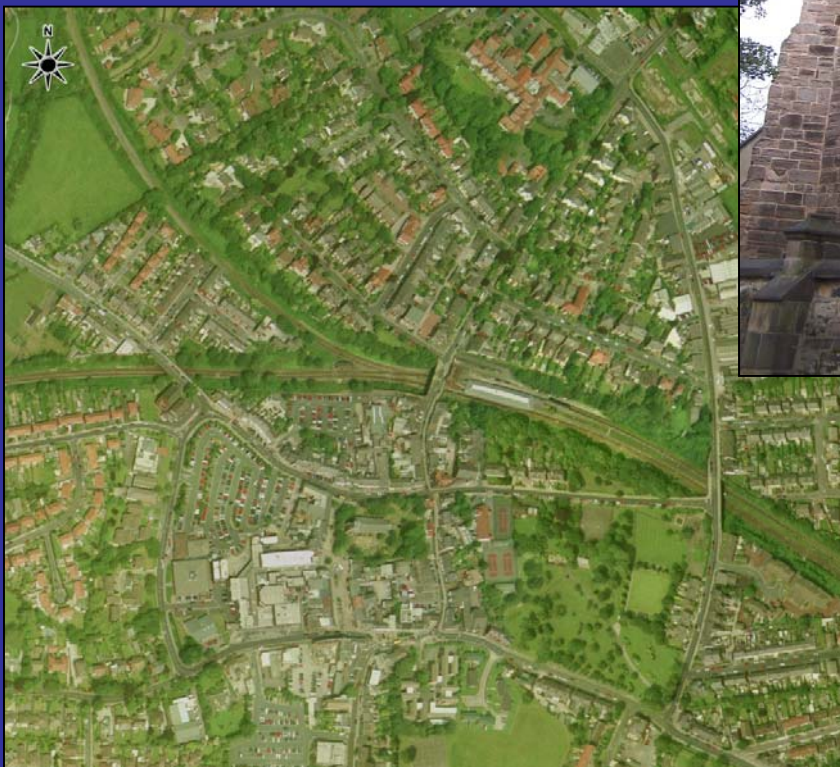
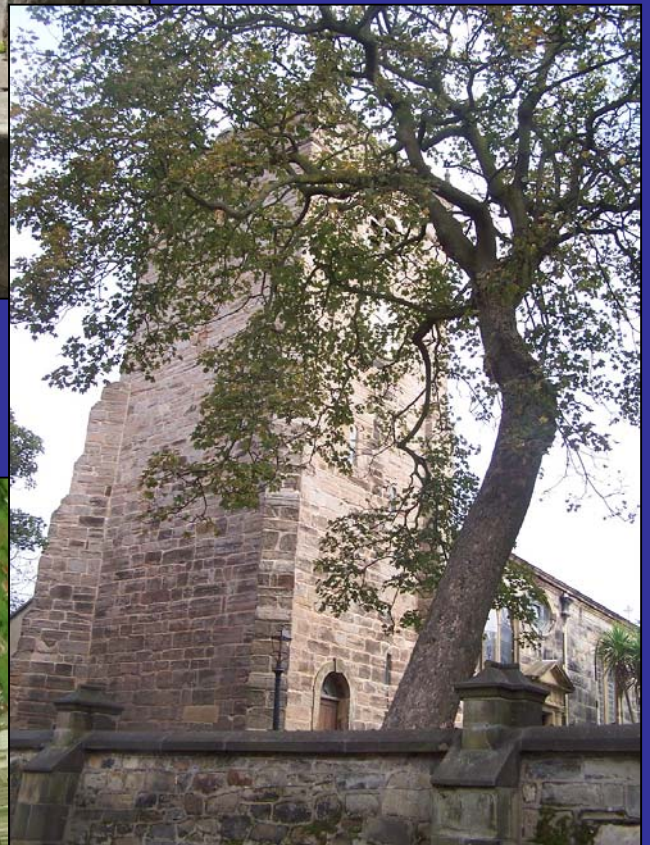


Poulton-le-Fylde Conservation Area Appraisal and Management Plan



Poulton-le-Fylde Conservation Area Appraisal

Wyre Borough Council

Adopted 28th April 2008



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1 Introduction

1.1 Conservation Areas

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

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

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

1.2 Purpose and Objectives of a Conservation Area Appraisal

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

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

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

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

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

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

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

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

F. Where acceptable the nature and degree of any illumination should have no detrimental impact upon the visual character of the Conservation Area; and

G. Landscaping is designed as an integral part of the scheme where appropriate.

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

H. The demolition of listed buildings or those buildings which make a positive contribution to the character or appearance of the Conservation Area; or

I. The amalgamation of adjacent plots if this results in the development of larger buildings out of scale with their surroundings; or

J. The refurbishment of adjoining buildings to create a single larger space user where this would adversely affect the character of the Conservation Area.

The Appraisals will also provide a basis for:

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

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

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

1.3 Poulton-le-Fylde Conservation Area

Poulton-le-Fylde Conservation Area was first designated in 1979. In order to be able to gauge the 'special interest' of an area, it is necessary to assess several aspects. These include the location and setting; historical development and archaeology; spatial analysis; and character analysis of the Conservation Area.

Location and Context

Poulton-le-Fylde is a small market town situated around 8 kilometres east of the seaside resort of Blackpool and around 27 kilometres southeast of Preston. Until the nineteenth century the extent of development was largely limited to a few streets surrounding the church and to the north of the railway station. In more recent times, housing has developed on all sides of the town, now forming an almost continuous conurbation with the neighbouring towns of Blackpool, Thornton and Cleveleys. Agricultural land lies to the east, consisting mostly of pasture, with a limited amount of arable and woodland use.

The Conservation Area boundary, shown in Figure 1, extends from the junction of Station and Breck Road to the north, and reaches as far as 23 Hardhorn Road and Berkeley Court to the south. The boundary also stretches to include 80 Tithebarn Street and 27 Lockwood Avenue to the west, and 22 Victoria Road and 14 Hayfield Avenue to the east.

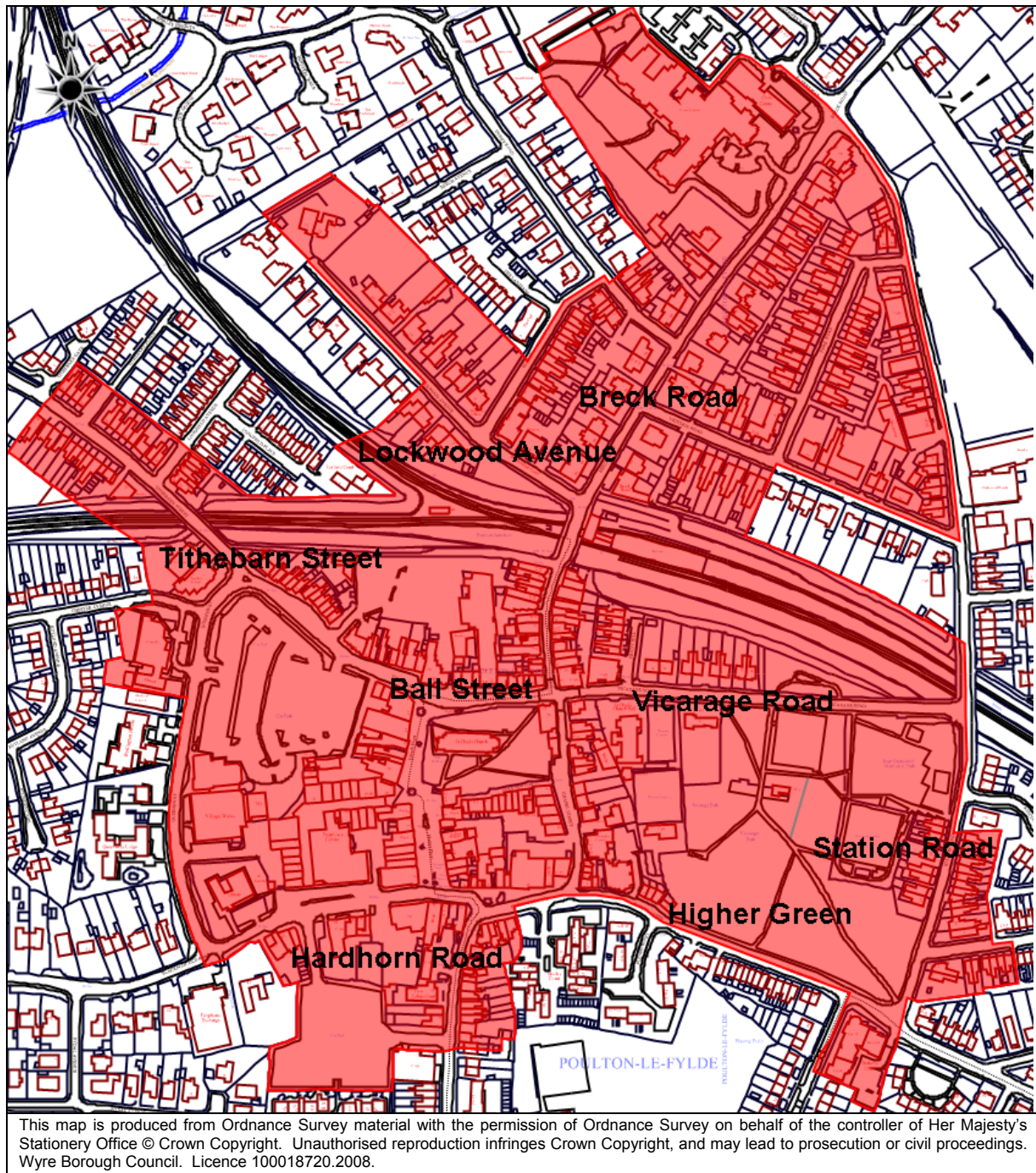


FIGURE 1. PLAN OF POULTON-LE-FYLDE ILLUSTRATING THE CONSERVATION AREA BOUNDARY

1.4 General Character and Plan Form

General Character

Poulton has the typical character of a Victorian market town, with a wide street at its centre, aptly named Market Place. As Poulton was the largest of settlements in this section of the Fylde in the past, traditionally it was used as an area for congregation in order to buy and sell goods and produce, hence the origin of the street name. There are also three churches situated in close proximity to each other within the

Conservation Area, being the Grade II* Listed St. Chad (Church of England), Poulton Methodist Church, and Poulton United Reform Church.

Plan Form

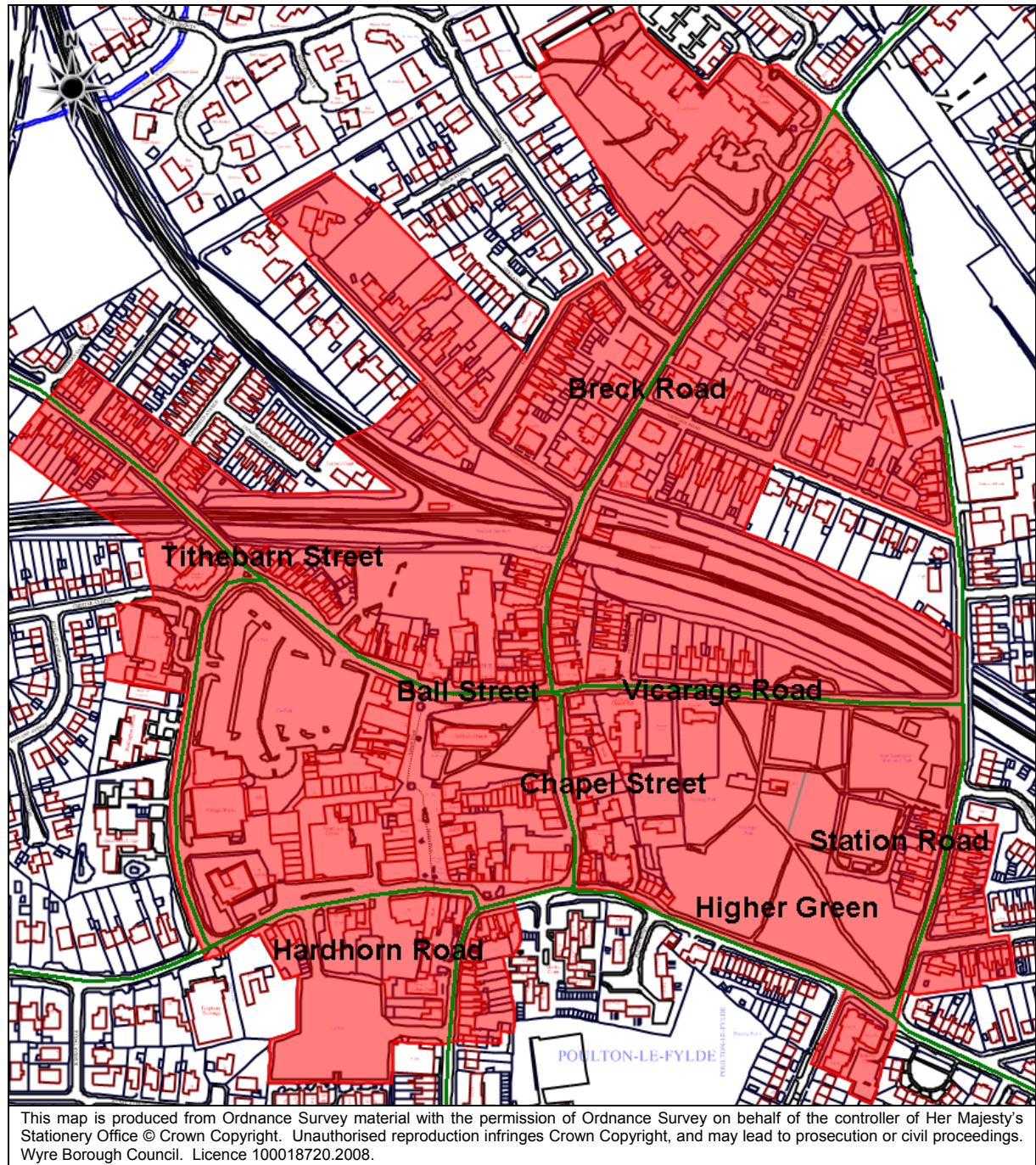


FIGURE 2. STREET PLAN OF POULTON-LE-FYLDE, ILLUSTRATING MAIN ROADS

The streets of Poulton originally formed a planned layout centred on the Church of St Chad and the Market Place, and consequently forming a nucleated pattern. The settlement was defined by seven streets, around which homesteads were laid out (LCC, 2006). A smaller settlement at Little Poulton was also laid out in this way. As

Poulton developed over time, this nuclear pattern has been retained. This can be seen in Figure 1, and is also further clarified in Figure 2, illustrating the main traffic routes through the town.

1.5 Landscape Setting

Poulton-le-Fylde occupies a slightly elevated site, approximately 18m above Ordnance Datum, in the otherwise low lying, level topography of the Fylde coast and River Wyre flood plain (LCC, 2006). The town lies on a local high point with the land falling away gradually to the north and south. The slope towards the River Wyre, to the north, is slightly greater than that to the south, and it is this that has more than likely resulted in the name 'the Breck', a term of Anglo Scandinavian origin meaning slope (Field, 1972).

Poulton lies on the eastern edge of the heavily urbanised Fylde coast, with rich agricultural land to the east comprising of pasture and isolated arable lands (LCC, 2006). This pattern of agriculture, being mainly of pasture but with small areas of arable and woodland, has remained relatively unchanged to date, and "is still characterised by medium sized fields featuring numerous field ponds, with hedgerows and drainage ditches" (LCC, 2006). Consequently, Poulton is situated in an urban area that is built on agricultural foundations, though now enclosed and heavily dominated by modern housing developments.

Summary – Poulton-le-Fylde Conservation Area

- Small agricultural market town of Victorian roots
- Conservation Area boundary covers the main conurbation centre
- Occupies slightly elevated site, in otherwise low lying, level topography
- Village initially nucleated plan, and this has continued, though now more widespread
- Historic core now surrounded by modern residential developments

2 Community Involvement

Community involvement has been the key to the process of undertaking a Conservation Area Appraisal and Management Plan. It was considered essential to engage the local community in evaluating what they consider to make the area of 'special' significance. The local primary school was encouraged to become involved in the process, with the children embarking on their own project. From this project, the following opinions / suggestions were amongst the comments received (these comments are contained in full within Appendix 7.1):

- Article 4(2) Directions should be placed on buildings in the centre of Poulton-le-Fylde to ensure retention of special architectural features;
- The trees within Poulton are good and if they are required to be felled then new trees should be planted in their place;
- It would be of positive benefit to light up some of the interesting architectural features within Poulton in evenings, namely The Market Place, e.g. to have spotlights / floodlights / uplighters on the Stocks, Whipping Post, and Fish Slabs to make them more prominent features;
- Improvements could be made to the station, the Teanlowe Centre and Village Walks, for example through more appealing shop fronts i.e. proper shop signs that are in keeping with the traditions of the town rather than having gaudy plastic signs;
- The children think there are too many cars within the town centre;
- Improvements could be made to the street lighting as some lights do not work;
- A pelican crossing would be of benefit by the Civic Centre; and
- Attempts should be made to ensure shops are not empty as this is unsightly.

