

# Historic Townscape Characterisation Assessment

## South Beach, Blackpool



**AHP** Architectural  
History  
Practice

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## EXECUTIVE SUMMARY

South Beach (historically known as South Shore) is a distinctive area of largely late 19<sup>th</sup>-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 18<sup>th</sup>-century as part of the enclosure of the moss, but not built-up until the end of the 19<sup>th</sup> century. To the west, Bond Street, formerly called Church Street, developed as an important shopping street in the second half of the 19<sup>th</sup> 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 19<sup>th</sup> 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 19<sup>th</sup>-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 20<sup>th</sup> 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 19<sup>th</sup> 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](http://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.

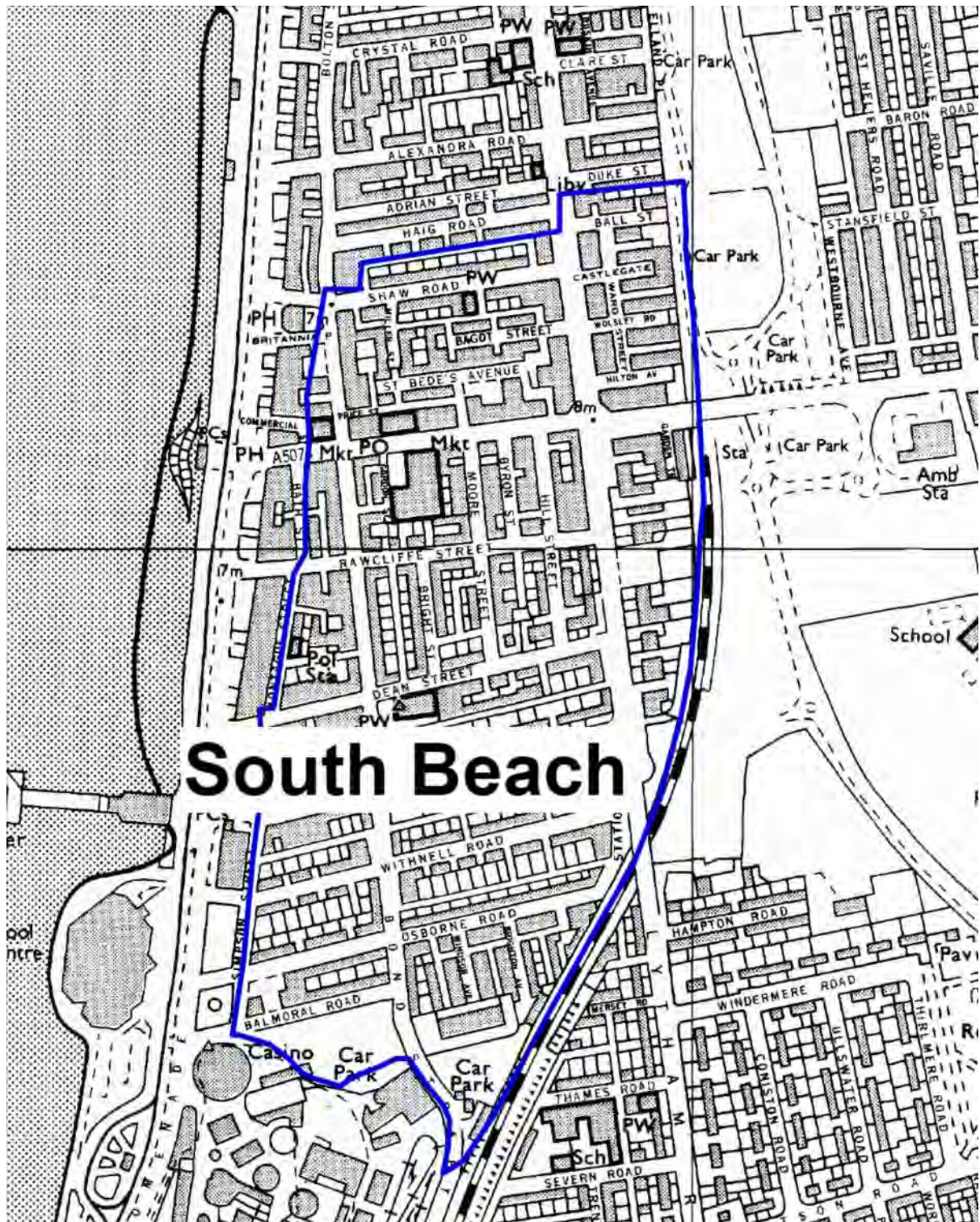


Fig.1: Location of study area

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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](http://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 18<sup>th</sup> century. The reclamation of mosslands, on which Blackpool is built, began in the 16<sup>th</sup> 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 18<sup>th</sup> and early 19<sup>th</sup>-century cottages and farmhouses are almost all that survive of Blackpool before about 1850.

