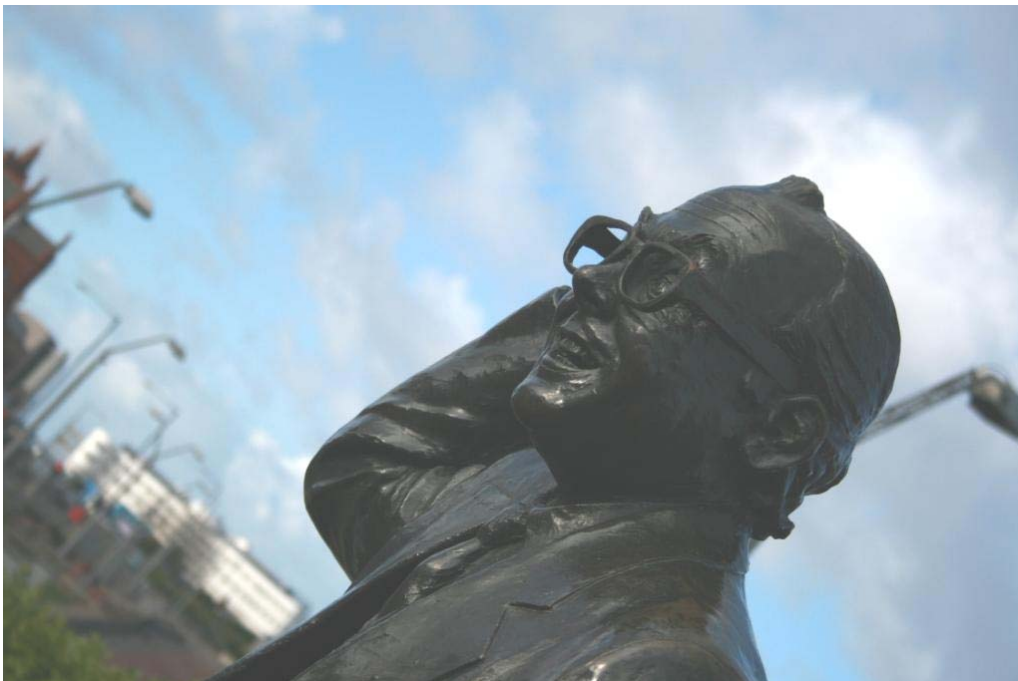


Morecambe Conservation Area Appraisal



Lancaster City Council
Planning Services

Adopted September 2008



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I. Introduction

The Definition and Purpose of Conservation Areas:

Conservation Areas were created under the Civic Amenities Act 1967 and over 9,000 have since been designated. Under Section 69 of the *Planning (Listed Buildings and Conservation Areas) Act 1990*, local planning authorities (LPAs) have a duty to designate as conservation areas any 'areas of special architectural or historic interest the character or appearance of which it is desirable to preserve or enhance'.

Morecambe Conservation Area was designated in June 2003 (see Appendix I). This Conservation Area incorporates the former Poulton Conservation Area which had been designated in 1991. The resulting Conservation Area comprises a wide range of historic structures, road layouts and streetscapes which tell the story of Morecambe's growth from its origins as a small fishing village into a bustling and popular seaside resort of

the nineteenth and twentieth centuries.

Conservation areas are diverse in size and character, but in general it is the quality and interest of the area that is of importance, rather than the individual buildings within it. Such designation gives the authority greater control over demolition, minor development, works to trees and advertisements in the conservation area. However, it also brings other responsibilities. Under the terms of the Act, LPAs have a duty from time to time to review the extent of designation, to designate further areas if appropriate, to bring forward proposals for the preservation and enhancement of conservation areas (with public consultation) and to pay special attention to the character or appearance of conservation areas in exercising their planning powers.

Designation also raises awareness of an area's special attributes and can foster pride in the locality.

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.

The purpose of this appraisal is to provide a firm basis on which proposals for development within the Morecambe Conservation Area can be assessed, through defining those key elements that contribute to the special historic and architectural character and which should be preserved. It supplements and provides clarity to policies contained in the Local Development Framework, primarily those relating to demolition and development within conservation areas and should be read in conjunction with the Core Strategy. It will therefore be a key document in maintaining character and promoting appropriate, sensitive proposals in the Conservation Area.

Other purposes include undertaking a review of the boundary in accordance with section 69(2) of the Act, which requires LPAs “from time to time to determine whether any further parts of the area should be designated”. The appraisal also highlights particular issues and some of the elements that

detract from the appearance or character of the Conservation Area. These provide the basis for potential future actions for improvement.

This appraisal is not intended to be a comprehensive plot by plot survey of the area. Therefore, the omission of a particular building or feature does not mean that it is of little or no interest. Rather, the appraisal aims to raise awareness of the special characteristics of the Conservation Area so that it continues to evolve and adapt to future needs, but in a manner sympathetic to its unique character.