Consequently, informal consultation with the adult community then began with a walk around the Conservation Area boundary with officers from Wyre Borough Council, arranged for Wednesday 10th October 2007, and posters advertising this were put in various notice boards around the Conservation Area, with the help of Poulton-le-Fylde Historical Society. However, as there was a low turnout for this initial meeting, it was decided that to involve a greater number of the community, the Conservation Officer would attend Poulton Local Area Forum on Tuesday 13th November and would give a short presentation introducing the idea of Conservation Area Appraisals

and Management Plans. Letters were sent to each of the Ward Councillors notifying them of this event and inviting them to attend. A questionnaire was also included detailing issues that the public may be concerned about within the Conservation Area, and wish to comment on, as well as giving an opportunity for the community to add any issues they would wish to be dealt with. This questionnaire is detailed in full in Appendix 7.2.

It was also decided prior to the Local Area Forum, that a second walk around the Conservation Area boundary should be undertaken, and at the Forum, the public were invited to attend the walk, arranged to take place the following Monday, on 19th November. Eight people attended this second walk and copies of the questionnaire were again handed out.

The questions asked within the questionnaire are detailed below. However, after all attempts to ensure early consultation with the residents, only 2 responses were received. The comments from these responses are detailed accordingly:

1. *Do you think that an Article 4(2) Direction would be beneficial in Poulton-le-Fylde Conservation Area?*

It was thought that although this would be a good idea, financial support of property owners was important.

2. *Would you like to see any new Tree Preservation Orders (TPOs) made in Poulton-le-Fylde? Specifically which tree(s)?*

No specific trees were identified but trees are thought to be an essential asset in terms of their aesthetic qualities and environmental benefits, and existing specimens should be protected in any way possible. The Council's Tree Officer has just completed a survey of the trees in Poulton-le-Fylde, with a view to the possibility of new TPO's. These results are detailed in section 4.7 of this Appraisal.

3. *Are there any buildings that you believe to be of importance within Poulton-le-Fylde Conservation Area? Would you recommend any buildings to be suggested for listing?*

There are many buildings thought to be of value within the Conservation Area, such as the Thatched House and the Old Town Hall, but unfortunately many alterations have been made over the years to these buildings, and the Thatched House only

dates back to 1907 when it replaced the original which was pulled down. Due to this, it is unlikely that listed status would be achieved.

4. *Would you like to see planning obligations used in Poulton-le-Fylde Conservation Area? If so, what sort of additions would you like to see?*

A view has been formed that a condition of permission of new housing developments / estates should provide local shopping facilities, as well as including more open space, trees in addition to improving local public transport links.

5. *Are there any areas that you would wish to see improved within Poulton-le-Fylde Conservation Area? If so, where are these areas and what enhancements would you like to see?*

The main area that is in need of improvement is thought to be Market Place. This is due to the poor quality of some shopfronts, as well as the large planters that are thought of as obstacles more than positive features within the area.

6. *Are there any areas within the boundary that appear to suffer from negative pressure or pose a threat to the character of the Conservation Area?*

Negative issues are suggested as shops within the centre of Poulton. This is due to the poor quality appearance and further controls are thought necessary to encourage a higher quality of shop front design.

7. *Are there any issues you would wish to see addressed in the Poulton-le-Fylde Conservation Area Management Plan?*

There were only two main suggestions made for inclusion in the Management Plan:

- An improved Market Place; and
- An up-to-date survey of the existing trees.

8. *Would you like to see the Poulton-le-Fylde Conservation Area boundary amended? If so, where should the boundary be drawn and why?*

Four areas were suggested for inclusion within the Conservation Area boundary, and two areas suggested to be omitted. These areas are illustrated in Figure 3 (the areas in blue for inclusion and the area in red for omission), and are also detailed further in Chapter 6 of this Appraisal.

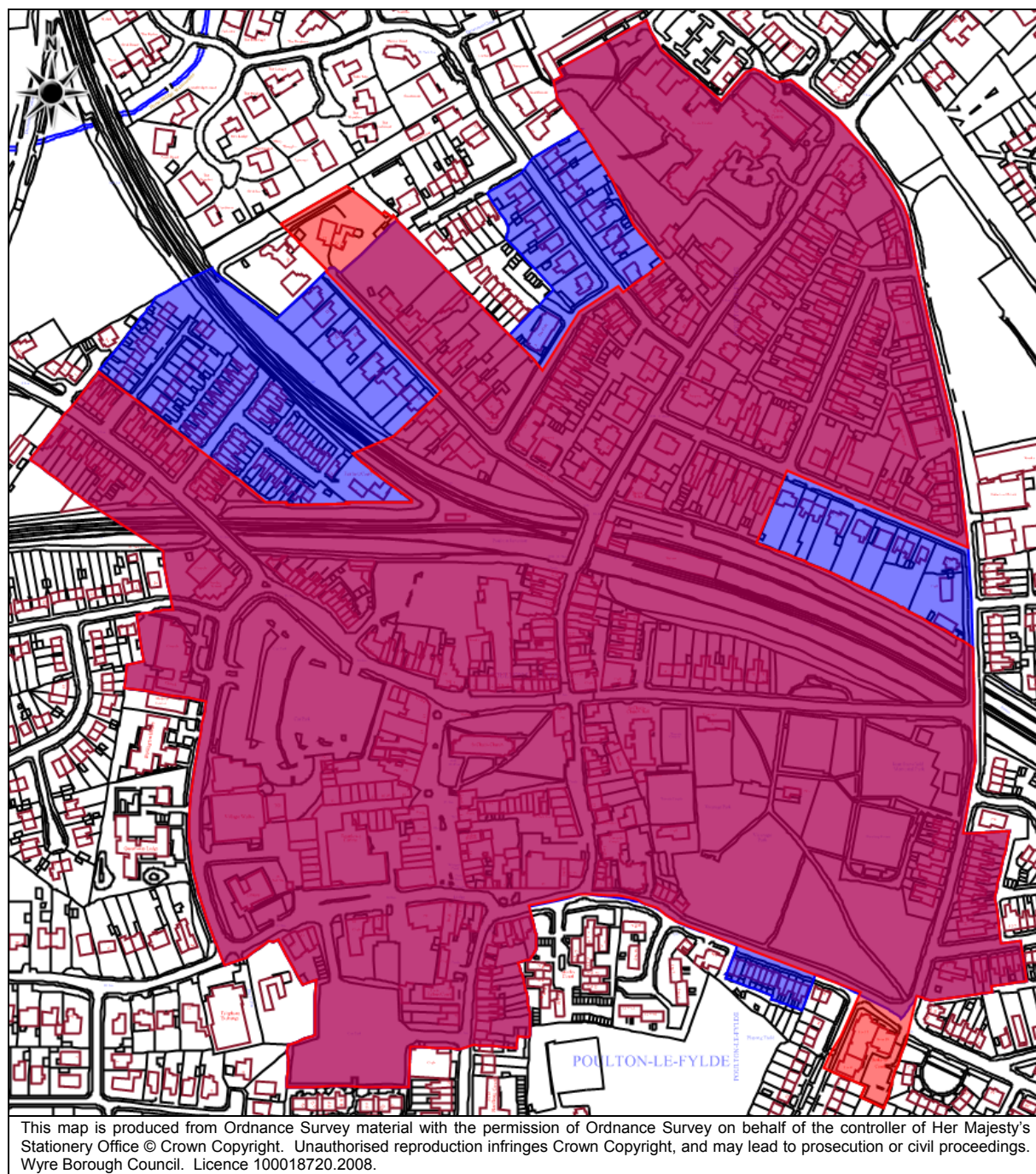


FIGURE 3. SUGGESTIONS FOR EXTENSION OF THE CONSERVATION AREA BOUNDARY

2.1 Consultation Draft Comments

After this time, a draft document was compiled, taking into consideration the comments made above and a further consultation then took place on the consultation draft of the Conservation Area Appraisal and Management Plan. The Conservation Officer then attended another meeting of Poulton Local Area Forum on Tuesday 12th February, and again gave a presentation, this time however, introducing the consultation draft of the Conservation Area Appraisals and Management Plan, and the main issues that had arisen. The opportunity was also taken to advertise the

dates of the consultation period during the meeting. Around 70 people attended this meeting. The public consultation then lasted for four weeks, from Monday 18th February until Monday 17th March 2008, and after this time, all comments received were compiled into this Conservation Area Appraisal and Management Plan.

Again, after extensive attempts to ensure full consultation with residents occurred, only two written responses were received during to the consultation period. These comments cover various issues, the majority of which are detailed below.

Comment was made regarding the possible extensions to the conservation area but stress was put on the possibility of removing some areas. It was queried why the Teanlowe car park and the Hardhorn car are within the Conservation Area. These areas were thought to have no conservation merit and are not believed to be part of the historic core of the town reflecting its development or growth over time. However, it is thought that the Teanlowe car park does have enough significant historical value to be included within the Conservation Area. As stated in subsection 3.5: "*The tithebarn was also replaced in 1969 by a car park. A tithebarn was a type of barn used in England and Germany in the Middle Ages for storing the tithes - a tenth of the farm's produce which had to be given to the church. Its original position so near to the town centre, however, implies an ancient origin*". Whilst exclusion of the Hardhorn Road car park could benefit the character of the Conservation Area, it might be of more advantage to keep it within the boundary in order to retain a higher level of control regarding any further development that may be occur in the area. Sections of this area are also thought to be included in proposals within the Poulton Market Town Initiative, and it would consequently be more beneficial for these areas to be kept within the boundary in order to have more control on what could possibly be proposed in the future.

Another issue that arose was the appropriateness of guidance and advice as a method of retaining historical features, such as sash and casement windows, which the removal of is allowed under permitted development rights. The question was then asked, given that a significant part of the CA is residential (more so if the suggested extensions are supported) is not an Article 4 Direction necessary? With regard to relying on advice and guidance and the appropriateness of applying an Article 4 Direction, in the Management Plan at the rear of the document, Chapter 1

states in Action 9 that further study is proposed into the appropriateness of any Article 4 Directions within the area.

Issues relating to high levels of traffic within the town centre were also raised, mainly regarding problems with parking and comment was also made in relation to occasionally having to drive on the pavement in residential areas. In line with guidance, traffic management is not considered during the compilation of a Conservation Area Appraisal. However, as the high level of car parking is mentioned as a negative factor within the Conservation Area Appraisal, solutions need to be considered. However, the Poulton Market Town Initiative, in 2007, proposed possible solutions to the traffic problems.

3 Historical Development

Poulton (-le-Fylde) first appears in the Yorkshire section of the Domesday Survey, being one of over 60 local villages in Amounderness (as the county of Lancashire did not exist at this time). The name 'Poulton' literally means "the town by the pool" and is derived from the proximity to the River Wyre. However this is not to suggest that no human habitation had occurred previously. Two finds, Bronze Age pottery and a chert arrowhead, provide evidence of early human habitation in the area of Poulton (Harris et al. 2004).

The other evidence of human existence is from the time of the Romans. Finds of Roman coins together with other relics of that period have been found within the Poulton area, as well as the identification of a Roman road, 'Dane's Pad', in the nineteenth century (Harris et al. 2004). Although there is no suggestion of a settlement at Poulton-le-Fylde at this time, these discoveries suggest considerable activity in the area during this period.

Although the place name of Poulton suggests an Anglo-Saxon origin, there is no direct documentary or archaeological evidence to support a pre-Conquest origin for the town. The Church of St Chad, illustrated in Figures 4 and 5, is situated in the centre of Poulton-le-Fylde and is dedicated to a seventh century Anglo-Saxon Saint, again suggesting that the settlement existed in pre-Conquest times. However, with little other substantiating evidence this is difficult to prove.



FIGURE 4. THE TREE-HIDDEN CHURCH OF ST CHAD



FIGURE 5. THE CHURCH OF ST CHADS BELL TOWER

3.1 11th – 15th Century Poulton-le-Fylde

The town is mentioned in passing in the Domesday Book, being part of Earl Tostig's lordship of Amounderness, which was passed to Roger de Poitou (www.poulton-le-fylde-hcs.co.uk). He then granted lands to the Abbey of St Martin in 1094 and lands were also passed to the Abbot of Cockersand in the thirteenth century.

Although some believe the date the lands were granted also dates the church, others argue that it is likely that the church existed before this time and was simply rebuilt or modified at this time (www.poulton-le-fylde-hcs.co.uk). The first vicarage dates from c.1247 and was laid out in extensive grounds to the east of the church (www.poulton-le-fylde-hcs.co.uk). Tithes for the vicarage were collected and stored in the tithe barn, the location of which gave the current road its name, Tithebarn Street. At this time, these buildings would have been some of the few stone built structures in the town, with any others being little more than temporary shelters (Harris et al. 2004).

3.2 16th and 17th Century Poulton-le-Fylde

Little is known about the appearance of Poulton in the sixteenth and seventeenth centuries. However the church was certainly in existence during the medieval period; its tower was built in the seventeenth century and is still standing today.

The Market Cross, shown in Figure 6 and located in the square of the Market Place, is also thought to date from this period. A separate whipping post for public floggings has also survived adjacent to the Market Cross from around this time. The date of the adjacent fish slabs is uncertain but it was on them that the market prices were agreed.

Permanent buildings would have gradually replaced the market stalls as the market became more established (Harris et al. 2004). Despite this, the area remained poor up to the seventeenth century and suffered a succession of famine and disease. At this time, houses would have been of cruck construction with cob or earth walls and thatched roofs in a style known as the 'Fylde Longhouse' (Harris et al. 2004). Nothing remains of this type of development now.



FIGURE 6. THE MARKET CROSS

3.3 18th Century Poulton-le-Fylde

In the eighteenth century, Poulton had two ports: one on the south of the Wyre at Skippool and one to the north at Wardleys in Hambleton. Merchants from Poulton, in this period, traded in mahogany and flax from Baltic ports and in farm produce to Liverpool, Lancaster and Cumbria. The town had its own custom's house at the height of this trade but the rise of Glasson Dock at Lancaster and the new town of Fleetwood ended Skippool's importance as a port.

In 1732, a severe fire destroyed many of the buildings on the west side of Market Place. The earliest known reference to buildings here described them as 'low thatched cottages', which probably dated to the late medieval period. When rebuilt, the building line was moved some distance eastwards, and in doing so making the Market Place narrower than it had been previously. They were replaced with a three storey terraced row which was further modernised in the late nineteenth century. More durable building materials of brick and slate were used from this point on, in an attempt to make them more fire resistant.

In the latter part of the eighteenth century, Poulton basked in the success of neighbouring Blackpool. The opening in 1840 of the railway to Fleetwood also helped contribute to this. At that point any passengers for Blackpool had to continue

their journey by carriage from Poulton, that section of line not opening for another six years. When it did open and Blackpool developed its own sources for suppliers of provisions, Poulton began to decline and once more reverted to its agricultural origins.

The main occupation for the population of Poulton tended to be in agriculture, with few other forms of livelihood recorded. The town flourished and during the eighteenth century the population grew from 250 to 750 (www.poulton-le-fylde-hcs.co.uk). Further expansion, however, was limited by poor access to the town. The increased use of the canal network plus the opening of the docks at Fleetwood and Preston in the nineteenth century meant that Poulton-le-Fylde did not benefit from industrial expansion.

3.4 19th Century Poulton-le-Fylde

In 1842, when the Penny Post began, '-le-Fylde' was added to the name, in order to stop local post mistakenly being sent north to Poulton-le-Sands, which is now part of Morecambe.

In the latter part of the nineteenth century, the success of Blackpool saw developments of villas to the north of the railway station to cater for the successful elite of that town who wanted to escape the hustle and bustle of a busy seaside resort.

The population in 1801 was 769 but by the first half of the nineteenth century this had grown by 30 percent. However, in the latter part of this century, growth began to plateau, with an increase of only one or two percent for each decade. Numbers increased rapidly, again from 1891 to 1901, by 36 percent to reach a figure of 2,223. The town continued to expand, most probably due to the close proximity of Blackpool, to which it was now a satellite.

The original railway line opened in Poulton-le-Fylde in 1840 and ran between Preston and the newly built town of Fleetwood. The station was located at the corner of Station Road and the Breck. In 1896, it was rebuilt in its present position at the top of the Breck near to the town centre.

The late nineteenth century villas lining both sides of Breck Road and Victoria Road are good examples of their type and to a large extent have been well preserved. To the northwest and west, Victorian terraces and semi-detached houses survive in

some numbers. Whilst they are fairly simple in design, they have great character, quality and represent an important aspect of Poulton's history and economy.