In the early 18<sup>th</sup> 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 19<sup>th</sup> 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 19<sup>th</sup>-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 19<sup>th</sup> century Blackpool was considered a significant resort and in 1842 was described as 'the Brighton of Lancashire' (Redding & Taylor, 1842).

The period of greatest 19<sup>th</sup> 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 20<sup>th</sup>-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 20<sup>th</sup> 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 19<sup>th</sup>-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. Hennessey's map of 1829 (Fig. 67) shows several indistinct buildings on the road's seaward side.

In the early 19<sup>th</sup> 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 1<sup>st</sup> 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 19<sup>th</sup>-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.

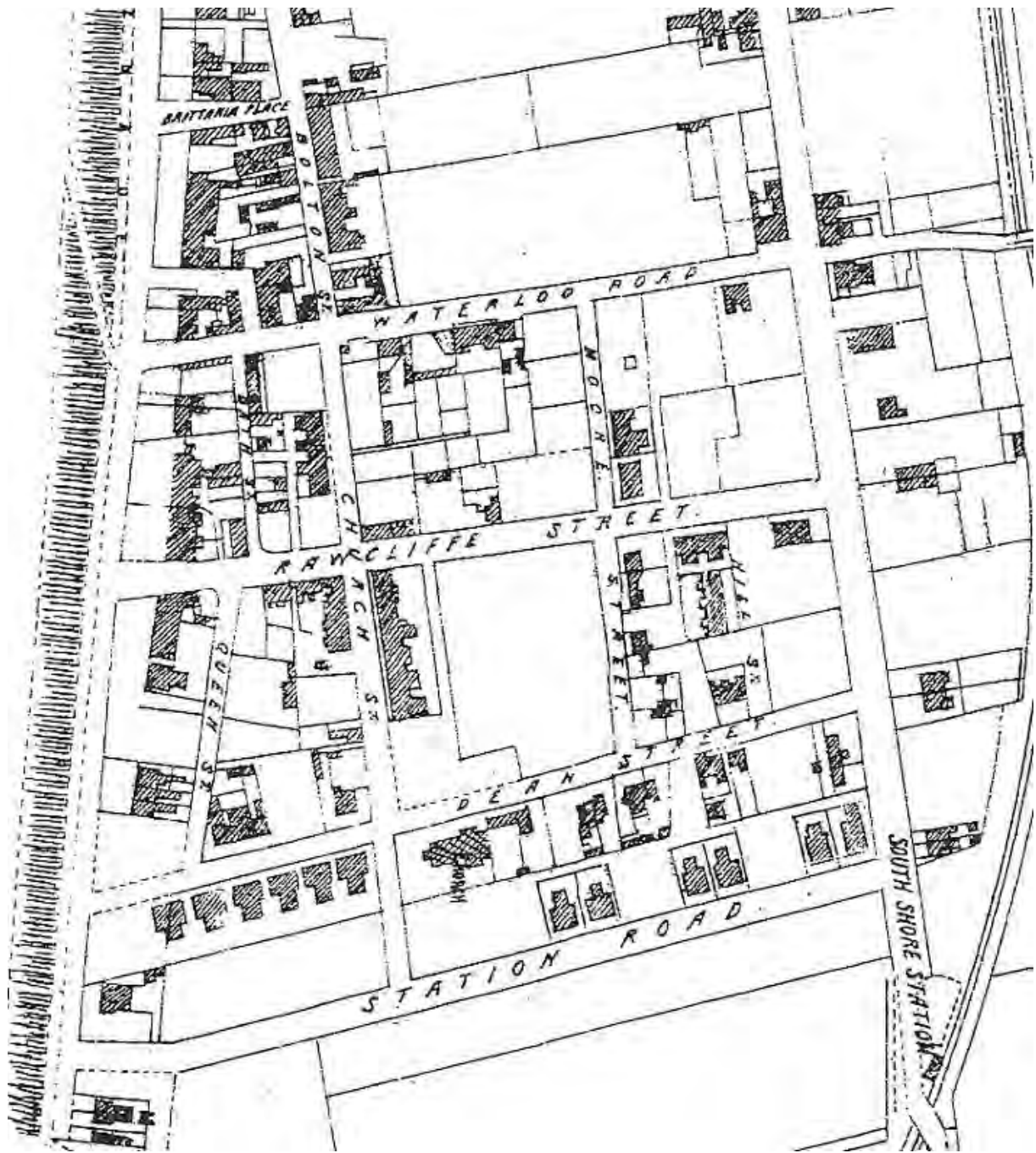


Fig. 3: Detail of "Plan of Blackpool, Southshore [sic], & the township of Layton with Warbreck, in the county of Lancaster, laid down from actual survey made in the year 1877", made by Joseph Harding, Civil Engineer (Blackpool Local Studies)

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 19<sup>th</sup>-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 1<sup>st</sup> 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).

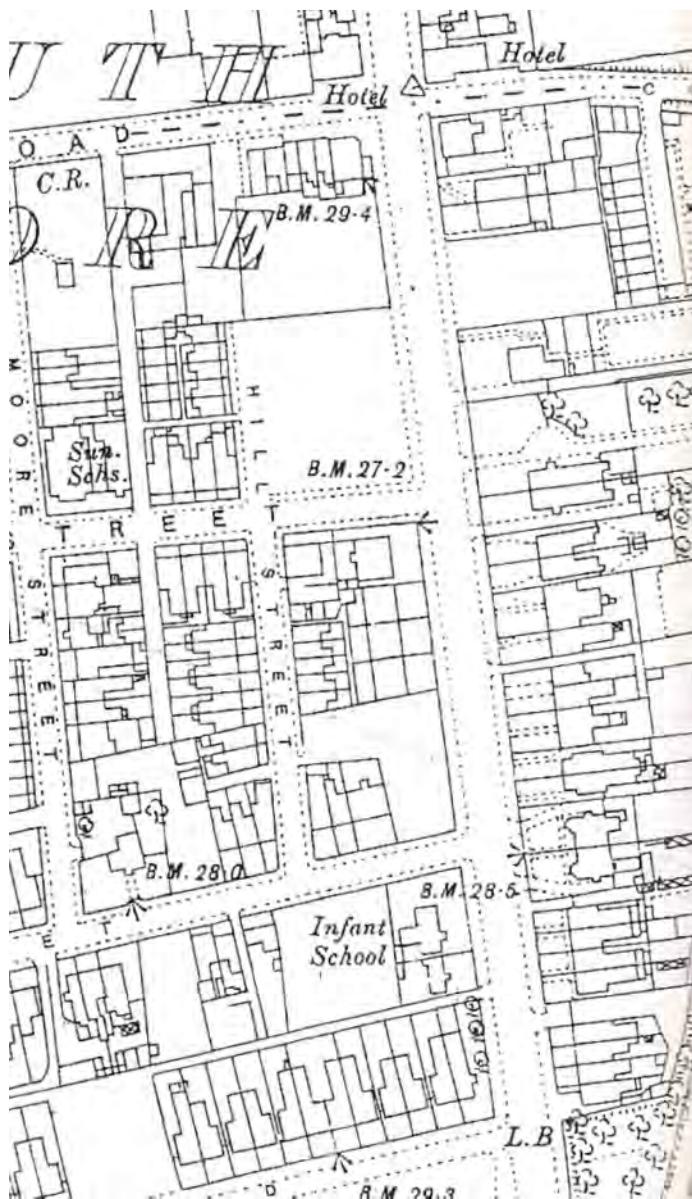


Fig. 6: Detail of Ordnance Survey, 1893 (surveyed 1891), 1:2500, the north stretch of Lytham Road (Blackpool Local Studies)



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 20<sup>th</sup>-century  
(Image from [www.rossallbeach.co.uk](http://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 1<sup>st</sup> 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 19<sup>th</sup>-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 19<sup>th</sup> 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 19<sup>th</sup> 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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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 19<sup>th</sup>-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 19<sup>th</sup>-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 19<sup>th</sup>-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 20<sup>th</sup>-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 20<sup>th</sup> 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 19<sup>th</sup>-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 20<sup>th</sup>-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 20<sup>th</sup>-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 20<sup>th</sup>-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 19<sup>th</sup>-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 19<sup>th</sup> and early 20<sup>th</sup>-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 20<sup>th</sup>-century timber shopfront at No. 145 Bond Street