2. Planning Policy Context

National and Regional Guidance

Government advice on the control of conservation areas and historic buildings is set out in *Planning Policy Guidance Note 15 – Planning and the Historic Environment* (PPG15). English Heritage has published guidance on conservation area appraisals and the management of conservation areas (February 2006).

The *Draft Regional Spatial Strategy for the North West and Joint Lancashire Structure Plan 2001-2016* policies also provide the general strategic policy context.

Lancaster Core Strategy and Local Development Framework (LDF)

The Council is well advanced with its Local Development Framework, the body of documents which is replacing the Lancaster District Local Plan under the Government's reformed development plan system.

The ke cornerstone of the LDF is the Core Strategy Development Plan Document (DPD) which sets out the Council's broad strategy for

conservation, linkages with other national policies and how these will be applied locally.

The Council's Core Strategy has recently been found sound by the Planning Inspectorate and was adopted in July 2008.

Overall Vision

The Core Strategy has an overall vision of '*a District which will lead the North West in its quality of life and design standards*' and a vision of Morecambe and Heysham as '*a confident community with a regenerated living, working and leisure environment*'

Design Policies

Policy SC5 identifies Morecambe Town Centre, Seafront and Approaches as areas where it is particularly important that new development is of a quality which reflects and enhances the positive qualities of its surroundings, results in an improved appearance where conditions are unsatisfactory, complements and enhances the public realm and, in high profile locations, creates landmark buildings of genuine and lasting architectural merit.

Regeneration Policies

Policy ER2 of the Core Strategy identifies Morecambe as the District's Regeneration Priority. It states that

*Central Morecambe is identified as a Regeneration Priority Area of sub-regional importance. Through tourism, housing renewal and **heritage led regeneration** Central Morecambe will be re-invented as a visitor destination drawing on its natural and **built heritage** and as an office and service centre with **restored historic townscape** and a revived housing market.*

Tourism Policies

Policy ER6 sets out the Council's tourism priorities. It states inter alia that the Council will promote and enhance tourism in the District by

Supporting the restoration of the Midland Hotel and Victoria Pavilion (Winter Gardens) as part of the creation of a quality leisure offer in Central Morecambe;

Environment Policies

Policy EI contains measures to safeguard the District's Environmental Capital including;

- Protecting and enhancing Conservation Areas;
- Using all practical means to make places more pleasant and liveable with more attractive streets and spaces;
- Ensuring that development in historic areas conserves and enhances their sense of place;
- In areas such as Poulton, seeking development of a quality which will raise standards and help to achieve a step change in their environmental quality and sense of place.

Saved Local Plan Policies

For the time being, most of the detailed policies within the *Lancaster District Local Plan 1996-2006* are still in use. The conservation policies have been saved and will remain in use until they have been incorporated into a Development Management Policies DPD, covering Development Control matters, including conservation areas.

There are five policies within the local plan which relate specifically to conservation areas. Further policies about the control of development

within Morecambe can also be found in the adopted local plan.

Conservation Areas and their surroundings

Policy E35

Development proposals which would adversely affect important views into and across a conservation area or lead to an unacceptable erosion of its historic form and layout, open spaces and townscape setting will not be permitted.

Policy E36

Planning permission to change the use of a building which makes a positive contribution to a conservation area will not be granted, if the change of use or alterations associated with it fail to preserve or enhance the character and appearance of that area.

Exceptions will only be made where:

- The alterations are essential to the well-being of the building; and
- Any damaging operations are kept to an absolute minimum.

Demolition

Policy E37

The total or substantial demolition, of an unlisted building will only be permitted where it does not make a positive contribution to the architectural or historic interest of a conservation area.

Exceptionally, within any conservation area, the total or substantial demolition of an unlisted building which makes a positive contribution to the conservation area will be permitted where the applicant can demonstrate conclusively that:

- Rehabilitation is impractical and reasonable efforts have been made to sustain existing uses or find viable new uses for the building and these have failed; or
- Redevelopment would produce substantial benefits for the community which would decisively outweigh the loss resulting from demolition.

Proposals to demolish any building within a conservation area will only be approved where detailed planning

permission has been given for a scheme of redevelopment which would preserve and enhance the conservation area including effective guarantees of early completion

character of the building and area.

Shop front and other alterations on commercial premises within conservation areas will only be permitted which are designed to a high standard and use materials appropriate to the surrounding area.

New Building in Conservation Areas

Policy E38

Development proposals within conservation areas will only be permitted where these reflect the scale and style of surrounding buildings and use complementary materials.