On market days the streets of Poulton-le-Fylde were so crowded with farmers, shoppers, animals and stalls that by the 1890s it became necessary to build an auction mart behind the Golden Ball. It flourished for nearly a century until changes in farming and marketing practices led to its demise. This land is now the car park for Booths Supermarket.

At this time, there was also a row of buildings, running along the boundary wall to the west of the Church of St Chad (Rothwell, 1995). This can be seen in Figure 7 below, where there is a row of buildings to the east of what is called Church Street, now known as Market Place.

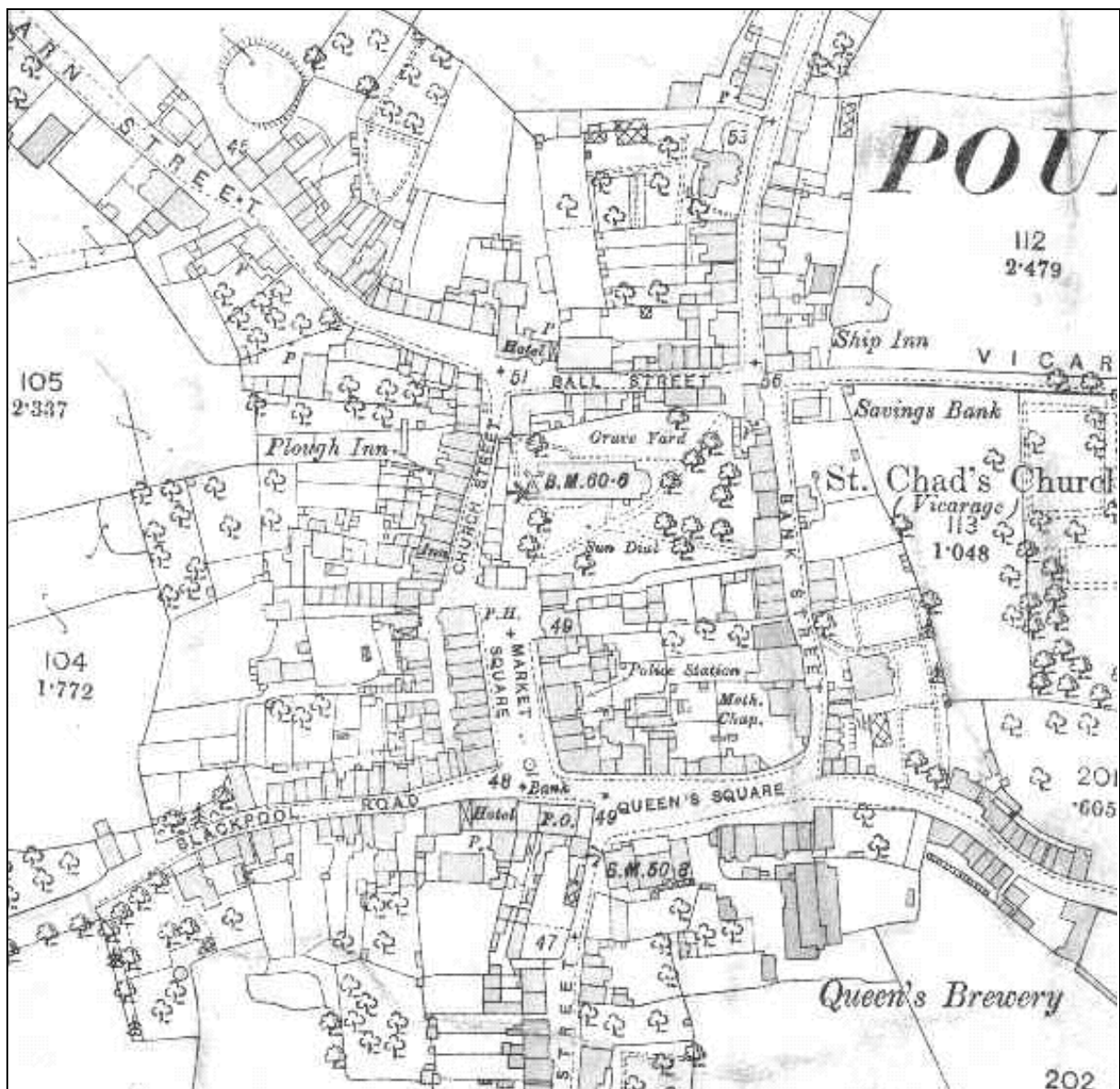


FIGURE 7. 1890S MAP OF POULTON-LE-FYLDE

3.5 20th Century Poulton-le-Fylde

The original Methodist chapel stood on the corner of Chapel Street and Queen's Square until a new one replaced it on Queensway in 1968. The tithebarn was also replaced in 1969 by a car park. A tithebarn was a type of barn used in England and Germany in the Middle Ages for storing the tithes - a tenth of the farm's produce which had to be given to the church. Its original position so near to the town centre, however, implies an ancient origin.

A second storey was constructed on to the county police station, situated in Market Place, in the 1920s (Rothwell, 1995). The original 1890s building was only a single storey building until this time, and the more modern addition was built directly on top.

Another important building to mention is the Wyre Borough Council Civic Centre. The building as it stands today evolved from a private home named The Woodlands, dating from the 18th Century. The Amalgamated Weavers' Association began extending this existing building in 1928, following John Thornleys' architectural design, after acquiring around 4 acres of surrounding land. By 1929, the work was completed, and the building opened for the purpose of providing convalescent facilities. This use continued until the early 1960s, during which time the building was also used as a refuge for sick babies and exhausted Service personnel during the Second World War. The Convalescent Home continued in use until 1962 when smaller premises less costly to run were sought and the Home then moved to Morecambe.

In 1964, the building officially reopened as a Teacher Training College. This use however was always designated 'temporary' and as such the college moved to Preston in 1983. Since 1988, the building has continued to be of use within the community in its current use as the main 'home' for Wyre Borough Council.



FIGURE 8. WYRE BOROUGH COUNCIL CIVIC CENTRE

4 Character Appraisal

The town of Poulton-le-Fylde has developed from agricultural roots, through which a gradual growth in population has resulted in urban sprawl. This term helps to describe the spread of development over rural land at the fringe of an urban area.

4.1 Topography, Views and Vistas

Poulton-le-Fylde is an urban area, and as such views are generally limited to streetscenes and clusters of buildings, as shown in Figures 9 -123 below. The Church of St Chad is the most visually dominant element of Poulton, Figure 14. Its churchyard with mature trees provides an important open amenity space; there are several attractive pedestrian routes through the churchyard and the area forms a visually important part in attractive views within the Conservation Area. The mellow stone colour of the church, the churchyard wall and the abundance of trees contrast well with the brick and plaster buildings that surround it. In the spring, the spread of crocuses, shown in Figure 14, provides a display of colour that attracts visitors.



FIGURE 9. VIEW THROUGH MARKET PLACE



FIGURE 10. TREE-LINED PARK ROAD



FIGURE 11. MARKET PLACE LOOKING SOUTH



FIGURE 12. VICTORIA ROAD



FIGURE 13. BALL STREET / TITHEBARN STREET



FIGURE 14. CHURCH OF ST. CHAD

Summary – Topography, Views and Vistas

- Views generally limited to groups of buildings and tree-lined streets
- Urban settlement
- Visual dominance of the Church of St Chad and its churchyard
- Abundance of trees

4.2 Activity and Former Uses

Poulton-le-Fylde developed from a background in agriculture, and as the town has developed over time, various farms have been swallowed through urban sprawl, and now help to illustrate the former activity within the area and the growth that has subsequently occurred.

The area is now mainly of urban use, with shops centred on the Market Place. Away from this commercial nucleus, residential streets become more predominant.

Summary – Activity and Former Uses

- Agricultural background
- Market town
- Urban centre, with residential properties situated around

4.3 Buildings

The buildings situated within the Poulton-le-Fylde Conservation Area are characterised by terraced rows of houses, mainly Victorian in origin. These buildings are mainly residential although the centre of the town, located mainly in Market Place, is more commercial in function, with some residential apartments positioned above.

The great majority of buildings in existence in Poulton-le-Fylde are late Victorian or Edwardian (1880-1915). The coming of the railway helped to open up the community, and the success of Fleetwood and Blackpool brought a greater degree of prosperity to the town. Much of the Market Place was rebuilt, and new areas of the town were developed, for example Breck Road, Park Road and Victoria Road.

Listed Buildings

Within the Conservation Area of Poulton-le-Fylde, there are ten Listed Buildings. One of these is the Grade II* Listed Church of St Chad. The remaining nine Grade II Listed Buildings are: 2 Market Place; 25, 27, 29 and 31 Market Place; Fish Stones, Market Place; Market Cross, Market Place; Stocks, Market Place; Whipping Post, Market Place; K6 Telephone Kiosk outside HSBC Bank, Market Place; 4, 6 and 10 Queen Square; and 1 Vicarage Road. Full Listed Building descriptions can be found in Appendix 7.3 (www.imagesofengland.co.uk).

- Church of St Chad



FIGURE 15. CHURCH OF ST. CHAD



FIGURE 16. POSITION OF BUILDING (SHOWN IN ORANGE)

The Church of St Chad was listed at Grade II* on 23rd September 1950. The Church mainly originates from the mid 18th Century although the tower is thought to date from the early 17th Century (www.imagesofengland.co.uk). It is constructed of stone with a slate roof, as illustrated in Figure 15 above. The building is substantially Georgian (www.imagesofengland.co.uk). The west tower is castellated, of coursed roughly dressed stone, has diagonal buttresses at the west corners, angled buttresses at the east corners, four small corner pinnacles, paired round-headed belfry louvres on all four sides, and is clock-faced with a circular moulded surround beneath the belfry on the north and south sides (www.imagesofengland.co.uk).

- 2 Market Place



FIGURE 17. 2 MARKET PLACE

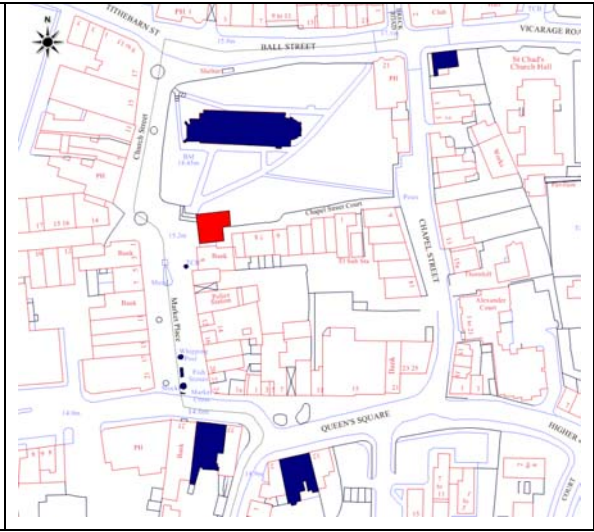


FIGURE 18. POSITION OF BUILDING (SHOWN IN ORANGE)

Number 2 Market Place was listed at Grade II on 16th August 1983. The building originally consisted of a house and a shop, possibly dating from the late 17th Century or early 18th Century (www.imagesofengland.co.uk). The building is now solely a shop, and stands on edge of the churchyard, with the gable end to Market Place, as shown in Figure 17. It is constructed of rendered brick with a graded slate roof, and was originally two-storeys with three-bays, however it has been altered extensively in the interior (www.imagesofengland.co.uk). The first floor window has a stone sill and splayed stone head, although now fitted with modern frame.

- 25, 27, 29 and 31 Market Place

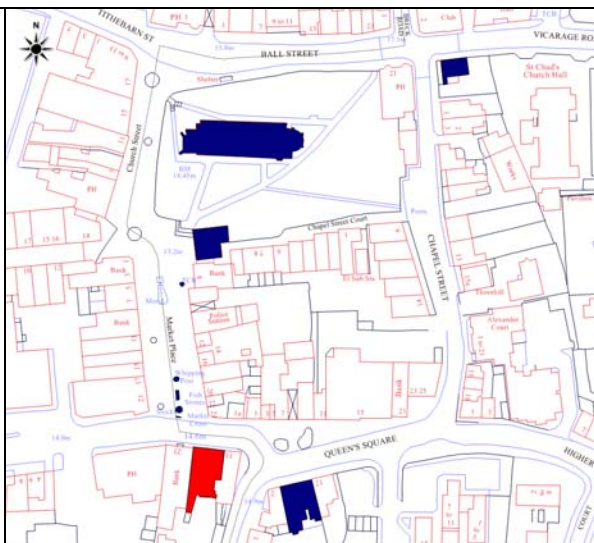


FIGURE 19. 25, 27, 29 AND 31 MARKET PLACE

FIGURE 20. POSITION OF BUILDING (SHOWN IN ORANGE)

Numbers 25, 27, 29 and 31 Market Place were listed at Grade II on 16th August 1983 and are illustrated in Figure 19 above. Originally built as a house in the late 18th or early 19th Century, although containing a staircase thought to be dated from the late 17th Century, the building is now in use as shops and offices. The building is constructed of brick with stone dressings and a slate roof with red ridging tiles. It is of three storeys with five bays. The first floor has sash and casement windows with glazing bars, stone sills and splayed stone heads, whereas the second floor has similar but smaller windows under a stone cornice. The ground floor has been altered to make way for shop and office windows, except for the fourth bay, which has a doorcase with architrave composed of Ionic columns, plain frieze and cornice, and recessed round headed doorway with glazed fanlight.

- Fish Stones, Market Cross and Stocks, Market Place



FIGURE 21. FISH STONES

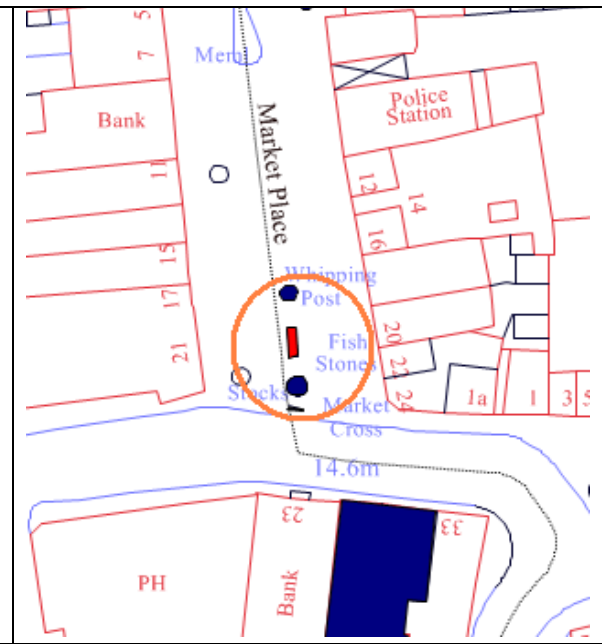


FIGURE 22. POSITION OF BUILDING (SHOWN IN ORANGE AND CIRCLED)



FIGURE 23. MARKET CROSS

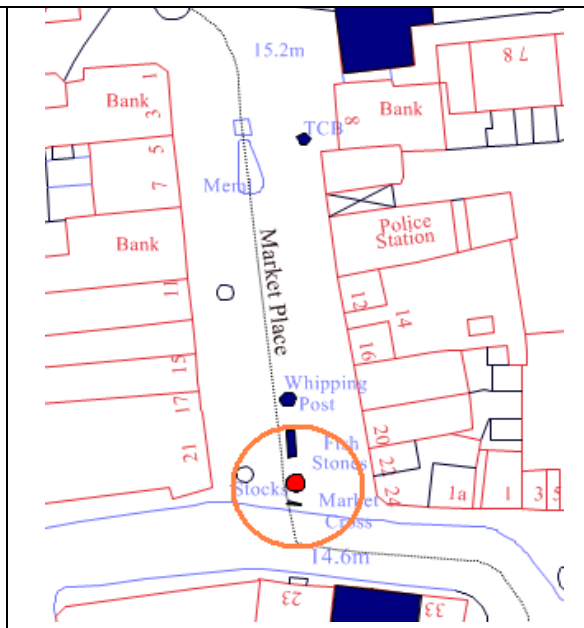


FIGURE 24. POSITION OF BUILDING (SHOWN IN ORANGE AND CIRCLED)



FIGURE 25. STOCKS

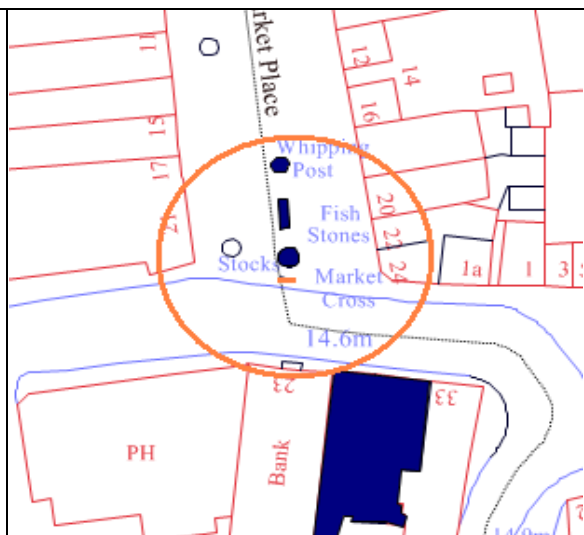


FIGURE 26. POSITION OF BUILDING (SHOWN IN ORANGE AND CIRCLED)

These three structures were listed on 23rd September 1950, categorised as Grade II.