Canted corner entrances are an important aspect of the street scene. Examples of well-designed mid 20<sup>th</sup>-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: 20<sup>th</sup> 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 20<sup>th</sup>-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 19<sup>th</sup>-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 20<sup>th</sup> 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 20<sup>th</sup>-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 19<sup>th</sup>-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 19<sup>th</sup> 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 20<sup>th</sup>-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 19<sup>th</sup> and early 20<sup>th</sup> 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 20<sup>th</sup>-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 18<sup>th</sup>-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 19<sup>th</sup>-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 19<sup>th</sup> 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 19<sup>th</sup> 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 20<sup>th</sup>-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 19<sup>th</sup> 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 20<sup>th</sup>-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 20<sup>th</sup>-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 19<sup>th</sup> and early 20<sup>th</sup> 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 20<sup>th</sup>-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 20<sup>th</sup>-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 19<sup>th</sup>-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 19<sup>th</sup>-century, and was known as Queen Street until the early 20<sup>th</sup> 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 20<sup>th</sup>-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 19<sup>th</sup> 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 20<sup>th</sup> -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 19<sup>th</sup> to early 20<sup>th</sup>-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 20<sup>th</sup>-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 19<sup>th</sup>-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 20<sup>th</sup>-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 20<sup>th</sup>-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 20<sup>th</sup>-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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## **Historic maps**

Tithe Map of Blackpool, 1838 (Blackpool Local Studies)

Ordnance Survey, 1<sup>st</sup> edition, 1848 (surveyed 1844), 1:10560 (JRULM map collections)

Ordnance Survey, 1894 (surveyed 1891), 1:10560 (JRULM map collections)

"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)

Ordnance Survey, 1893 (surveyed 1891), 1:2500 (Blackpool Local Studies)

Ordnance Survey, 1911 (surveyed xx), 1:2500 (Blackpool Local Studies)

Ordnance Survey, 1932 (revised 1930), 1:2500 (JRULM map collections)

Ordnance Survey, 1938 (revised 1938), 1:2500 (JRULM map collections)

## **Unpublished material**

UK Bank Archives

APPENDIX 1: Historic Maps



Fig. 66: Detail of Blackpool from Yates map of Lancashire, 1786  
(<http://www.lancashire.gov.uk/environment/oldmap/index.asp>)



Fig. 67: Detail of Blackpool from Greenwood's map of Lancashire, 1818  
(<http://www.lancashire.gov.uk/environment/oldmap/index.asp>)