Alterations and Extensions

Policy E39

The alteration and/or extension of buildings within conservation areas will be permitted where:

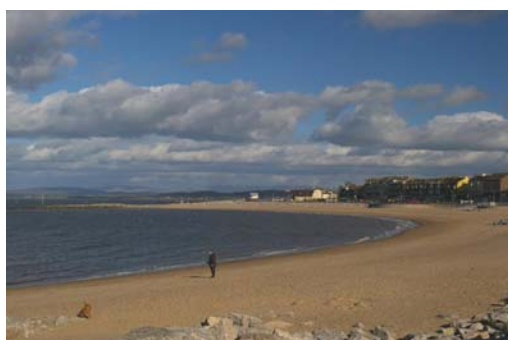
- The proposal will not result in the loss or alteration of features which contribute to the special character of the building and areas; and
- The design, scale, form, material and quality of the proposal is sympathetic to the

3. Summary of special interest

“Beauty Surrounds, Health Abounds”

(Morecambe motto)

Morecambe Conservation Area’s special character can be said to stem from its relationship with the Bay; from the early origins of Poulton-le-Sands as a fishing village, to the development of Morecambe as a popular holiday resort. In addition to agriculture, the Bay has driven the economy of the area, both in terms of its resources and its spectacular views. When people think of Morecambe, it is the backdrop of the Bay and the views of the Lake District beyond which spring to mind. Indeed, it is this view that Eric Morecambe famously found so appealing.



Morecambe Bay (looking east)

This spectacular setting has also impacted upon the architecture of the area. The historic village of Poulton can still be read through the road layout and buildings which remain, with Poulton Square at its heart, but this was focussed inland. However, with the arrival of the railway in the mid-nineteenth century, the buildings began to look to the sea.



The bowed windows of Craven Terrace

The architecture was designed to take advantage of the spectacular views. This is evident from the earliest waterfront buildings, such as Craven Terrace, with its bowed bay windows, the orientation of the Corner House Café with its corner windows, to the Art Deco Midland Hotel built on the shore line and designed to appear as a visiting ocean liner. This curved building with its convex side facing the Bay commands unobscured views.



The Midland Hotel

Much of Morecambe's character also stems from what is intangible, such as its fishing heritage and its historic associations with the stars of music hall and variety theatre. Even the positive air that Morecambe currently has about it now that its regeneration is well underway, with the restoration of the Midland Hotel providing the catalyst, contributes to the area's character.



Bring Me Sunshine

It is all of these things which help to define Morecambe Conservation Area's local distinctiveness and which are the qualities that make the area so unique.

Key characteristics:

This appraisal concludes that the most significant features of the Morecambe Conservation Area are:

- Its relationship with the Bay;
- The original Poulton Village layout and its seventeenth century buildings;
- The fishermen's cottages, such as those on Morecambe Street and Lord Street;
- The uncomplicated vernacular of the early nineteenth century cottages;
- The long terraces of nineteenth century boarding houses;
- Remnants of the resort's nineteenth century entertainment buildings: Winter Gardens (Victoria Pavilion);
- Art Deco heritage, including the Midland Hotel, the Woolworths and Hitchens buildings;
- Natural stone and cobble boundary walls; and
- Cobble and stone sett floorscapes.

Key Issues:

The appraisal concludes that the most important issues which threaten the special architectural and historic interest of the Morecambe Conservation Area are:

- Erosion and loss of historic features;
- Lack of maintenance;
- Poor quality shop fronts and signage;
- Poor quality public realm and streetscapes.

4. Assessment of special interest

4.1 Location and setting

Morecambe is situated on the south east of Morecambe Bay. It lies 5km north west of Lancaster and occupies a coastal ridge with Morecambe Bay to the north and low lying mosslands to the south (Lancashire County Council, p. 7).

The underlying solid geology of the area consists of Permo-Triassic sandstone. These are deeply masked by drift deposits and were consequently not exploited as a building stone. (Lancashire County Council, p. 7)

The modern town of Morecambe incorporates three distinct historic settlements, Poulton-le-Sands, Bare and Torrisholme. All were small discrete nucleations until the mid-nineteenth century. Morecambe is now one of the largest towns in the District with a population of c. 32,000.

Morecambe Conservation Area is located at the east end of the town, where its historical roots lie. There is

another, smaller, conservation area in the West End. The boundary of Morecambe Conservation Area follows that of the coast to the west, with its eastern boundary drawn to encompass the historic core, but exclude the twentieth century sprawl which has blurred the town's once definitive perimeter.

The Conservation Area is predominantly residential, combined with commercial functions, including retail and professional services, and several ecclesiastical buildings (see Appendix 12).