- Fish Stones

They are situated on the north side of Market Cross. The date from which they are thought to have originated from is uncertain (www.imagesofengland.co.uk). This feature consists of a rectangular table with two stone slabs raised on stone slab legs, and can be seen in Figure 21.

- Market Cross

The cross is most likely to have originated from the 17th Century (www.imagesofengland.co.uk). It is constructed of stone and is in the style of a

Tuscan column, as can be seen in Figure 23. This column consists of three tapered stone cylinders with a square cornice and ball finial surmounted by a cross. It is raised on a square pedestal with panelled faces and stands on a wide circular plinth of four steps.

- Stocks

These are situated on the south side of the Market Cross, and as with the Fish Stones, the date is unknown (www.imagesofengland.co.uk). The feature consists of a pair of short rectangular stone pillars, of which the inner faces have slots hewn, in order to house a pair of raised wooden stock beams with 2 pairs of leg-holes, as can be seen in Figure 25. These wooden stock beams have been replaced on several occasions, and for a short time period in the 1930s, the whole structure was temporarily removed (www.imagesofengland.co.uk).

- Whipping Post, Market Place



FIGURE 27. WHIPPING POST

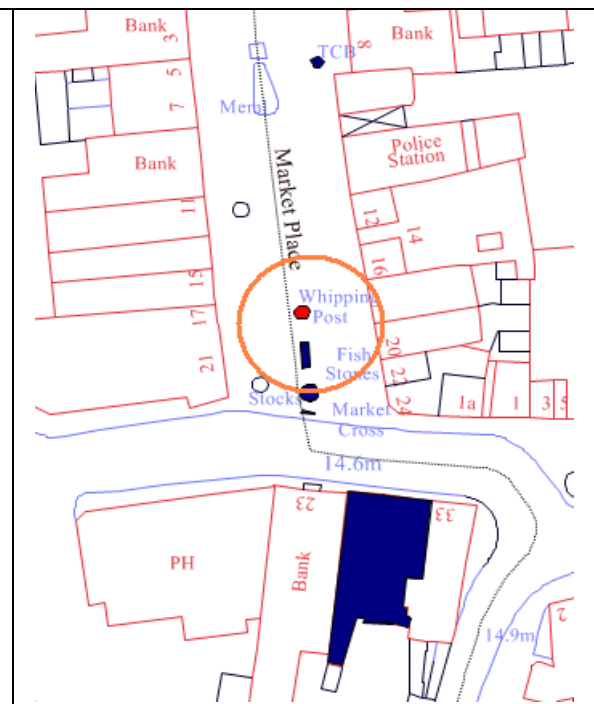


FIGURE 28. POSITION OF BUILDING (SHOWN IN ORANGE AND CIRCLED)

The Whipping Post was Grade II listed on 23rd September 1950. This is located in Market Place, on the north side of Fish Stones. Like these Stones, as well as the Stocks, the date from which this Post is thought to originate is unknown (www.imagesofengland.co.uk). It is a stone column with decorative masonry at the top, as can be seen in Figure 27 above.

- K6 Telephone Kiosk outside HSBC Bank, Market Place



FIGURE 29. K6 TELEPHONE KIOSK

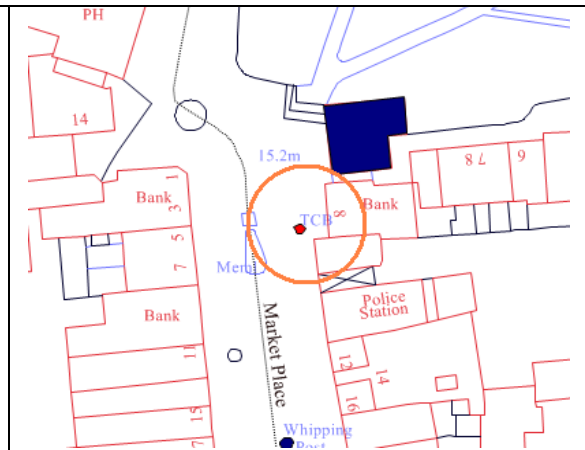


FIGURE 30. POSITION OF BUILDING (SHOWN IN ORANGE AND CIRCLED)

The Telephone Kiosk was listed at Grade II on 26th February 1989. This style of telephone kiosk is a K6, which was designed in 1935 by Sir Giles Gilbert Scott (www.imagesofengland.co.uk). It is constructed of cast iron and is square in shape, with domed roof. There are margin glazing on the windows and door, as illustrated in Figure 29.

- 4, 6 and 10 Queen Square



FIGURE 31. 4, 6 AND 10 QUEEN SQUARE

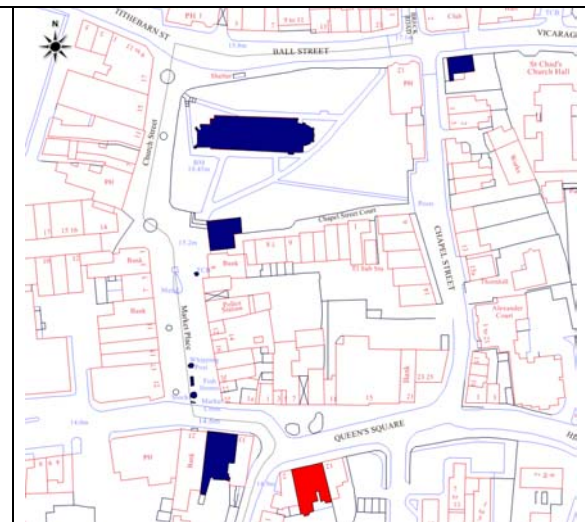


FIGURE 32. POSITION OF BUILDING (SHOWN IN ORANGE)

Numbers 4, 6 and 10 Queen Square was listed as a group at Grade II on 16th August in 1983. This building is a town house, thought to date from the mid 18th Century (www.imagesofengland.co.uk). It is constructed of brick, now rendered, and has a stone cornice gutter and slate roof. The building is three storeys with five symmetrical bays, as can be seen in Figure 31. It is characterised by tall windows

with glazing bars and casements on first floor, on a six over nine arrangement, and similar but smaller windows on 2nd floor, a three over six arrangement. These windows are also arranged vertically. The house is set back between the adjoining buildings on each side, and its ground floor is now incorporated in two shops extending over the original open area to the front. However, the original entrance survives beneath this and has a stone door surround that features columns known as Doric pilasters (www.imagesofengland.co.uk). There is also a semi-circular fanlight with radiating glazing bars above this.

- 1 Vicarage Road



FIGURE 33. 1 VICARAGE ROAD

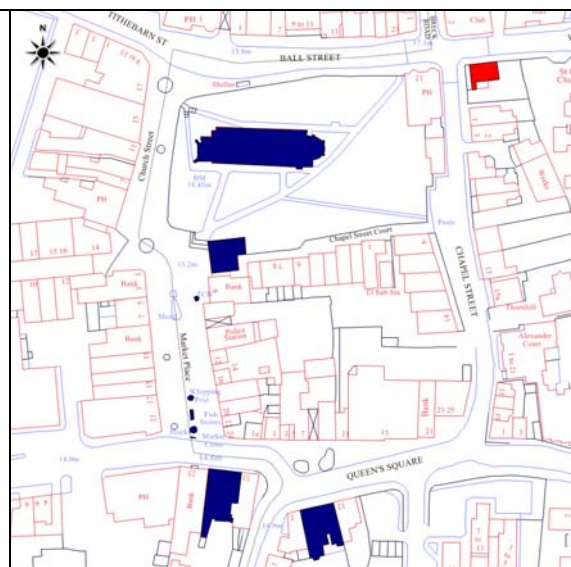


FIGURE 34. POSITION OF BUILDING (SHOWN IN ORANGE)

Number 1 Vicarage Road was Grade II listed on 16th August 1983. This building is the former location of the Poulton Savings Bank, dating from 1839, and is currently in use as an office (www.imagesofengland.co.uk). Built in Tudor style, the building is constructed of brick with stone dressings and a concrete tiled roof, as can be seen in Figure 33 above. It is symmetrical and of two storeys. The stone doorway has a decorative surround, and contains a part-glazed door with a radiating fanlight (www.imagesofengland.co.uk). On either side of this door, there are two-light sash and casement windows with stone sills and prominent lintels known as hoodmoulds. On the first floor there are three windows of a similar style, as well one on each floor of the gables. There is a stone plaque on the right gable end with the incised lettering: "POULTON SAVINGS BANK 1839".

Unlisted Buildings of Importance

As well as the Statutory List of Listed Buildings, compiled by English Heritage, there is also a Local List of buildings deemed to be of local importance within the Borough. This list has been put together from suggestions made by Officers, Council members, members of the public, and local societies. Poulton-le-Fylde has several 'key' unlisted buildings within the present Conservation Area boundary. The positive contribution that an unlisted building can make on the character and appearance of the Conservation Area is detailed in English Heritage's *Guidance on Conservation Area Appraisals* (2006), and also summarised by the following questions:

- Is the building the work of a particular architect of regional or local note?
- Has it qualities of age, style, and materials or any other characteristics that reflect those of at least a substantial number of the buildings in the Conservation Area?
- Does it relate by age, materials or any other historically significant way to adjacent listed buildings or contribute positively to their setting?
- Does it individually, or as part of a group, serve as a reminder of the gradual development of the settlement in which it stands, or of an earlier phase of growth?
- Does it relate to established historic features e.g. road layout, town park, a landscape feature, etc?
- Does the building have landmark quality, or contribute to the quality of recognisable spaces?
- Does it reflect the traditional functional character of, or former uses within, the Conservation Area?
- Does it have significant historic associations with local people or past events?
- Does it contribute to the character and appearance of the Conservation Area?
- Is it associated with a designed landscape?

In English Heritage's view, "any one of these characteristics could indicate that a building makes a positive contribution to the...Conservation Area provided that its historic form and qualities have not been seriously eroded by unsympathetic alteration".

A register of buildings of local historic or architectural importance has been drawn up in order to highlight those buildings that fulfil the above criteria. There are 32 buildings within Poulton-le-Fylde Conservation Area, which are included on this Local List, and are as follows: The Golden Ball; 3-9 (odd) Ball Street; The Thatched House Pub; 17 Breck Road (Lloyds Chemist); The Cube; Railway Station; 32-38 (odd) Breck Road; 37-39 (odd) Breck Road; 73 Breck Road; 63-65 Breck Road; 5 Chapel Street; 11-19 (odd) Chapel Street; Former 'lock up', rear of 11 Church Street; The Old Town Hall; 14 & 16 Hardhorn Road; Former Bank of Scotland; 15 & 17 Market Place; 19 & 21 Market Place; 4-8 (even) Market Place; 14 Market Place; 33 Market Place; 23 Market Place; 2 Queen's Square; 3 & 7 Queen's Square; 9 Queen's Square; Methodist Church; 48 Tithebarn Street; United Reformed Church; Air raid shelter, rear of 10 Tithebarn Street; the Church of St Chad Hall; 1-7 (odd) Victoria Road; and The Queen's Hotel.

There is also scope for inclusion of other buildings within this list, for example the Wyre Borough Council Civic Centre. Due to the age of this building, the architectural interest, and also the uses that it has had within the town, it is suggested that this be suggested to English Heritage for listing.

Summary – Buildings

- The character of the area relies on the visual effect of the groups of terraces as a whole rather than a few buildings in particular
- Two storey terraced rows of Victorian style buildings predominant
- Three churches,
- 1 Grade II* Listed Building
- 9 Grade II Listed Buildings
- 32 buildings included on the Local List with scope for adding the Civic Centre

4.4 Boundary Walls

Within the Conservation Area, boundary walls are an important aspect of the historic character of the area and the lifestyles of the previous community. The low walls are more of a guide of the curtilage of each property rather than a means to prevent unwanted access. They also create harmony and homogeneity within the area, in a similar way to slate roofs, and timber sash and casement windows.

When boundary walls are removed, they create incongruous areas of open space that do not fit in with their surroundings. In more recent years, this has mainly been done to allow for off-road parking, as illustrated in Figure 38.



FIGURE 35. EXAMPLE OF BOUNDARY WALL IN FIGURE 36. EXAMPLE OF BOUNDARY WALLS IN SITU STREETSCENE



FIGURE 37. EXAMPLE OF BOUNDARY WALL BEING REMOVED AND THE SURROUNDING STREETSCENE FIGURE 38. EXAMPLE OF BOUNDARY WALL REMOVAL FOR OFF-ROAD PARKING

Summary – Boundary Walls

- Importance with regard to the traditional origins of the area
- Delineate the curtilage of each property
- Create consistency within the area
- Removal creates incongruous areas

4.5 Public Realm Audit

Within a Conservation Area, all street furniture should be as near to the original, in material and design, as possible, with the condition that it still fulfils the needed function for modern requirements. Street furniture should also be in relatively similar styles. For example, if there were five different styles of lighting within an area, it

would detract from the character, as it complicates the aesthetic view. This issue is the same for all other aspects of street furniture.

Street Lighting

Within Poulton-le-Fylde Conservation Area, there are three main styles of lighting. These three styles are made up of modern street lighting, which can generally be found in any urban area in the UK, shown in Figure 39 and more traditional style street lighting on both small and large scale, as illustrated in Figures 39 – 42 below. These traditional styles are very appropriate for the historical character, and as such have a positive effect on the appearance of Poulton-le-Fylde Conservation Area. Conversely, the more modern styled street lighting columns are inappropriate in material and design with regard to the historic character and appearance of the Conservation Area and should be replaced in favour of the more traditional design. However, these modern lighting designs are relatively few in occurrence and therefore do not noticeably detract from the character and appearance of the area.

There is general consistency and uniformity between the lighting columns and this can be seen as a positive and / or neutral feature within the Conservation Area.



FIGURE 39. TRADITIONAL LARGE SCALE DESIGN STREET LIGHTING, MORE MODERN STYLE IN BACKGROUND



FIGURE 40. TRADITIONAL LARGE SCALE STYLE STREET LIGHTING



FIGURE 41. TRADITIONAL SMALL SCALE LANTERN STYLE STREET LIGHTING



FIGURE 42. TRADITIONAL SMALL SCALE LANTERN STYLE STREET LIGHTING

CCTV Cameras

There are several CCTV camera columns located throughout the Conservation Area, though mainly located around Market Place and the Church of St Chad, in order to enforce public safety. They all appear to take the same fairly traditional unobtrusive design, as illustrated in Figure 43 below, similar to that of the traditional large scale street lighting, and as such can be seen as having a neutral effect on the character and appearance of the Conservation Area.



FIGURE 43. INCONSPICUOUS CCTV COLUMN DESIGN

Street Surfaces

Within the Conservation Area, the predominant street surfaces tend to be tarmac for roads and concrete slabs for footways. Within the pedestrianised Market Place, there are a few different styles over lapping each other, as illustrated in Figures 45 – 49.

From these Figures, it is possible to see the positive impact that the traditional, setts have on the character of the area, especially considering the location next to listed and important features within the Conservation Area. The modern setts, though of similar size to that of the traditional setts, are of a completely different material and colour, and as such create a negative feature within the historical character and appearance of the Conservation Area.



FIGURE 44. TARMAC ROAD AND CONCRETE SLAB PAVEMENT



FIGURE 45. MODERN SETT STYLE PAVEMENT SURFACE, ALONG WITH LARGER MODERN PAVING SLAB



FIGURE 46. MODERN SETT STYLE PAVING MATERIAL AND LARGER PAVING SLAB



FIGURE 47. INTERACTION OF MODERN SETTS WITH TRADITIONAL SETTS



FIGURE 48. TRADITIONAL AND MODERN SETTS



FIGURE 49. TRADITIONAL AND MODERN SETTS AROUND IMPORTANT HISTORICAL FEATURES

Litter Bins

Due to the urban nature of the Conservation Area, there are numerous litter bins located throughout. The majority of these bins appear to be of the same design and materials, illustrated in Figure 50, and therefore do not detract from the historical importance of the area. Also, the traditional nature of the materials used – cast iron – results in a positive influence on the area. However, there are a few discrepancies, one example of which can be seen in Figure 51 below. Consequently, these necessary features have a neutral effect on the character and appearance of the Conservation Area.



FIGURE 50. PREDOMINANT BIN DESIGN



FIGURE 51. BIN DESIGN

Shopfront Signage

As Poulton-le-Fylde is an urban settlement, there are many examples of signage within the Conservation Area boundary. However, due to the increasing volume of corporate images and styles, it is essential to encourage traditional shopfronts within this historical area. As such, a shop front design guide would be advantageous. Figure 52 indicates the general terminology used to describe the various elements that combine to make up a traditional shop front.

