north end of Coop Street the

quality of the buildings is higher; these have two-storey stone-built bays and are of positive value. The brick-built frontages are now partly rendered or painted and fenestration is mostly modern. Coop Street is fairly intact despite superficial alterations and has a **positive value**; the urban character of Caroline Street is less strong and this has an overall **neutral** value.



Fig.50: Lodging houses on the east side of Coop Street

6.4.6 Rigby Road and Blundell Street

Blundell Street and Rigby Road were laid out in the last quarter of the 19th century after the Spen Dyke, a brook, was culverted. Rigby Road is one of only two east-west roads in the study area leading beyond the former railway line. The road has a fragmentary character, particularly towards the east end of the road, where land either side was historically used for corporation utilities; the gas works and Blundell Street tram depot were to the north (now a partly cleared site), with the Rigby Road tram depot to the south. The 1930s tram depot offices have Local List potential and the remains of the red brick tram depot to the north has positive streetscene value and is of historic interest (Fig.51). Red-brick boundary walls line both sides of the road leading to the railway bridge with ugly partly-demolished buildings to the north. West of Blundell Street, the north side of the street is more intact with a terrace of

three-storey lodging houses built in stone, but there is a cleared site to the south. Rigby Road's significance is varied, with neutral or negative values to the east end, but some positive groups of buildings.



Fig.51: Remains of the former tram depot on the north side of Rigby Road

Blundell Street is lined with lodging houses and private dwellings along its west side, with a garage building set behind the building line to the north-west corner. The terraces date from the late 19th-century and are largely intact although their quality has been eroded by later alterations. The east side of this street is occupied by the remains of a tram depot site and overall, Blundell Street is **neutral value**.

7.0 RECOMMENDATIONS

The significance of the area is set out in *Section 6*.

7.1 Local List potential

Seventeen buildings have been assessed for their architectural and historical merit and have potential for inclusion on a local list. These buildings contribute to the distinctiveness of the local area and it is recommended that they should be a priority for retention as key buildings in future re-development.



Fig.52: The former library on Lytham Road has Local List potential

7.2 Conservation area potential

The best preserved area is the grid of streets between Chapel Street and princess Street, including Dale Street, Bairstow Street, York Street, Yorkshire Street, Shannon Street, Dale Street and east to Caroline and Coop Streets. Most of the buildings in this area make a positive contribution to the distinctive character of the townscape. This densely developed group of streets is one of the earliest parts of the study area and in view of its special architectural and historic character, it is considered that this has potential for designation. The boundary of the area is shown on the significance mapping in the appendix.

7.3 Regeneration

The distinctive linear or grid street pattern with densely-developed frontages provides well-framed views and a sense of enclosure. Bloomfield retains a strong sense of place and it is recommended that the most positive aspects of the area's urban character should be retained and reinforced in future redevelopment, with key groups of buildings of positive value retained as far as possible.

7.4 Other issues

Historic cast-iron street signs are a distinctive local feature (Fig.25) and should be retained for use in any new scheme. Some interpretation at the tram depot would enhance visitors' appreciation of the site.

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APPENDIX 1: Historic maps



Fig. 53: Detail from 1767 enclosure plan, showing Lytham Road (Blackpool Library)



Fig.54: Detail from 1877 street plan, showing Lytham Road and newly laid-out streets (Blackpool Library)