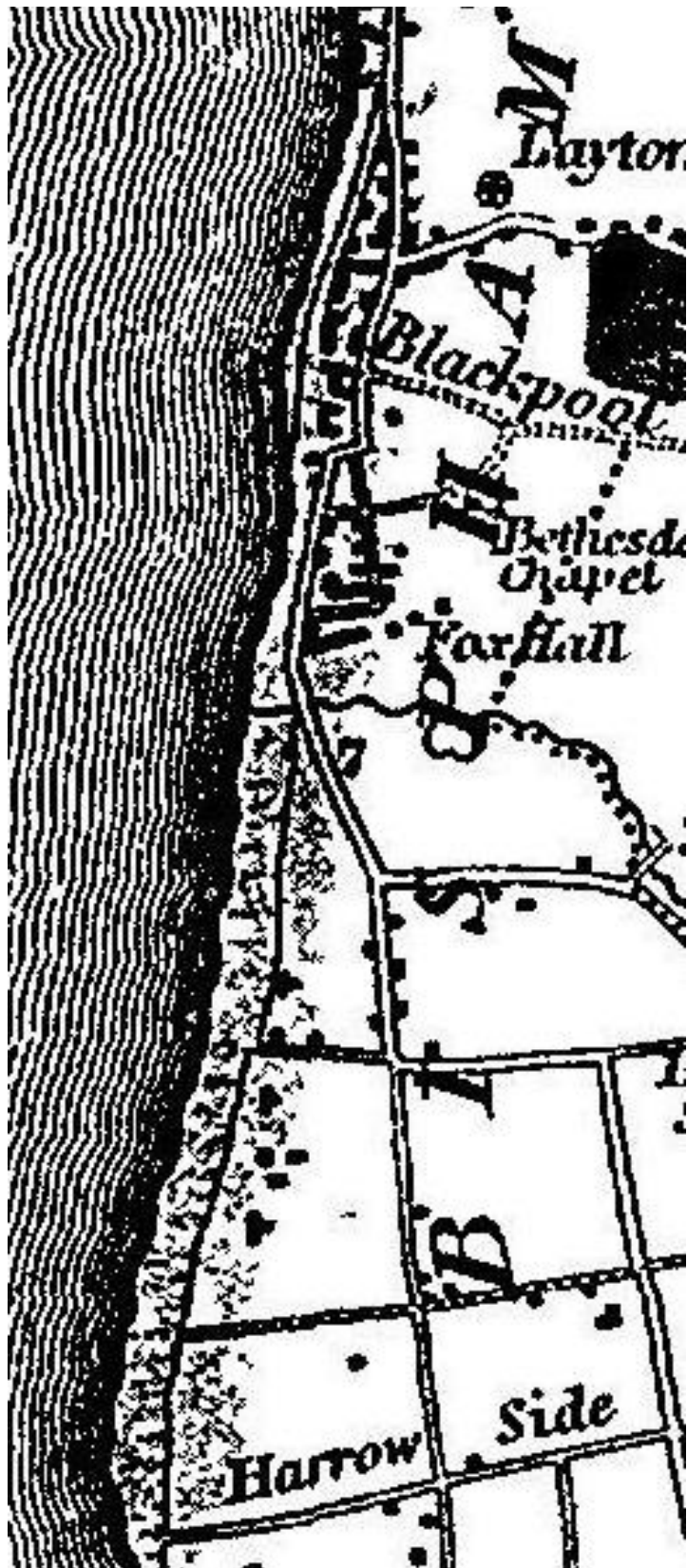


Fig. 68: Detail of Blackpool from map of Lancashire by G. Hennet, 1829 (<http://www.lancashire.gov.uk/environment/oldmap/index.asp>)