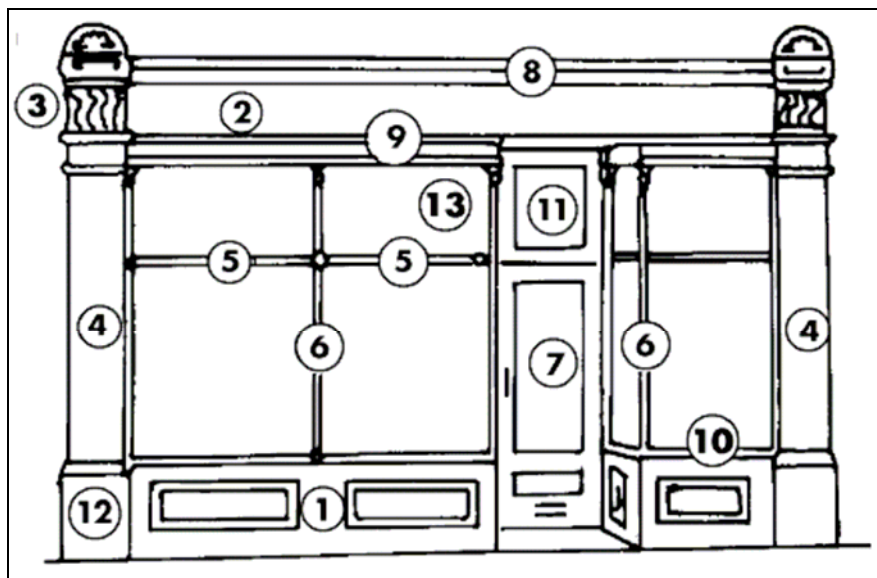


FIGURE 52. TRADITIONAL SHOPFRONT TERMINOLOGY

The numbers in Figure 52 coincide with the following terms:

- | | |
|---------------|-------------------|
| 1. Stallriser | 8. Cornice |
| 2. Fascia | 9. Architrave |
| 3. Console | 10. Cill |
| 4. Pilaster | 11. Fanlight |
| 5. Transom | 12. Plinth |
| 6. Mullion | 13. Transom Light |
| 7. Entrance | |

Some of the shopfronts within Poulton-le-Fylde take on this traditional style, for example Lloyds Pharmacy, as illustrated in Figure 53, and these traditional designs often incorporate projecting signs, a feature which can also be seen in Figure 53.

Unfortunately however, it is more common to see shopfronts that have lost their traditional style and have instead taken on board inappropriate modern materials and styles, or where corporate designs have been used. These can be:

- UPVC or Vinyl fascia signs;
- Overlarge fascia signs exceeding what is considered appropriate in scale to the building;
- Internal illuminated fascia signs;
- Dutch or balloon style blinds;
- Large glass panes; and
- Removal of traditional stallrisers and cills.



FIGURE 53. TRADITIONAL STYLE SHOPFRONT

Street Signage

Local Highways Authorities require street and road signage in all areas, the general design of which is shown in Figure 54. Consequently, there is not a large degree of control over change. Throughout the Conservation Area there are also directional signs, showing where locally important buildings are situated. This can be seen in Figure 55.



FIGURE 54. HIGHWAYS SIGNAGE



FIGURE 55. TRADITIONAL STYLE DIRECTIONAL SIGNAGE

Wyre Borough Council recently installed information boards within the Market Place. These boards initially received negative feedback regarding the appropriateness of their location, as well as the colour used. Examples of the two designs are illustrated in Figures 56 and 57.



FIGURE 56. EXAMPLE OF SMALL INFORMATION BOARD



FIGURE 57. EXAMPLE OF LARGE INFORMATION BOARDS

At the same time as these boards were installed, information plaques were also fixed on to buildings of historical importance. Examples of these are illustrated in Figures 58 and 59. There are a total of nineteen properties within the Conservation Area that have these plaques located on them: the Railway Station; Amanda's Posy Bowl; The Cube; Savings Bank on Vicarage Road; Thatched House; Potts Alley; Dry Cleaners at Queens Square; the arch between 7 and 9 Queen's Square; James Baines; The Sycamores; URC; Tithebarn; the Auction Mart; the Pork Shop; the Teanlowe Centre; the entrance to the Church of St. Chad at Market Place; the Stocks; Lloyds TSB; and the Nat West Bank.



FIGURE 58. EXAMPLE OF HISTORICAL INFORMATION PLAQUES



FIGURE 59. EXAMPLE OF HISTORICAL INFORMATION PLAQUES

Benches

There are many examples of benches within Poulton-le-Fylde Conservation Area, the majority of which appear to be of a similar design and material. The bench style shown in Figure 60 is made of cast iron and is of a fairly traditional design. Figure 60 illustrates an alternative style of bench, constructed of concrete and timber. Concrete does not enhance the character or appearance of the Conservation Area as it is a relatively modern material and is consequently inappropriate. Figure 62 shows the design that is situated within Market Place. This design is appropriate as

it is constructed of cast iron and timber, and therefore has a positive impact on the character and appearance of the Conservation Area.



FIGURE 60. EXAMPLE OF BENCH DESIGN PREDOMINANT WITHIN THE JEAN STANSFIELD PARK
FIGURE 61. ALTERNATIVE BENCH DESIGN

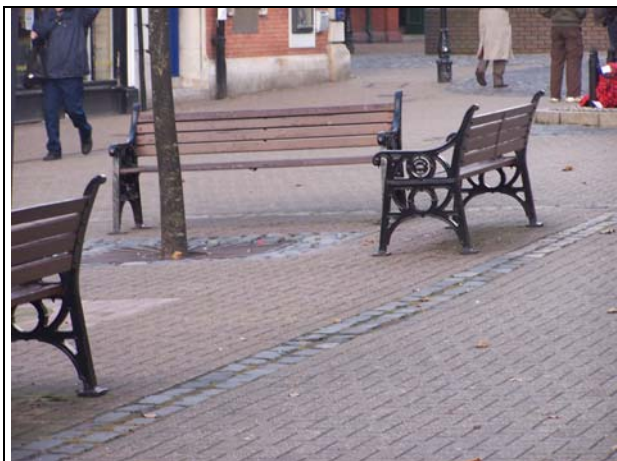


FIGURE 62. BENCH DESIGN PREDOMINANT WITHIN MARKET PLACE

Public Telephone Boxes

Within the Conservation Area boundary, there is one K6 style public telephone box, which is Grade II Listed, as previously discussed in Section 4.3. This type of telephone box is highly desirable within a Conservation Area, is therefore of significant value and enhances the area considerably.

Other telephone boxes within the area are of a modern design and materials, illustrated in Figure 64. These are of standard design and consequently, although they do not enhance the area, they do not detract significantly either and can therefore be said to be of neutral value within the Conservation Area.



FIGURE 63. GRADE II LISTED K6 TELEPHONE BOX



FIGURE 64. EXAMPLE OF PREDOMINANT STYLE TELEPHONE BOX

Summary – Public Realm Audit

- Three styles of street lighting – two of which are of traditional design and considered appropriate, one less so
- CCTV columns necessary features for public safety and also of traditional neutral design
- Road surfaces generally tarmac
- Pavements predominantly concrete slabs
- Pedestrianised Market Place has a mix of traditional setts as well as inappropriate modern setts and slabs
- Single predominant bin design of neutral value
- Signage
 - Some examples of traditional shopfronts remaining, though few and far between
 - Shopfronts generally taking on negative modern styles and materials, which should be discouraged whenever possible
- Three styles of benches, two appropriate, one requiring replacement
- One Grade II Listed public telephone box

4.6 Open Space

Within Poulton-le-Fylde Conservation Area, there are seven areas of open space, as detailed within the Wyre Borough Council Open Space Audit (Adopted December 2007). These areas are: the Cemetery (PLF20); Market Cross (PLF21); Church of St Chad (PLF22); Church of St Chad Tennis Club (PLF23); Jean Stansfield Memorial Park (PLF24); Vicarage Road (PLF25); and the Civic Centre Grounds (PLF27), as illustrated in Figure 65. These areas are thought to be in a relatively fair condition, although there have been a few instances of graffiti. Appendix 7.4 shows current

aerial photos, through which it is easy to see the extent to which Poulton is rural in nature, and the amount of open space surrounding the Conservation Area.

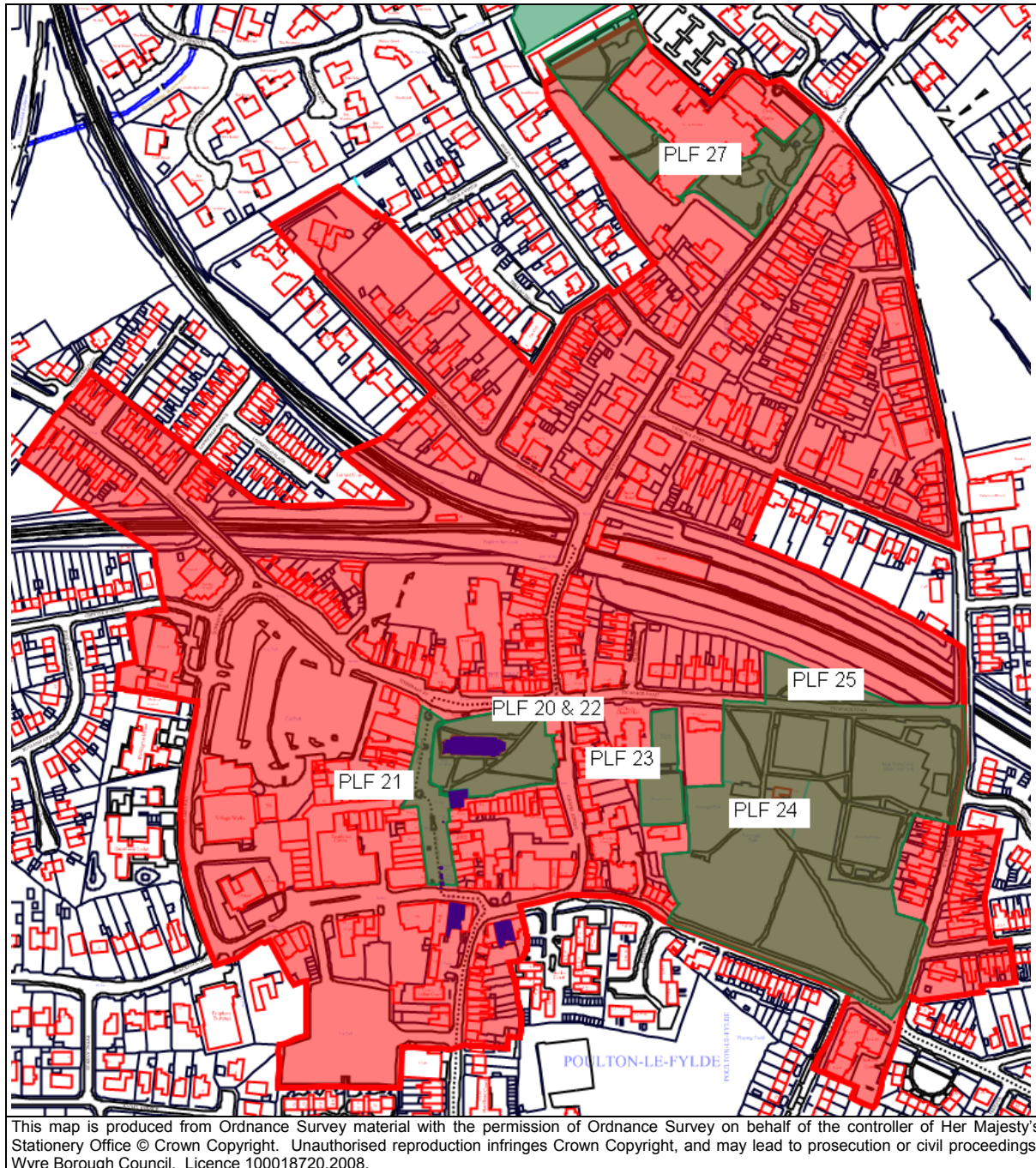


FIGURE 65. OPEN SPACE WITHIN POULTON-LE-FYLDE CONSERVATION AREA

Summary – Open Space

- Seven areas of open space
- All in relatively fair condition
- A few instances of graffiti, but this generally appears to be removed fairly quickly

4.7 Trees

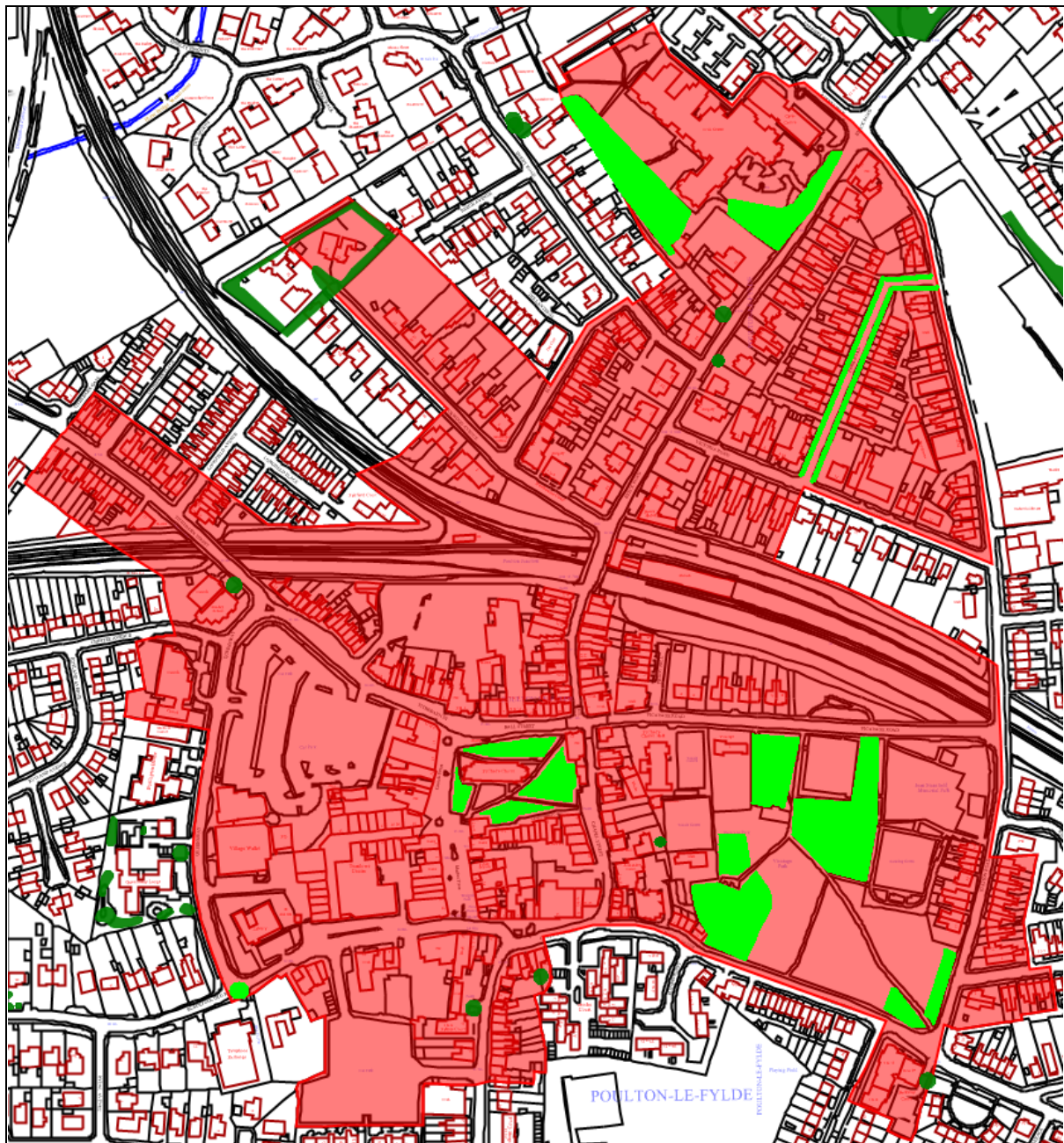
Protection of trees within the Conservation Area is through:

1. Being situated within the Conservation Area boundary; and
2. Tree Preservation Orders (TPOs).

By being situated within the Conservation Area boundary, anyone intending to lop or fell a tree greater than 100mm in diameter at 1.5 metres above ground level is required to give the Council six-weeks written notice before starting work. This allows the Council to assess the tree with regard to the contribution it makes towards the character or appearance of the Conservation Area.

Through TPOs, no person is allowed to cut down, top, lop, uproot, wilfully damage or wilfully destroy; or, cause or permit the cutting down, topping, lopping, uprooting, wilful damage or wilful destruction of any tree specified in an Order or comprised in a group of trees or in a woodland so specified, except with the consent of the authority and, where such consent is given subject to conditions, in accordance with those conditions (The Town and Country Planning (Trees) Regulations, 1999).