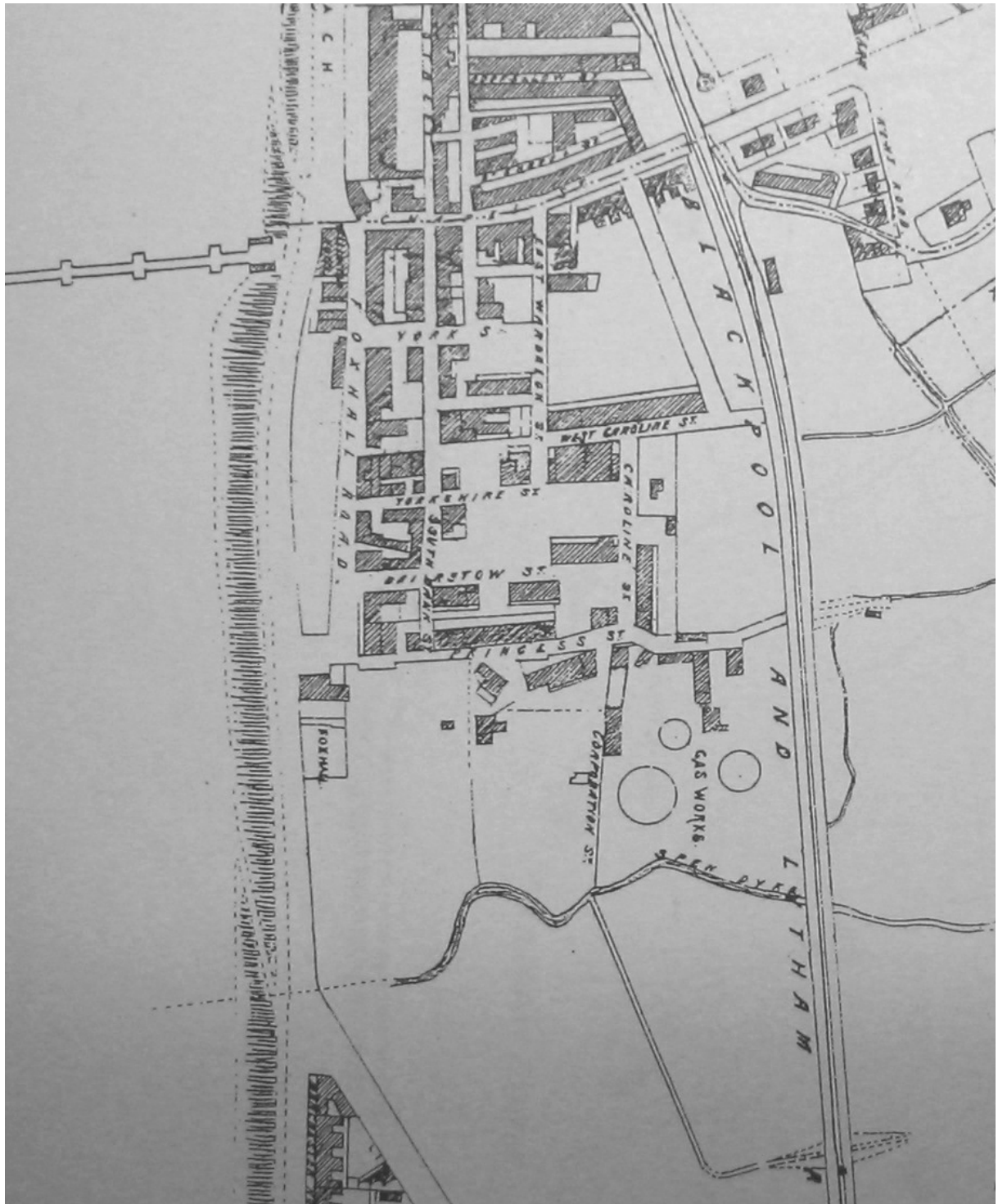


Fig.55: Detail of 1877 street plan showing area north of Lytham Road (Blackpool Library)