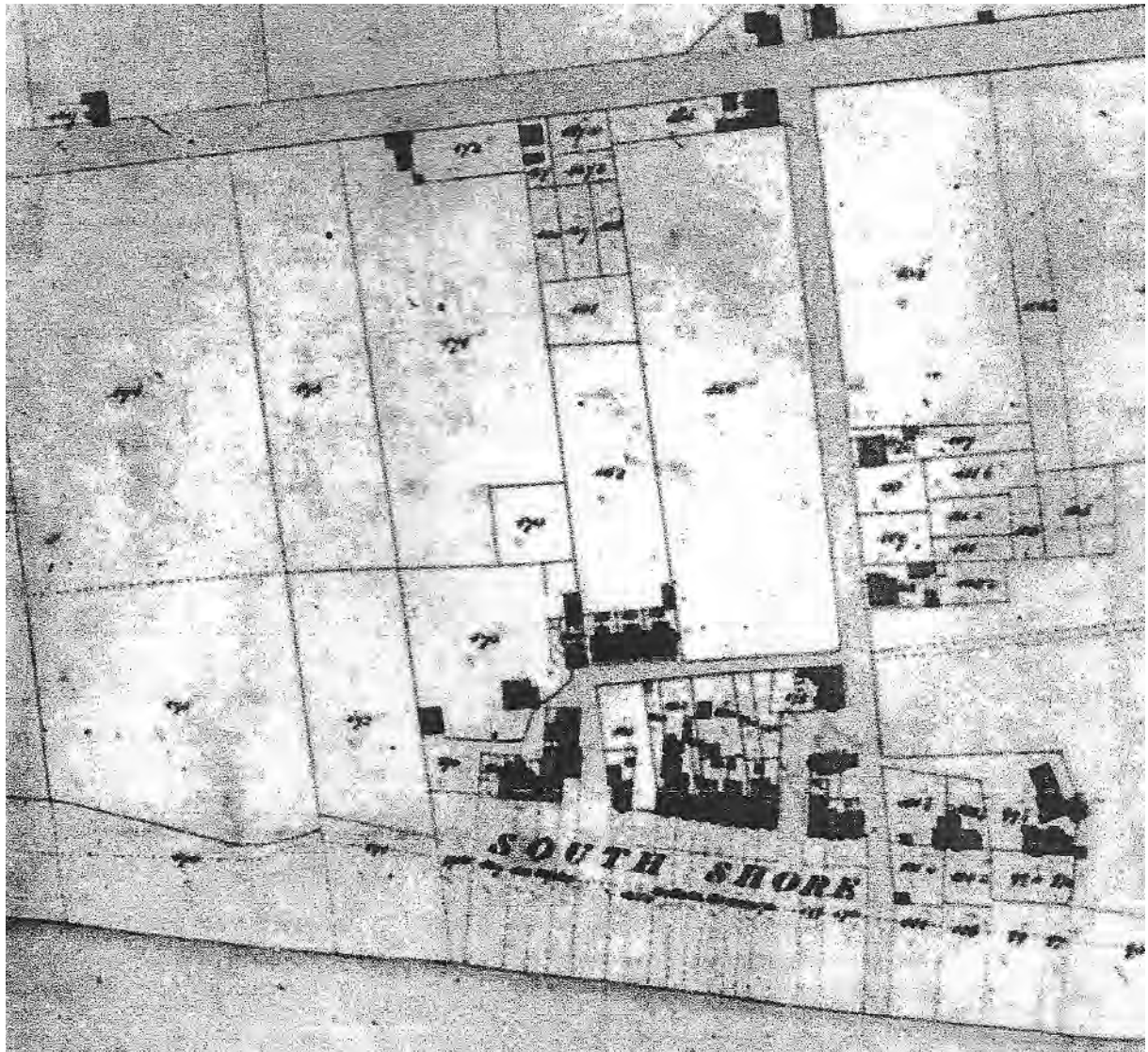


Fig. 69: Detail of Tithe Map of Blackpool, 1838 showing the South Shore area (Blackpool Local Studies)