There are currently eight Tree Preservation Orders within the Conservation Area of Poulton-le Fylde, as shown in Figure 66 below (dark green). This map also illustrates a number of areas that the Tree Officer considers could have potential as TPOs (light green).



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FIGURE 66. TPOs AND POTENTIAL TPOs WITHIN POULTON-LE-FYLDE CONSERVATION AREA

Summary – Trees

- Eight TPOs within the Conservation Area boundary
- A number of areas that could be potential TPOs

4.8 Architecture and Materials

The range of buildings illustrated within the Conservation Area presents a mix of styles and ages ranging from the Church of St Chad, with suggestion of origin in medieval times, to the Methodist Church built in the 1960s.

Whilst the medieval street plan around the Church of St Chad and Market Place is an influential factor, the most represented period structurally is that of the nineteenth and early twentieth centuries. The Victorian and Edwardian periods are particularly dominant, an unsurprising fact as this represented prosperous times for Poulton. Buildings built during this time tend to be semi-detached town houses, as illustrated in Figure 67.

It is consequently unsurprising that the dominant building material within Poulton-le-Fylde tends to be red Accrington brick, though occasionally rendered, and usually a Welsh grey slate roof, as can be seen in Figures 67 and 70. Windows and doors would originally have been recessed and constructed of timber in material and painted, with the windows being of sash and casement in design as can be seen in Figures 68 - 70. Unfortunately, due to the attraction of modern uPVC glazing, more readily available and relatively cheap by comparison to traditional timber, many of these traditional windows have been lost, as well as many original timber doors.

Traditional properties can be seen to have elaborate masonry around the doorways, illustrating the wealth of the area. Examples of incorporation into door surrounds are shown in Figures 71 and 72. With the loss of these features in more modern building designs, the character of the Conservation Area is becoming increasingly diluted.

Bargeboards are also traditional features of many of the buildings situated within the Conservation Area. This can be seen in Figure 73 and can be defined as boards fixed at the gable ends of roofs to conceal and protect the ends of the roof timbers.

Bay windows also appear to be fairly traditional features, as can be seen in Figure 74. A bay window can be described as a window that internally is recessed, and consequently projects on the outside of the building. The example shown in Figure 74 is slightly different however, being a canted bay window, defined as having a straight front with angled sides (www.trp.dundee.ac.uk).

Figures 75 and 76 illustrate the presence of dentil courses on many buildings within Poulton. These are decorative features that are spaced commonly in a manner

comparable to teeth and usually placed under the cornice of the roof (www.trp.dundee.ac.uk).

There are also many other interesting individual architectural features that are of historical value, one of which is illustrated in Figure 77. This is decorative motif is located on the entrance to The Cube at the top of Breck Road. This Public House used to be the Ship Inn and as such a ship carved in stone is situated further up the front elevation of the building.

Traditional commercial properties also tend to be built in red brick, originally with residential properties situated on the first floor, as illustrated in Figure 78. Some traditional examples of shopfronts remain, though many others have been greatly altered in recent years.



FIGURE 67. EXAMPLE OF TWO-STOUREY SEMI-DETACHED HOUSE



FIGURE 68. EXAMPLE OF SLIGHTLY RECESSED DOORWAYS



FIGURE 69. GOOD EXAMPLE OF SASH AND CASEMENT WINDOWS



FIGURE 70. GOOD EXAMPLE OF SASH AND CASEMENT WINDOWS



FIGURE 71. DECORATIVE DOOR FEATURES, ILLUSTRATING PREDOMINANT RED BRICK



FIGURE 72. DECORATIVE DOOR FEATURES



FIGURE 73. EXAMPLE OF PLAIN BARGEBOARDS



FIGURE 74. RESIDENTIAL BAY WINDOW WITH BALCONY DETAIL ABOVE

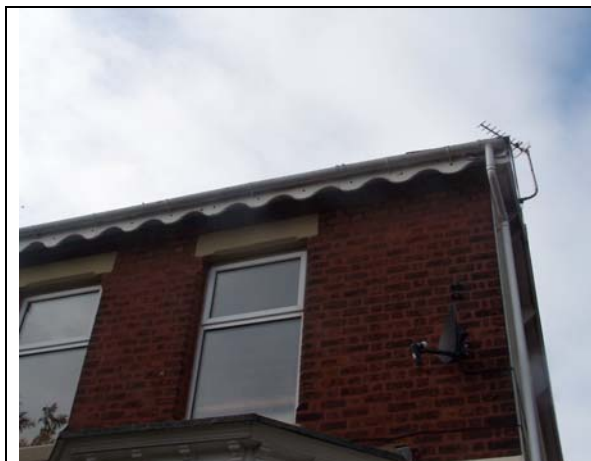


FIGURE 75. GOOD EXAMPLE OF PREDOMINANT FEATURE – DENTIL COURSE



FIGURE 76. GOOD EXAMPLE OF DENTIL COURSE



FIGURE 77. INTERESTING ARCHITECTURAL DETAILS

FIGURE 78. EXAMPLE OF COMMERCIAL PROPERTY WITH RESIDENTIAL ACCOMODATION ABOVE

Summary – Architecture and Materials

Residential Property Design

- Typically either two-storey Victorian style semi-detached houses or terraced two-storey rows
- Pitched roofs
- Bay windows, some with balcony details above
- Generally symmetrical buildings, with a few modern discrepancies

Commercial Property Design

- Generally ground floor shops with apartments above
- Traditional shopfront design in timber with stallrisers and pilasters to frame the shop, though few good examples of this remain
- Signage traditionally timber and hand painted, though more recently there has been a growth in the occurrence of vinyl fascia signs
- Some historical buildings with interesting architectural features and detailing

Materials for Walls and Roofs

- Red brick, most commonly Accrington; walls occasionally rendered
- Welsh slate most common material for roofs within Conservation Area boundary, though some occurrences of terracotta tiles
- Cast Iron Guttering
- Plain bargeboards
- Dentil courses

Windows and Doorways

- Originally would have been timber painted sash and casement windows and timber painted doors
- In more recent years, significant increase in uPVC window and door units
- Slightly recessed doors and windows are predominant, with bay windows on either side for symmetry
- Elaborate decoration to some front doorways
- Generally stone sills and lintels to windows

5 Pressures, Issues and Threats

5.1 Pressures

The main pressures relating to the Conservation Area are:

- The increasing roll out of corporate images on shop fronts, many of which do not sit well within the character of the Conservation Area, and consequently the drive to increase the quality of retail provision;
- The increasing use of uPVC in doors and windows in historic buildings and areas;
- The effect of traffic and problems with parking, possibly leading to conversion of gardens to off street parking;
- The increase of properties with satellite dishes on the front elevation of the building;
- Replacement of traditional Welsh slates with modern shiny slates;
- Any future redevelopment of existing buildings within the Conservation Area boundary;
- Any future development of open space in the Conservation Area, i.e. redevelopment of Jean Stansfield Park;
- The future redesign of street furniture within Market Place; and
- Possible further pedestrianisation of central Poulton.

5.2 Issues and Threats

Shopfront Signage

Fascia Signage

Traditional fascia signs should be an integrated part of the overall design and the use of hand painted timber fascias is encouraged. Fascia boards should be angled down towards pedestrians rather than parallel to the front face of the building and therefore directed at the horizon. Lettering should be clear and unambiguous – often the shop name alone is sufficient. They should be sign written or made up of individually applied letters that are appropriate in scale, colour and typeface to the building. Good general examples of fascia signage are shown in Figure 79, with inappropriate styles illustrated in Figure 80.



FIGURE 79. GOOD EXAMPLES OF TRADITIONAL FASCIA SIGNAGE

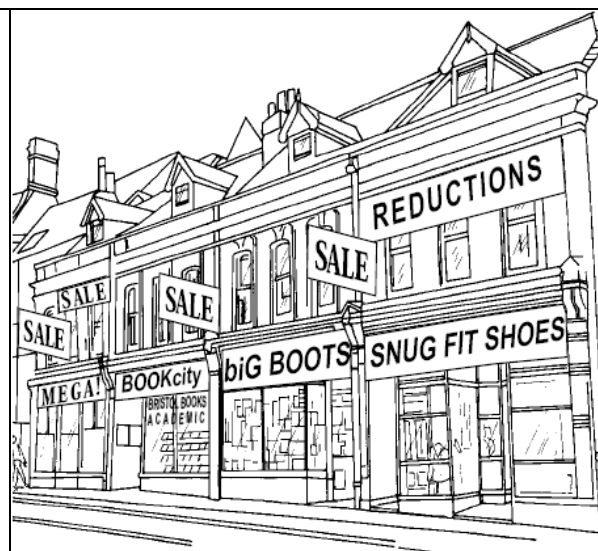


FIGURE 80. INAPPROPRIATE LARGE SCALE FASCIA SIGNAGE

Illumination should be an integrated element of the design and should not be used merely as a way of drawing attention to the advertisement. Projecting signs should only be illuminated where the type of business is likely to be open into the evening. In all cases the form of illumination should be discrete. Internal illumination in any form is inappropriate as it is out of character with historic buildings and areas.

Blinds

Blinds and canopies are designed to protect goods on display from the harmful effect of exposure to direct sunlight. They should be retractable to ensure that the fascia is not permanently obscured, with blind boxes incorporated into the overall shop front design. Permanent balloon canopies or Dutch blinds, which are out of character with an historic area, should be avoided. Figure 81 helps to illustrate this.



FIGURE 81. TRADITIONAL APPROPRIATE AND MODERN INAPPROPRIATE BLIND STYLES

Panes and Stallrisers

It is best to avoid large, plate glass windows within Conservation Areas. The design of the window subdivision should reflect the character of the building as a whole. For example, Victorian buildings are more suited to the use of several small panes. Placement of doors and recesses can also be used to successfully break up a large window area.

Stallrisers should be used to provide a visual break between the window and the street surface. The height of the stallriser is not fixed, but can be adjusted to suit the type of use for the retail outlet. Doors should be part glazed to match the height of the stallriser.

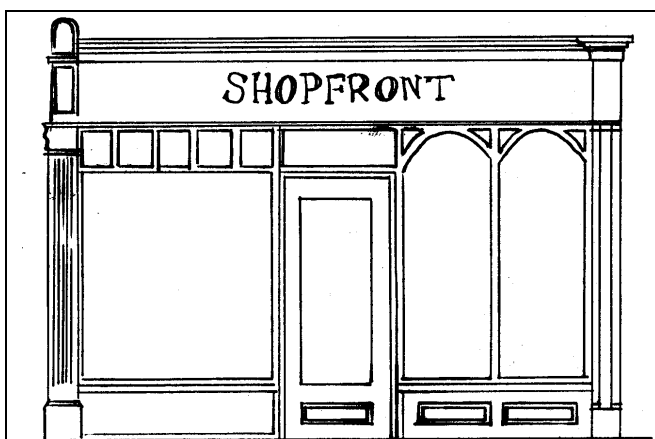


FIGURE 82. GOOD EXAMPLE OF TRADITIONAL STYLE PANES AND STALLRISERS

Traffic

Within Poulton-le-Fylde Conservation Area, there are numerous issues that could be considered as threats to the historic character and appearance. Among these threats is the volume of parked cars situated in the town centre, and also within residential streets. The problem is mainly seen on Station Road, Victoria Road, Park Road, and along Ball Street, and is illustrated in Figures 83 - 88. These Figures show the high level of parking that leads to single lane roads with few areas available for passing, resulting in potentially dangerous traffic problems. Consequently, in order to remove this danger, as well as the temptation of converting front gardens and boundary walls into off-street parking, the area would benefit from the development of alternative parking options.



FIGURE 83. HEAVILY VEHICLE PARKED STATION ROAD



FIGURE 84. STATION ROAD



FIGURE 85. VICTORIA ROAD



FIGURE 86. PARK ROAD



FIGURE 87. PROBLEMS WITH PARKING ON BALL STREET



FIGURE 88. BALL STREET/TITHEBARN STREET

UPVC

Another issue that is increasing in threat rapidly within the Conservation Area is the appearance of uPVC windows and doors. Within Conservation Areas, timber should be encouraged in all situations.

PVC contains fossil fuels. In order to retain life on Earth as it currently stands, global CO₂ emissions need to be cut by 60%-80% of current levels (Environment & Heritage Service, 2007). In order to achieve this, the use of fossil fuels has to be drastically reduced. One simple way to do this, therefore, would be to prevent the use of uPVC in windows and doors within buildings. UPVC also cannot be reused or recycled and so causes a waste issue at the end of its lifecycle. There have also been studies completed to show that uPVC emits fumes as it degrades, which in turn can cause poor health. It for reason such as this that uPVC is banned in many parts of the world.

PVC lasts for a maximum of 30 years before either the rubber seals degrade, the plastic chalks, yellows and bends, or the double-glazing itself perishes (Environment & Heritage Service, 2007). As well as this, because of all the different companies selling uPVC, the varied types of components available and constant uPVC modifications to windows and doors, householders can often find it difficult to find replacement parts. Unlike timber windows, it's not possible to cut the broken bit out and mould a replacement part in uPVC (Environment & Heritage Service, 2007).

Common reasons given for replacing windows are that they are draughty or rotten, or that they stick or cannot be opened (Environment & Heritage Service, 2007). An

experienced joiner can rectify all of these problems, and serious consideration should always be given to conservation of existing windows rather than complete replacement: not only for aesthetic reasons but also economic.

The question that is most commonly asked with regard to wooden windows is in relation to draft proofing (Environment & Heritage Service, 2007). Common perception appears to be that wooden windows are considerably drafty. However, what is not normally considered is that wood is a better insulator than uPVC, and also that the same draft stripping is used in wood as in uPVC (Environment & Heritage Service, 2007). Well-fitted wooden windows that let in a certain amount of air, work in the same way as sealed up windows that use in-built, and obligatory, air regulation vents to allow the room to breathe i.e. draft-proofing can be overdone (Environment & Heritage Service, 2007). Ventilation is an important part of a building, without it problems begin generally in the form of poor indoor air quality and increased condensation. Issues can also arise in relation to buildings that have gas appliances fitted.

Another factor that should also be taken into consideration is the influence that timber windows can have on the worth of a property, in that although timber windows may be more expensive in the short term, they generally have a positive effect on the overall value of a property, whereas uPVC can tend to have a more negative financial impact on a building within a traditional area.

Within Poulton-le-Fylde Conservation Area, more and more timber sash and casement windows are being replaced with uPVC. UPVC is a modern material, and as such should be discouraged as inappropriate and incongruous within Conservation Areas as standard. Timber is a traditional material and consequently should be promoted in all circumstances. Good examples where timber sash and casement windows remain in situ are illustrated in Figures 89 and 90. Figure 91 shows an appropriate replacement timber sash and casement window, while Figure 92 illustrates inappropriate modern mock sash and casement uPVC windows.



FIGURE 89. TRADITIONAL TIMBER SASH AND CASEMENT WINDOWS



FIGURE 90. TIMBER SASH AND CASEMENT WINDOW WITH "BULLSEYE" STYLE GLASS PANES



FIGURE 91. EXAMPLE OF REPLACEMENT TIMBER SASH AND CASEMENT WINDOW



FIGURE 92. EXAMPLE OF INAPPROPRIATE MODERN UPVC WINDOWS

Satellite Dishes

A third threat to the character and appearance of Poulton-le-Fylde Conservation Area is the increasing appearance of Satellite dishes on the front elevation of properties. What is often an unknown fact is that the siting of a satellite dish on the chimneystack or on the roof slope or elevation fronting the road requires Planning Permission from the Council. This does not mean, however, that satellite dishes are prohibited within

a Conservation Area, they are simply encouraged to be placed out of view, on the rear of properties if feasible. Examples where satellite dishes have been placed on front elevations are illustrated in Figures 93 and 94. This is likely to be the result of being unaware of the rules that surround Conservation Areas. Appendix 7.5 details the effect of Conservation Area designation.



FIGURE 93. EXAMPLE OF SATELLITE DISH ON FRONT ELEVATION

FIGURE 94. EXAMPLE OF SATELLITE DISH ON FRONT ELEVATION

Roof Slates

It is also an increasing trend for original Welsh grey slates to be replaced with modern equivalents. Unfortunately however, these modern equivalents have a negative effect on the character and appearance of the Conservation Area as they reflect light to a higher extent than the original slates would have done. This also results in a miss-match of slates on rows of terraced properties and on semi-detached buildings, with detrimental effects on the appearance of the Conservation Area.