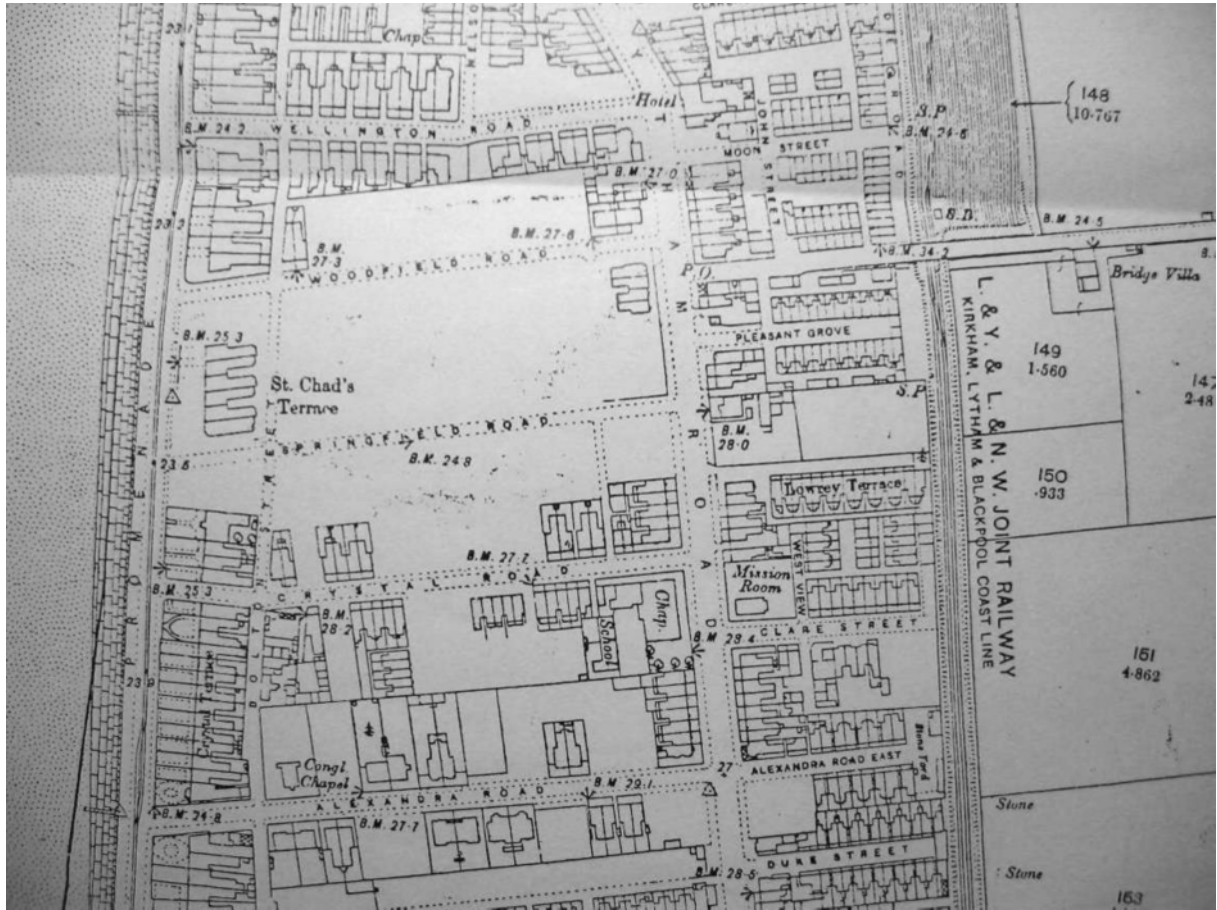


Fig.56: 1893 OS (1:2500) showing Lytham Road (Blackpool Library)