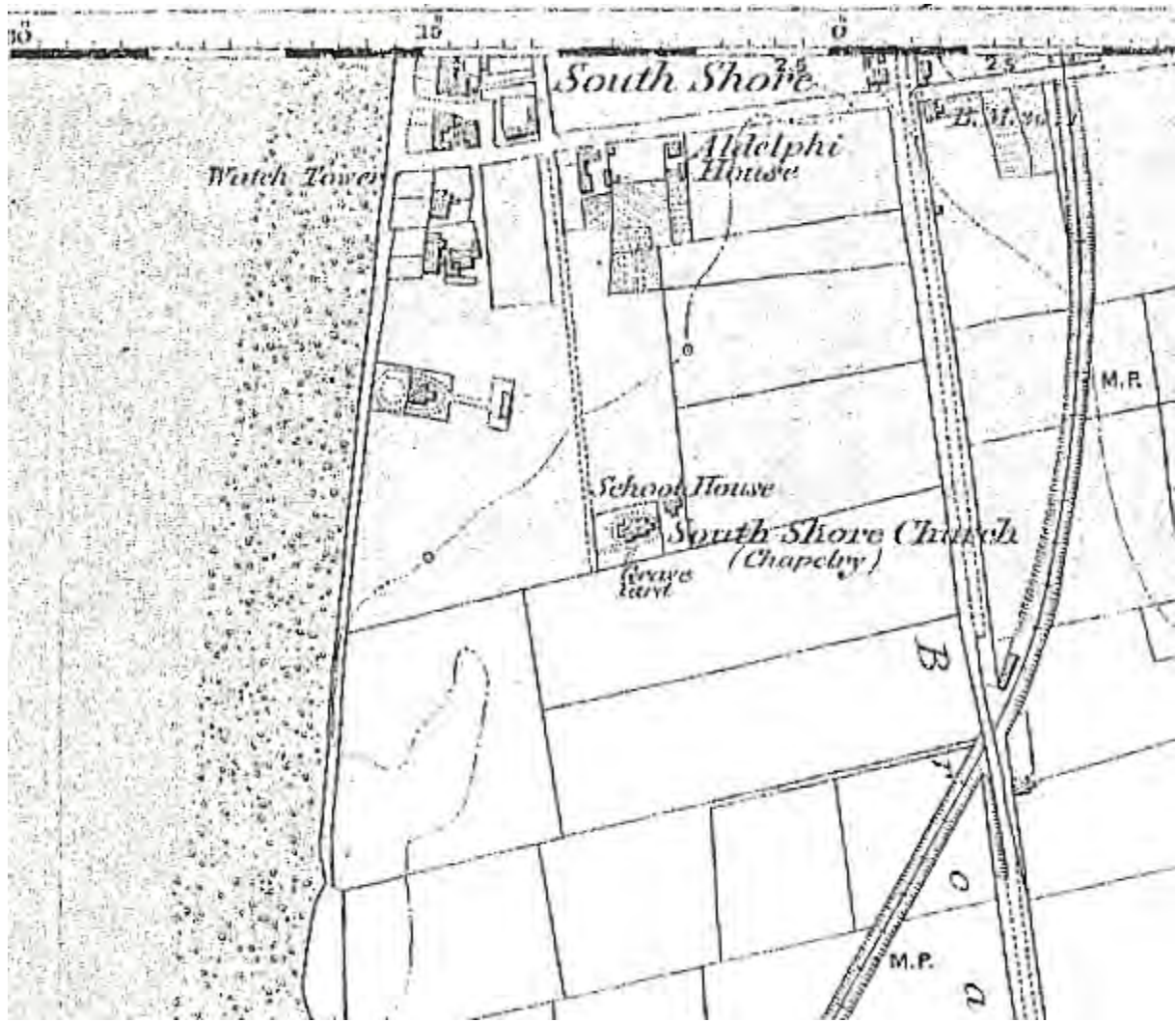


Fig. 70: Detail of Ordnance Survey, 1<sup>st</sup> edition, 1848 (surveyed 1844), 1:10560, showing part of the South Shore area (JRULM map collections)