FIGURE 95. ORIGINAL WELSH SLATES



FIGURE 96. MODERN SHINY EQUIVALENT SLATES

Redevelopment of Existing Buildings

The buildings within the Conservation Area are constantly evolving to keep up with modern requirements and trends. Although this is not discouraged, it is essential for the character and appearance of the Conservation Area, that any changes or alterations to buildings are completed with respect for the historic surroundings. One such example where this has not happened to the detriment of the Conservation Area is the site of the former Queens Hotel, now Berkeley Court. Planning permission was granted for demolition of the Queens Hotel, a Victorian public house, in favour of erection of 19 modern apartments in June 2005. This new building does not contribute to character, nor does it respect the historical design of existing buildings within the Conservation Area, as can be seen in Figures 97 and 98.



FIGURE 97. BERKELEY COURT DEVELOPMENT



FIGURE 98. BERKELEY COURT

6 Opportunities, Enhancements and Improvements

6.1 Opportunities

There are a number of areas within Poulton-le-Fylde Conservation Area that could be considered as opportunities for future enhancement. These are as follows:

1) The Market Place

This area exhibits the remnants of at least two regeneration schemes, and so lacks harmony and consistency. It would benefit from a new scheme to enhance the public realm, possibly including proposals to light up important features such as the Market Cross or the Stocks.

The area would also benefit greatly from investment to improve both commercial and residential properties. This could provide a valuable opportunity to emphasise and restore the physical history of the shop frontages, as well as stimulate businesses and consumer confidence.

The town centre area would also possibly be enhanced by a widened pedestrian area, e.g. spread out to include Tithebarn Street and Ball Street, in order to remove a percentage of the high volume of vehicles that travel through the Conservation Area.

2) Vicarage Park and Jean Stansfield Park

Funding is available for the provision of new play equipment and a youth shelter. Definitive proposals will be put forward for consultation in 2008. These proposals will include improved public toilets.

3) Public Realm

Wyre Borough Council's Environmental Design Team is currently compiling proposals for the renewal of street furniture within Poulton-le-Fylde Conservation Area. The Conservation Officer has and will continue to be involved in this project to ensure that the proposed new street furniture is suitable for its historic surroundings. This will include new street lighting where appropriate.

4) The Teanlowe Centre

There is significant scope for the proposed renewal / redevelopment of this shopping centre to enhance the Conservation Area.

6.2 Recommendations for Enhancements and Improvements

Recent and Future Development

This Conservation Area Appraisal will allow stronger controls for the Development Control section within Planning, to use against inappropriate alterations and development. This Appraisal is also intended to be used as a guide for any future developments within the area, to ensure appropriateness in relation to the context of the Conservation Area. This should result in an improvement of development design. This should also ensure that property developers would not be permitted to demolish buildings of significant character within the Conservation Area with the purpose of rebuilding in an inappropriate style, design or material.

Repairs and Alterations to Buildings

The aim of designating a Conservation Area is to attempt to preserve and enhance its historic value. In order to do this, the following proposals are to be implemented:

- Design Guidance and Advisory Leaflets

These will provide advice for owners and residents illustrating how the Conservation Area affects them and their property. They will:

- Include an up-to-date map of the Conservation Area boundary, including the location of Listed Buildings; and
- Ensure the continued preservation and enhancement of the character and appearance of the Conservation Area by advising on appropriate materials, repairs and alterations to buildings.

Traffic

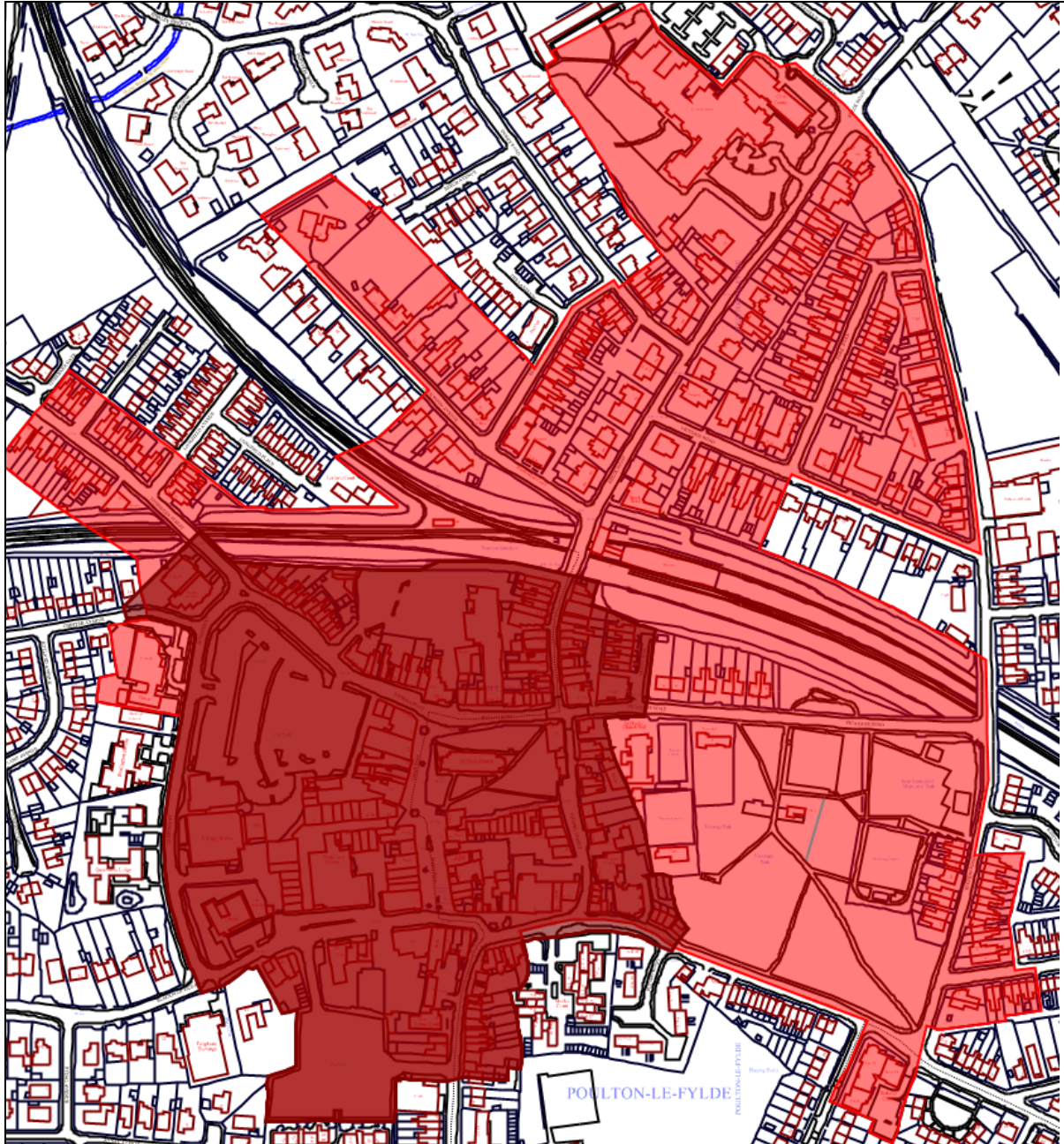
Provision of additional parking options within the Conservation Area would reduce the risk that gardens will be converted into private driveways, and consequently proposals to allow more parking facilities within the area should be produced. There are also a number of areas that would benefit from pelican crossings for pedestrian safety and this should be researched further. Possibly locations could include outside the Civic Centre and / or the entrance to Ball Street at The Thatched House.

The Street Scene

High quality traditional shopfronts add to the character of the Conservation Area, and where these currently exist, support needs to be given to ensure their retention. A shop front design guide would aid this process.

6.3 Possible Boundary Changes

The Conservation Area boundary was first designated in Poulton-le-Fylde in 1979, however this boundary was reviewed and redrawn in 2000. Both of these areas are shown in Figure 99.



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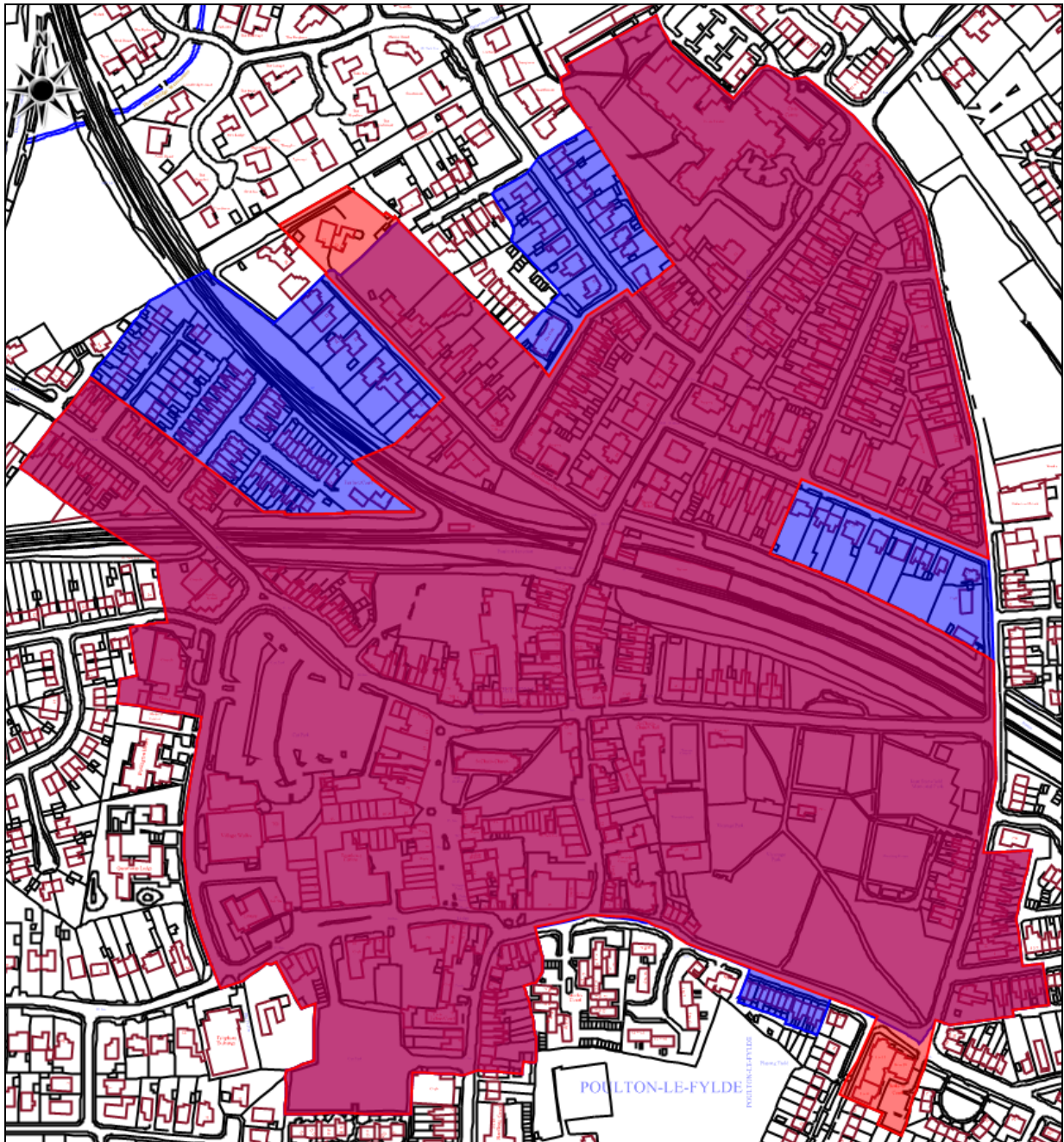
FIGURE 99. PREVIOUS 1979 AND CURRENT CONSERVATION AREA BOUNDARY

The initial informal consultation with Poulton-le-Fylde community has led to the following areas being suggested for inclusion within the Conservation Area boundary, and can be seen in Figure 100 illustrated in blue.

- Numbers 17 – 35 Victoria Road (odd);
- The Hall and Guide Hut on Station Road;
- 22 – 44 Higher Green (even);
- 1 – 21 Tithebarn Place;
- 1 – 17 Longfield Avenue (odd);
- 4 – 28 Longfield Avenue (even);
- 1 – 20 Longfield Place;
- 1 – 10 Fairfield Court;
- 10 – 24 Lockwood Avenue (even);
- 2 Elletson Street (The Club);
- 10 – 22 Derby Road (even); and
- 9 – 25 Derby Road (odd).

These properties appear to be the same period as the existing properties within the Conservation Area boundary and it was thought important for these to be included within an extended boundary area. It seems inconsistent that Victoria Road was not included in the previous extension in 2000, as the buildings within the street all seem to be of a similar design and style.

It was also suggested that the boundary should be altered to exclude Berkeley Court and 25 and 27 Lockwood Avenue. Berkeley Court was previously the site of the Queens Hotel, as previously discussed in section 5.2, regarding Issues and Threats to the area. Numbers 25 and 27 Lockwood Avenue are of modern design and build and consequently it seems inconsistent that they are included within the current Conservation Area. These suggested reductions to the boundary are also shown in Figure 100, illustrated by the red areas to the southeast and northwest.



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FIGURE 100. SUGGESTED ALTERATIONS TO POULTON-LE-FYLDE CONSERVATION AREA BOUNDARY

7 Appendices

7.1 Saint John's School – Childrens' Comments on the Conservation Area

The views of some of the pupils from St. John's Catholic Primary School

- Planning Permission should be required for buildings that have special features for example the Thatched House and for buildings within the central area of Poulton;
- The trees in Poulton are good and if they have to be cut down the children would like to see new trees planted;
- It would be nice to light up some of the buildings and features in Poulton. For example have spotlights / floodlights / uplighters on the stocks, whipping post and fish slabs to make them stand out at night;
- Improve the station; the Teanlowe Centre and Village Walks – have more appealing shop fronts – proper shop signs that are in keeping with the traditions of the town rather than having gaudy plastic signs;
- Improve the toilets so that people feel comfortable using them, give them some character;
- Have a designated area for exercising dogs so that they don't foul up the parks;
- Have dog wardens to ensure that dog owners clear up after their pets;
- Don't allow property developers to buy houses with character and knock them down and replace them with unsuitable buildings e.g. buildings that will attract unsuitable people;
- Have netball posts in parks because most if not all the local schools play netball;
- There are too many cars in the town centre;
- Have an animal sanctuary for lost pets;
- Improve the street lighting as some lights do not work;
- Improve the sports centre and swimming pool, it is not a building to be proud of;
- Have speaking cameras to tell people to pick up their litter and stop making a nuisance of themselves (vandalising places, etc);
- Have a pelican crossing by the Civic Centre;
- Empty shops are unsightly – perhaps you could reduce the rates to encourage people to set up a business; and
- Parks with football and rugby posts.

7.2 Poulton-le-Fylde Conservation Area and Management Plan Questionnaire



Poulton-le-Fylde Conservation Area Appraisal and Management Plan

Poulton-le-Fylde Conservation Area was designated 'an area of special architectural or historic interest, the character or appearance of which it is desirable to preserve or enhance' in 1972.

The special character of Conservation Areas does not come from the quality of their buildings alone, but also:

- The historic layout of roads, paths and boundaries;
- Characteristic building and paving materials;
- The particular 'mix' of building uses;
- Key views and vistas;
- Public and private spaces such as gardens, parks and greens;
- Trees; and
- Street furniture.

The emphasis within Conservation Areas is on ensuring local character is strengthened, not diminished, by change. Sensitive management of change is essential since applications for planning permission must still be determined on their planning merits, following national guidance and policy.

For the designation of Conservation Areas to be effective, it is important that their special qualities and local distinctiveness, as well as their value to the local community, are determined.

A clear, comprehensive appraisal of the character of a Conservation Area provides a sound basis for development control and for developing initiatives to improve the area. Furthermore, where a formal Conservation Area Appraisal has been adopted by the Local Authority, it will be taken into account by the First Secretary of State in considering related planning appeals.

The Conservation Area Appraisal should provide the basis for developing management proposals for the Conservation Area. The proposals should take the form of a mid- to long-term strategy, setting objectives for addressing the issues and recommendations for action arising from the appraisal. Government and English Heritage guidance states that a distinction should be made between the Appraisal and Management Plan, though they may form part of the same document.

The sorts of objectives which we are considering for inclusion in the Management Plan are set out below. We would value your opinions on them.