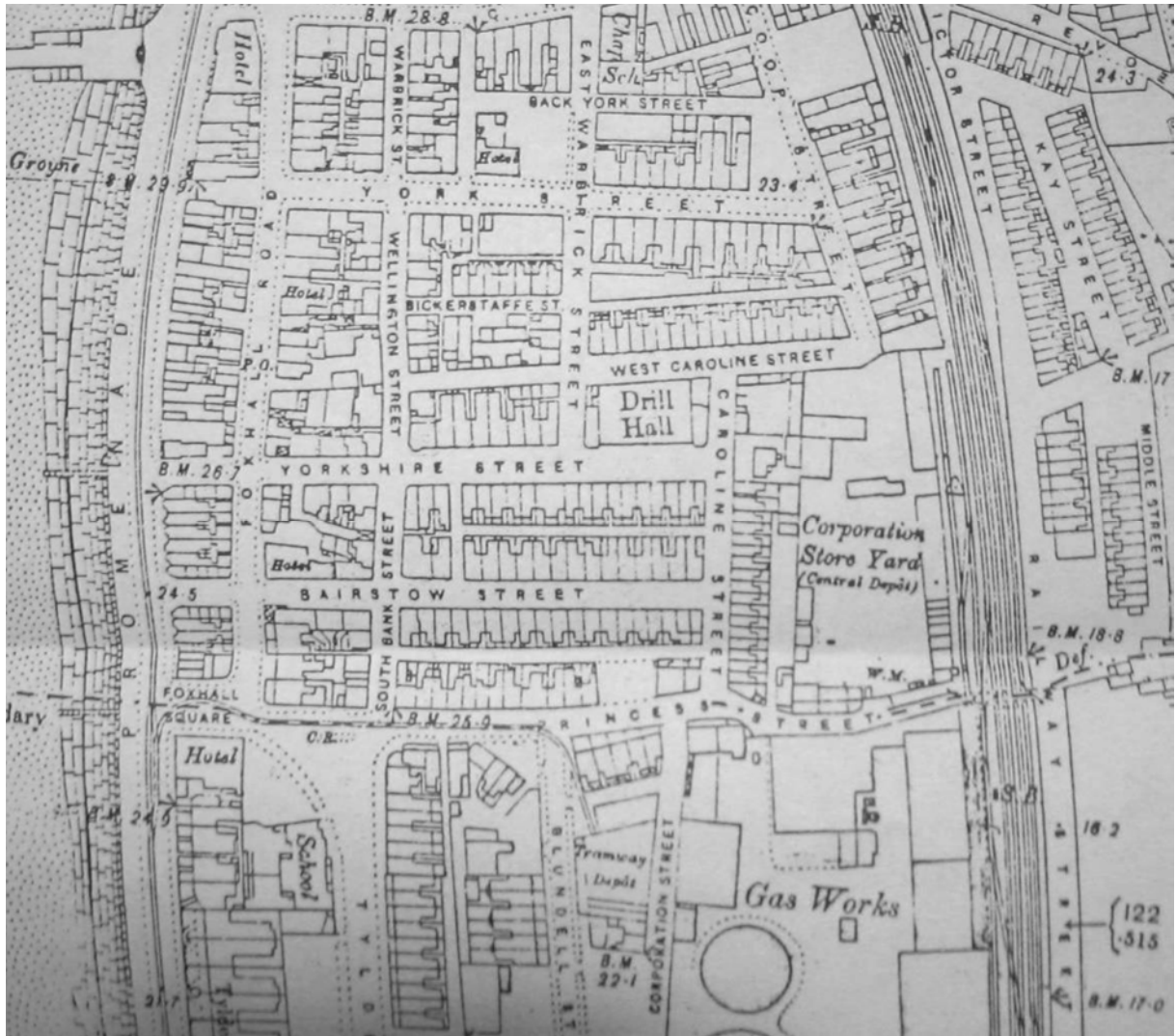


Fig.57: Detail from 1893 OS map (1:2500), area north of Rigby Road (Blackpool Library)