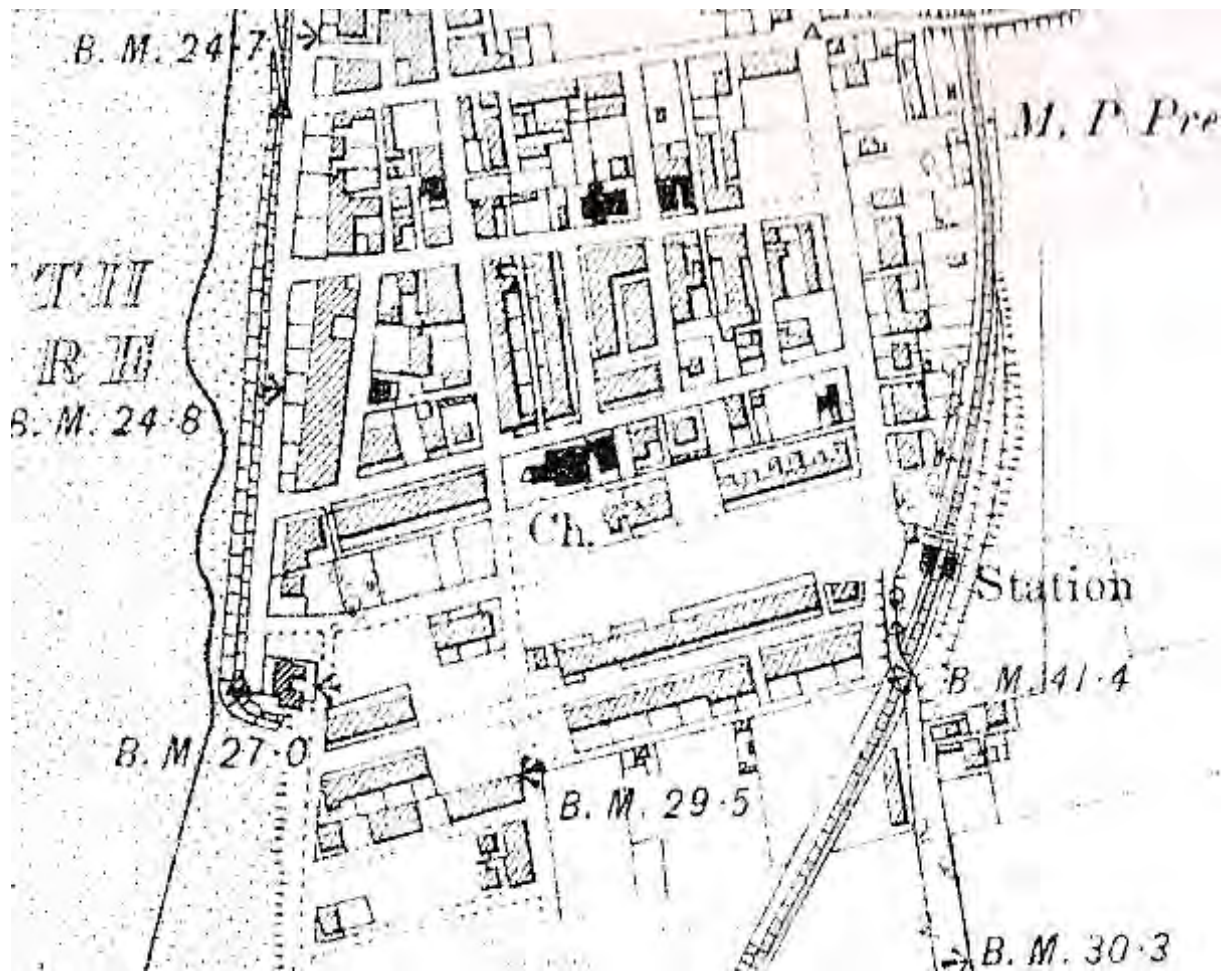


Fig. 71: Detail of Ordnance Survey, 1st edition, 1895 (surveyed 1890-91), 1:10560, showing part of the South Shore area (JRULM map collections)

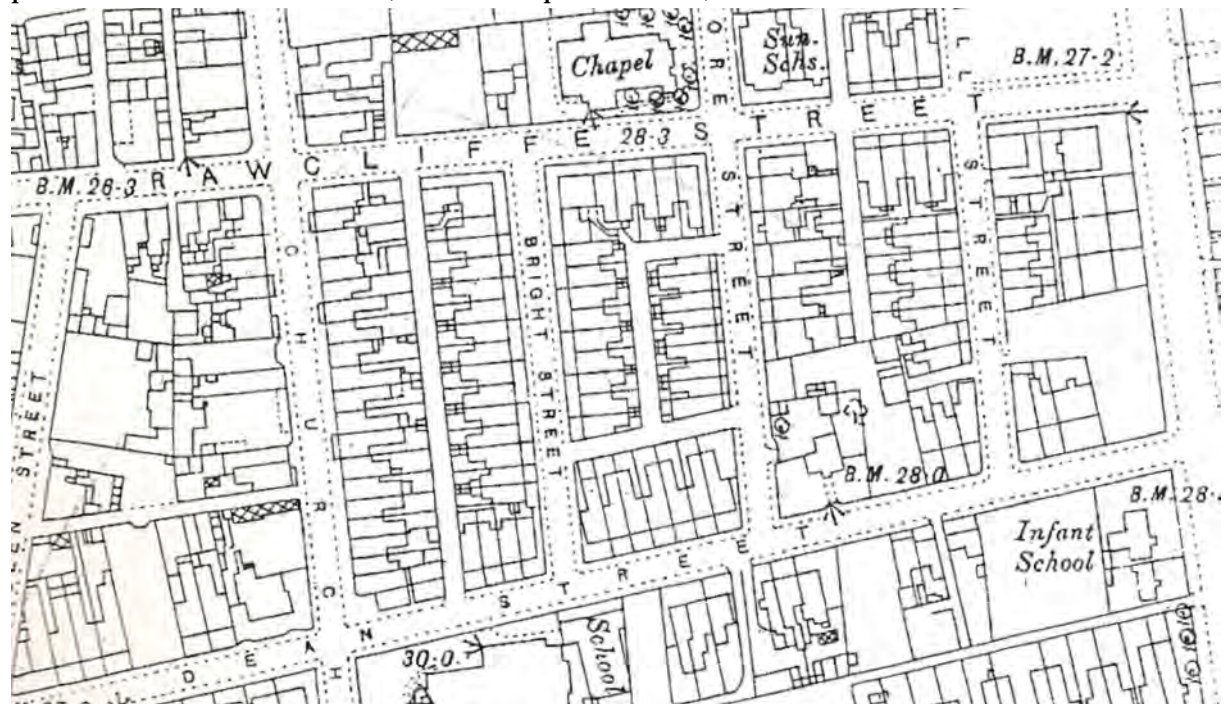


Fig. 72: Detail of Ordnance Survey, 1893 (surveyed 1891), 1:2500, showing terraces between Rawcliffe St and Dean St (Blackpool Local Studies)

## APPENDIX 2: Map showing contribution of buildings to the streetscene



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South Beach

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