7.3 Full Listed Building Descriptions and Map Showing Locations

Church of St Chad

“Church, mainly mid-C18. Stone, with slate roof. Substantially Georgian with early C17 tower, and apsidal chancel of 1868. Castellated west tower of coursed roughly-dressed stone, with diagonal buttresses at west corners, angled buttresses at east corners, 4 small corner pinnacles (1923), paired round-headed belfry louvres on all 4 sides, and clock-face with circular moulded surround beneath belfry on north and south sides. Wide nave of coursed dressed stone, with low-pitched roof, the ridge meeting the tower at its northeast corner. Large round-headed windows standing on stringcourse, with plain architraves and Y-tracery, 4 on north side, 3 on south side. No porch, but 2 doorways on south side, with Tuscan columns, triglyphs and triangular pediments, that on the right (entry to Fleetwood family vault) has carved corbels carrying the pediment and is dated 1699; one doorway on north side with plain rectangular surround; a bullseye window over each door. Apse of 1868 in Romanesque style with 3 pairs of round-headed windows. Interior: essentially an auditorium, with 3-sided gallery (1751) on Tuscan columns, approached by fine staircase in north-west corner. Southwest corner contains, as a screen, part of the family pew of the Rigbys of Layton Hall, the door having raised lettering "AR 1636" and a carved goat's head. Pulpit incorporates carved panels of probably early C17. Hatchments of Hesketh and Fleetwood families hang upon walls; and there are important wall monuments and tablets principally to members of the Hull and Hesketh families. (Porter, History of the Fylde, 1876, pp. 192-203).”

2 Market Place

“House and shop, possibly late C17 or early C18, now shop, standing on edge of churchyard, gable end to Market Place. Rendered brick with graded slate roof. Originally 3 bays, now much altered inside. 2 storeys. Ground floor shop front, 1st floor window with stone sill and splayed stone head, now fitted with modern frame. On north sidewall, front bay has one window on each floor with stone sill and splayed stone head; centre bay has 2 small windows, the lower of 2 lights; back bay has small square window on ground floor, large 2-light casement above. Rear gable wall has 3 small blocked windows, 2 below and one above. Interior: loft contains, between 2nd and 3rd bays, one complete roof truss, blades crossed at the ridge, with curved collar lap-jointed and pegged, and raking queen strut to tie at 1st floor ceiling

level; and 2 trenched purlins on each side, the lower on the north side with one curved windbrace rising to the principal. Other heavy timbers are visible. There is a farmer chimney stack, with 2 flues, offset to north side of ridge between 1st and 2nd bays.”

25, 27, 29 and 31 Market Place

“House, later C18 or early C19 with a staircase of late C17, now shop and offices. Brick in Flemish bond, with stone dressings and slate roof with red ridging tiles. Double-pile plan with gable chimneystacks. 5 storeys and. 5 bays; 1st floor has sashed windows with glazing bars, stone sills, splayed stone heads; 2nd floor has similar but smaller windows under stone cornice. Ground floor altered for shop and office windows, but 4th bay has doorcase with architrave composed of Ionic columns, plain frieze and cornice, and recessed round-headed doorway with glazed fanlight. Interior contains fine dog-leg staircase of late C17 type, with panelled pillar newels, massive strings, turned balusters and moulded handrail, which may survive from Sir Alexander Rigby's house of 1693 (Porter, History of the Fylde, 1876, p.203).”

Fish Stones, Market Place

“Fish Stones GV II Fish stones on north side of Market Cross, date uncertain, consisting of rectangular table of 2 stone slabs raised on stone slab legs.”

Market Cross, Market Place

“Market cross, probably, C17 (Fleetwood-Hesketh Lancashire Architectural Guide 1955 p.166). Stone. Tuscan column of 3 tapered stone cylinders with square cornice and ball finial surmounted by a cross, raised on square pedestal with panelled faces, standing on wide circular plinth of 4 steps.”

Stocks, Market Place

“Stocks, south side of market cross, date uncertain. Pair of short rectangular stone pillars, the inner faces having slots hewn to house a pair of raised wooden stock beams with 2 pairs of leg-holes; these have been replaced several times, and the whole structure was temporarily removed in the 1930s.”

Whipping Post, Market Place

“Whipping Post, north side of Fish Stones, date uncertain. Stone column with square cornice and ball finial.”

K6 Telephone Kiosk outside HSBC Bank, Market Place

“K6 Telephone Kiosk O/S Midland Bank GV II Telephone kiosk. Type K6. Designed 1935 by Sir Giles Gilbert Scott. Made by various contractors. Cast iron. Square kiosk with domed roof. Unperforated crowns to top panels and margin glazing to windows and door.”

4, 6 and 10 Queen Square

“Town house, mid-C18. Brick, now rendered, with stone cornice gutter and slate roof. Double-pile plan, 3 storeys, 5 symmetrical bays; tall windows with glazing bars and casements on 1st floor, similar but lower windows on 2nd floor. House is set back between adjoining buildings on each side, its ground floor now incorporated in 2 shops extending over originally open area to the front, but original entrance survives with attached stone doorcase of Doric pilasters and open pediment, and semi-circular fanlight with radiating glazing bars. Interior has fine C18 dogleg staircase through 3 floors, with open string, carved brackets, turned balusters and column newels with ball pendants.”

1 Vicarage Road

“Former Poulton Savings Bank, dated 1839, now office. Brick with stone dressings and concrete tile roof. Symmetrical, 2 storeys. The detail is Tudor. Stone doorway with depressed arched head, moulded jambs and hoodmould, containing part-glazed door and radiating fanlight; on each side of door one 2-light sashed window with stone sill and prominent hoodmould; 3 similar windows on 1st floor and one on each floor of gables. Gables have plain barge-boards with finials at the apex. Stone plaque in right gable with incised lettering: "POULTON SAVINGS BANK 1839". Purpose-built accommodation for a social institution typical of the period.”

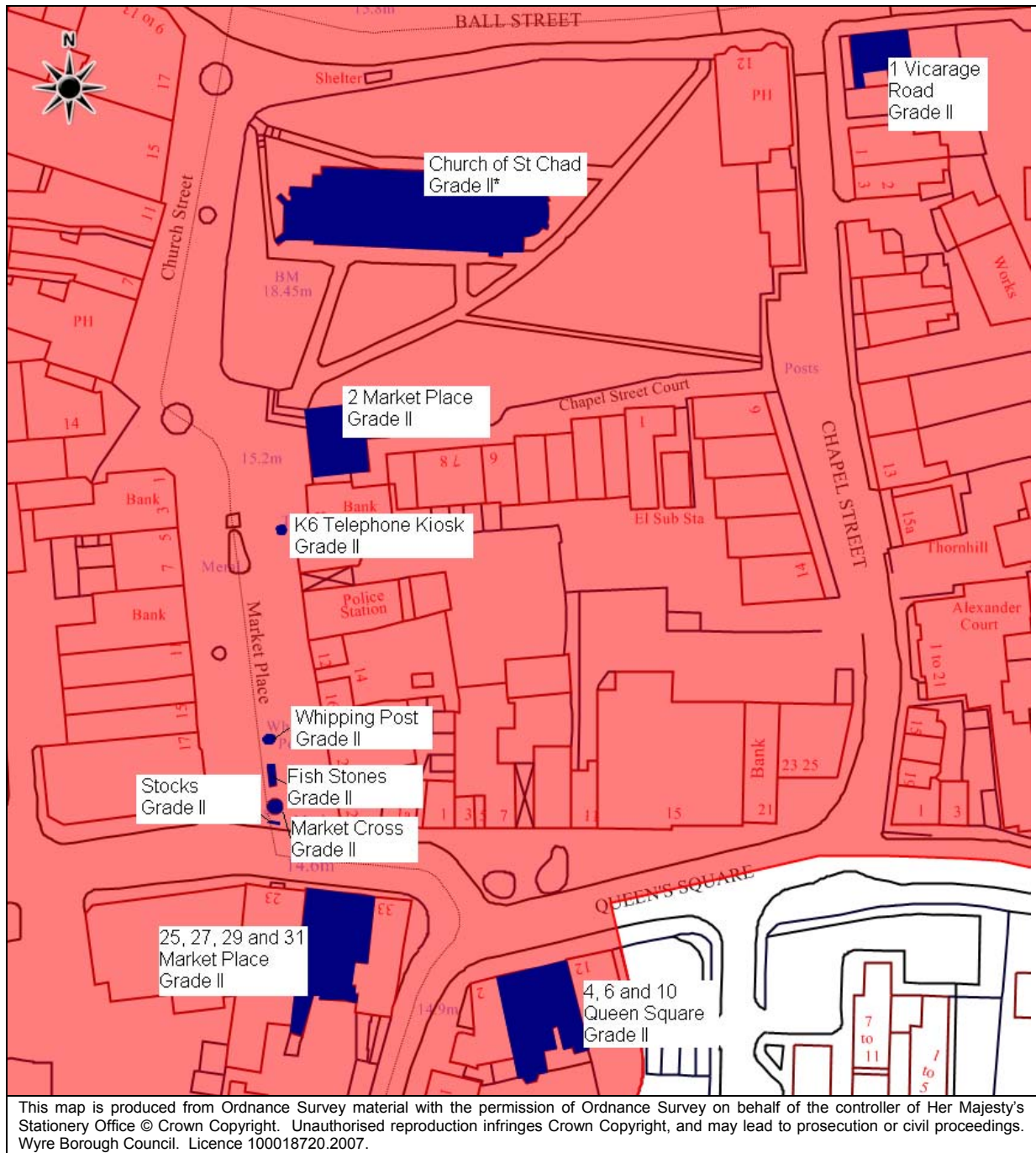


FIGURE 101. MAP ILLUSTRATING POSITION OF LISTED BUILDINGS IN LOCATION WITHIN THE CA BOUNDARY

7.4 Aerial Photos of the Conservation Area (2000)



FIGURE 102. AERIAL PHOTOGRAPH OF POULTON-LE-FYLDE



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FIGURE 103. AERIAL PHOTO OF POULTON-LE-FYLDE ILLUSTRATING THE LOCATION OF THE CA BOUNDARY

7.5 Effects of Conservation Area Designation

Conservation Area Designation

Conservation Area designation helps to protect an area's special architectural or historic interest by providing:

- The basis for policies designed to preserve or enhance all aspects of the character or appearance of an area that define its special architectural or historic interest;
- Control over the demolition of unlisted buildings and works to trees within a Conservation Area;
- Stricter planning controls within a Conservation Area; and
- Introducing a statutory requirement for the local Planning Authority to consider the impact of a proposed development upon the character or appearance of a Conservation Area.

The emphasis within Conservation Areas is on ensuring local character is strengthened, not diminished, by change. Sensitive management of change is essential rather than no change at all, and applications for planning permission must still be determined on their planning merits.

Conservation Area Consent is required for the total or substantial demolition (see note 1) of any unlisted building in a conservation area, subject to exceptions including:

- a) any building with a total cubic content not exceeding 115 cubic metres, using external measurements, or any part of such a building; and
- b) any gate, wall, fence, or other such structure which is less than 1 metre high where abutting on a highway (including a public footpath or bridleway), waterway or open space, or less than 2 metres high in any other case; unless an Article 4(2) direction is in place (see note 2).

Notes:

1. Examples of substantial demolition include the following:
 - a) Works which amount to a clearing of the site for redevelopment;
 - b) Works comprising demolition falling short of complete destruction of a building such as demolition behind a retained façade;
 - c) Any demolition of a principal external wall or roof of the building on any elevation.

2. Please note that some minor proposals which may involve demolition, for example the removal of boundary walls, doors and windows, can require an application for planning permission. This will be the case where the Council as the local planning authority, has introduced an Article 4(2) direction. This is a special form of planning control which the Council can introduce to remove permitted development rights in order to prevent the loss of architectural features. If in any doubt, it is advisable to check with the Council whether you require permission.

Fees and Penalties

There is no fee for Conservation Area Consent.

Failure to obtain Conservation Area Consent before demolishing a building in a conservation area is an offence which may result in a fine or term of imprisonment, or both, the level of fine being related particularly to the likely financial benefit of such work.

Where works have been undertaken without Conservation Area Consent, the Council can also serve an Enforcement Notice, specifying action intended to preserve the character and appearance of the conservation area.

Satellite Dishes

The siting of a satellite dish on the chimney stack or on the roof slope or elevation fronting the road requires Planning Permission from the Council. This does not mean, however, that satellite dishes are prohibited in a Conservation Area.

Roof Alterations

Alterations to roofs and cladding of buildings, proposals to change the profile of a roof, for example with the provision of a dormer window, and to clad a building with a different material, such as imitation stone, also require Planning Permission from the Council.

Wind Turbines

Planning Permission is required for all wind turbines placed anywhere on the roof where the house is within a Conservation Area. Listed Building Consent would be required in all cases for the erection of a wind turbine anywhere on a Listed Building.

Note: Conservation Area Consent is not needed for:

- Painting doors or windows; or
- Replacing doors or windows.

7.6 References

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Poulton-le-Fylde Management Plan

Wyre Borough Council

Adopted 28th April 2008



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1 Poulton-le-Fylde Management Plan

Action	Body Responsible	Deadline for Completion
1. Ensure new development preserves and / or enhances the character and / or appearance of the area	Conservation Officer	On-going
2. Ensure all new development carefully considered and only positive development permitted	Conservation Officer	On-going
3. Tree Preservation Orders where necessary	Tree Officer	On-going
4. Ensure all development respects the 'setting' and views of the Conservation Area	Conservation Officer	On-going
5. Production of Design Guidance and Advisory Leaflets	Conservation Officer	August 2008
6. Production of shopfront guidance	Conservation Officer	August 2008
6. Ensuring all alterations within Conservation Area are in line with design guidance and advisory leaflets	Local Community	On-going
7. Ensure street furniture is not vandalised	Local School	On-going
8. Potential Listing of Wyre Borough Council Civic Centre	Conservation Officer and English Heritage	July 2008
9. Further study into the appropriateness of Article 4 Directions	Conservation Officer	2009
10. Ensure proposals for Vicarage Park are appropriate for setting	Conservation Officer	On-going
11. Ensure proposals for Public Realm are appropriate for setting	Conservation Officer	On-going
12. Ensure Proposals for redevelopment of the Teanlowe Centre are appropriate	Conservation Officer	On-going
13. Alteration of Conservation Area Boundary plus further consultation	Conservation Officer	October 2008
14. Review of Conservation Area Appraisal	Conservation Officer	2013
15. Review of Management Plan	Conservation Officer	2009

2 Legislative Background

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

- Small agricultural market town of Victorian roots
- Conservation Area boundary covers the main conurbation centre
- Occupies slightly elevated site, in otherwise low lying, level topography
- Village initially nucleated plan, and this has continued, though now more widespread
- Historic core now surrounded by modern residential developments

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

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

3 Statutory Controls

Designation as a Conservation Area brings with it a degree of additional statutory protection under planning legislation aimed at assisting the “preservation or enhancement” of the area. These controls include the need for Conservation Area consent for the demolition of any unlisted buildings, the need for planning consent for the installation of satellite dishes visible from the street, significantly reduced

“permitted development rights” for alterations and extensions to dwelling houses, restrictions on advertising, and 6 weeks written notice of works to trees not already protected by Tree Preservation Orders.

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

4 Erosion of Character and Additional Planning Controls

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

- The increasing roll out of corporate images on shop fronts
- The increasing use of uPVC in doors and windows in historic buildings and areas, resulting in the loss of original windows;
- The effect of traffic and problems with parking, possibly leading to conversion of gardens to off street parking
- The increase of properties with satellite dishes on the front elevation of the building
- Replacement of traditional Welsh slates with inappropriate substitutes;
- Any future redevelopment of existing buildings within the Conservation Area boundary;
- Any future development of open space in the Conservation Area, i.e. redevelopment of Jean Stansfield Park;
- The future redesign of street furniture within Market Place; and
- Possible further pedestrianisation of central Poulton.

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

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

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

Action 2: A suggestion will be made to English Heritage for the listing of the Wyre Borough Council Civic Centre.

5 Advertisements and Signage

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

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

6 Trees

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

Action 1: The Council will use Tree Preservation Orders wherever appropriate where a tree of high amenity value is considered to be under threat. These will include trees within and outside the area where they contribute to the setting of the Conservation Area or views identified in the Appraisal.

7 Setting and Views

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

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

8 The Public Realm and Enhancement

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

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

Action 2: The Conservation Officer will be highly involved in any proposals for the redesign of street furniture.

9 Monitoring and Review

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

- **Public Consultation:** The Appraisal and Management Plan will be subject to a period of public consultation and views expressed as part of that process will be considered when preparing the final draft for adoption. Consultation will include placing the documents on the Council website, in libraries and council offices, consultation with local amenity groups and residents associations where they exist, and providing hard copies on request. A letter advising of these arrangements will be delivered to all properties in the area by mail.
- **Boundary review:** The Council will extend / reduce the boundary of Poulton-le-Fylde Conservation Area as illustrated in the Appraisal, and continue to review it over time in accordance with Best Practice and guidance on the management of the historic environment produced by English Heritage.
- **Document review:** This management plan will be monitored on an annual basis in the light of the Local Development Framework and emerging government policy. A review should include the following:
 - i. A survey of the Conservation Area and its boundaries

- ii. An updated “heritage count” comprising a comprehensive photographic record.
- iii. An assessment of whether the management proposals detailed in this document have been acted upon, including proposed enhancements.
- iv. The production of a short report detailing the findings of the survey and proposed actions and amendments.
- v. Public consultation on the review findings, any proposed changes, and input into the final review.

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

This Management Plan will be reviewed annually.