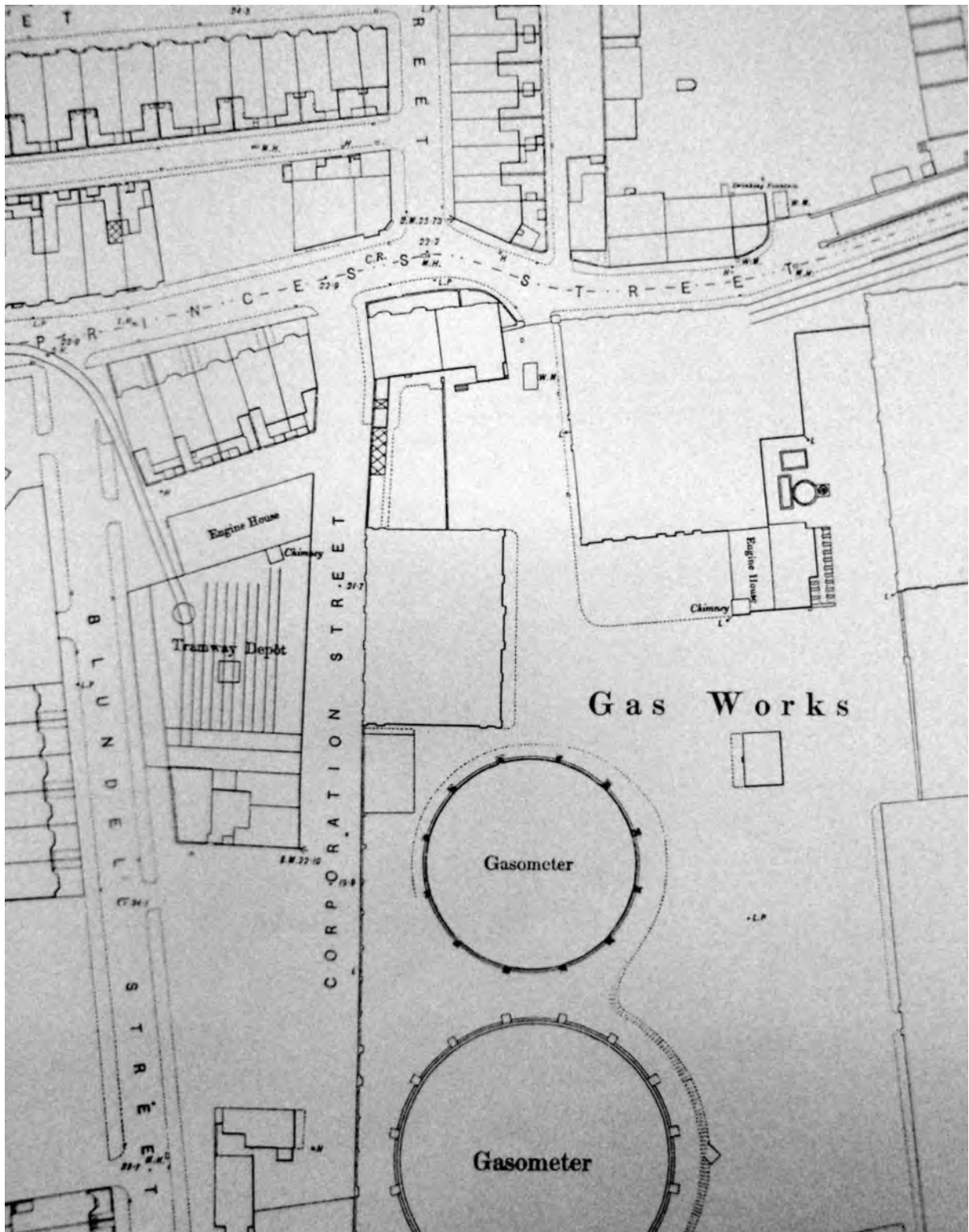


Fig.58: Detail of 1893 OS map (1:2500) showing utilities depots north of Rigby Road (Blackpool Library)



Fig.59: Detail from 1912 OS (1:2500) of Lytham Road area (Blackpool Library)

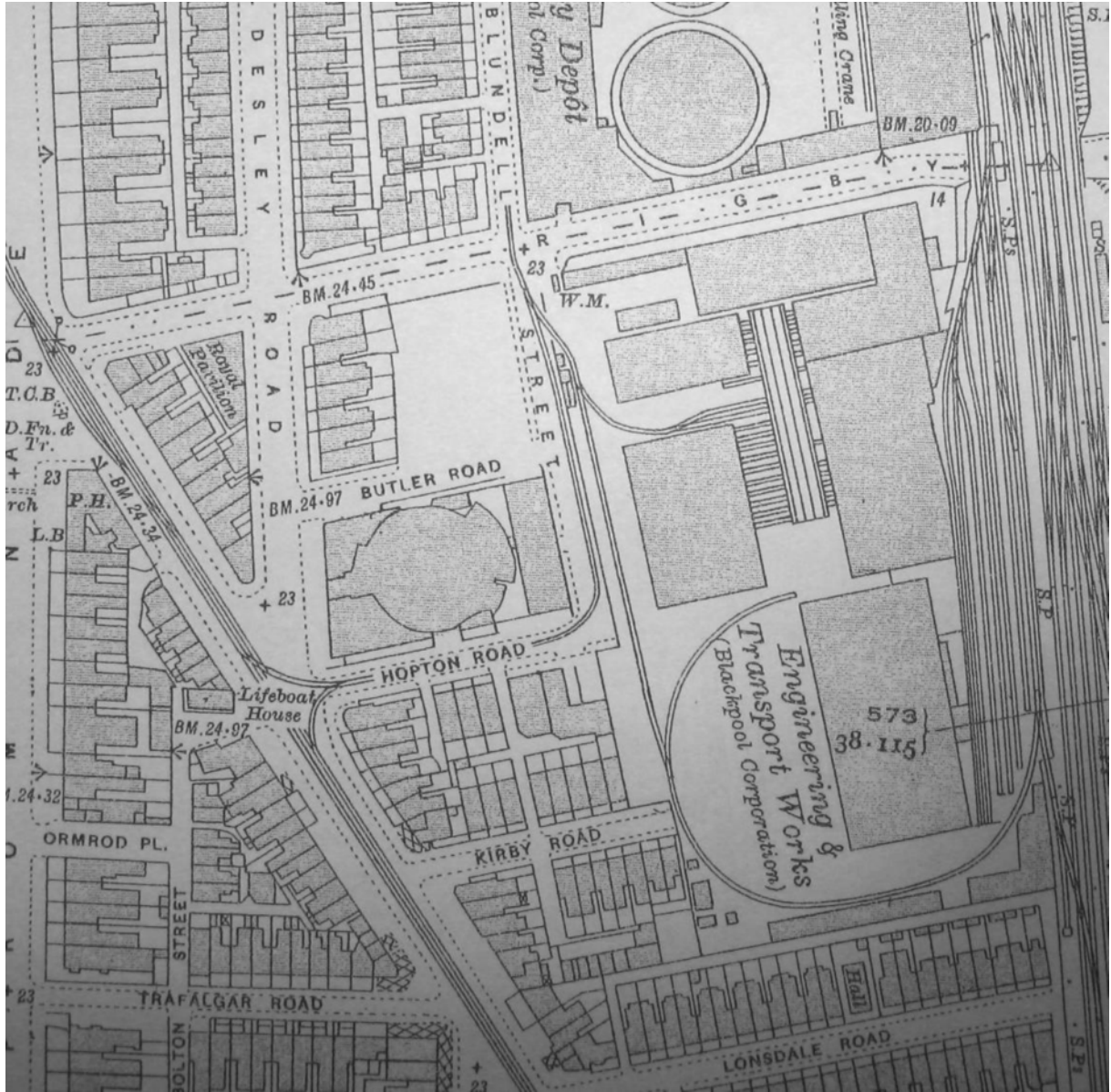


Fig.58: 1932 OS (1:2500) showing part-developed site of Rigby Road tram depot (Blackpool Library)

APPENDIX 2: Significance mapping



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Planning Department
Tourism & Regeneration Directorat
PO Box 17, Corporation Street,
Blackpool, FY1 1LZ

planning@blackpool.gov.uk



Title: Contribution to Streetscene
[Bloomfield]

Scale: 1:10000

Date: 17/02/2009 Printed by: CCC



APPENDIX 3: Proposed conservation area boundary

The Architectural History Practice Limited

29 Mount Pleasant Villas
London
N4 4HH

Telephone 01483 208633
Fax 01483 208684

mail@architecturalhistory.co.uk

www.architecturalhistory.co.uk