4.2 Historic development and archaeology

4.2.1 *Origins and historic development of the area*

Historic Poulton

What we know today as Morecambe developed out of the small fishing village of Poulton-le-Sands. Morecambe has now engulfed the three medieval settlements of Poulton, Bare and Torrisholme. However, it is possible to identify the square (Poulton Square) around which the settlement was centred. A stone arch is now all that remains on the site of Poulton Hall after the building was demolished in 1932. The site is now an area of public open space, with the arch at its centre. There is uncertainty about the date of the last Poulton Hall, but it is likely to have been built on the site of an earlier, medieval, manor [Appendices 2-7].



The Poulton Arch

The main route to Lancaster ran from the square and followed the line of the roads known today as Raby Street and Thornton Road, but which were previously known as Old Lancaster Road. The oldest surviving buildings are located in this area: the grade II listed Raby Farmhouse, or Park Farmhouse, being the oldest extant building (1685).



Park Farmhouse

There is evidence at no. 4 Poulton Square that what appears externally to be a nineteenth century building, yields evidence internally of a much older building. The cobble walls, roof trusses and attic window of this grade II listed building appear to date from the seventeenth century.



4 Poulton Square (double fronted cottage)

In the nineteenth century, other than farming, the principal occupation of Poulton's inhabitants was fishing. There are a number of fishermen's cottages of the mid-nineteenth century on both Morecambe Street and Lord Street.



Fishermen's Cottages, Morecambe Street & Oldham Street

Poulton the resort

Contrary to popular belief, Poulton actually began to develop as a visitor attraction prior to the arrival of the railway. It is in the 1820s that references are first made to people from Lancaster going to Poulton to

bathe. At that time, it appeared to be competing locally with Heysham and Sunderland Point as a bathing spot for Lancaster's inhabitants. Yachting regattas were held there and a steamboat service from Ulverston to Liverpool began to stop there in 1835. By 1838, the steamboat was basing itself there for the season (Lancashire County Council, pp. 1-2).

In 1834, the Lancaster Gazette described Poulton as a distinguished watering place that was "overflowing with company". In 1851, Poulton was considered to be a "fashionable watering place, on the shore of Morecambe Bay". (Lancashire County Council, p. 2))

The arrival of the railway

It was the arrival of the railway at Poulton in 1848 which made Poulton's rapid expansion as a resort possible, however. The line was owned by the North Western Railway Company (L&NWR), and the first station was constructed at the end of Northumberland Street. Another line from Hest Bank was opened in 1861. Initially this station was at Poulton Lane but was later replaced by a

station at Euston Road (formerly Taylor Street) [Appendix 5]. In 1907, the grand Promenade Railway Station (now The Platform) replaced the Northumberland Street station (Lancashire County Council, p.14) [Appendix 6].

Once the railway appeared, in the mid-nineteenth century, the resort became very popular with the mill workers of Lancashire and West Yorkshire, who were entitled to take holidays for the first time. The resort's popularity with the mill workers from these areas resulted in Morecambe's nickname, Bradford-by-the-Sea, though used more commonly in relation to the West End, and some of the street names: Skipton Street and Oldham Street..

The earliest houses and guest houses to appear along the waterfront were those on Morecambe Terrace, erected between 1824 and 1847 (most of these are now grade II listed). Other early eighteenth century houses include Craven Terrace (grade II listed), named after the Craven Banking Company that provided the funding for the Stone Jetty and no. 223 Marine Road Central (known as

The Rock Shop), which was later to be used as the vicarage for St Laurence's Church. These were followed by West View Terrace. Set back from the front, but still orientated to take advantage of the views, was the Corner House Café (10 Northumberland Street).



Rock Shop & Corner House Café

The Rock Shop and Craven Terrace appear on the 1850 building land plan, and all of them appear on Gorton's 1868 map [Appendices 3 & 4]. These properties also appear to have had front gardens. Most of these buildings survive, though the majority of West View Terrace has been lost [Appendix 13]. However, it is still possible to identify remaining gable features.



Last remaining features of West View Terrace

The need for guesthouses

The arrival of the railway introduced the need for guesthouses. Between the 1860s and 80s, orderly ribbons of terraces sprung up. The waterfront terraces had largely been constructed by 1864, apart from Eidsforth Terrace. The streets leading inland such as Clarence Street, Green Street, Pedder Street, Northumberland Street and Skipton Street had largely been fully developed by the late 1880s [Appendix 5].



Skipton Street (towards the Bay)

By the 1880s the name Morecambe was in common usage for the resort. The name Morecambe is believed to derive from the Roman 'Mwr Cwn' meaning great hollow or bay. However, the town's name was clearly taken from the surrounding bay. It is thought that the Morecambe Bay Railway and Harbour development, which was established through statute in 1846, dropped the Bay from the name of the company and Morecambe became the name of the harbour. However, it has been argued that Morecambe was put forward as an appropriate name for this resort in the 1860s (Lancashire County Council, p. 12). Indeed, Gorton's 1864 map is entitled, 'A New Map of Poulton and Morecambe'.

Morecambe Harbour

In conjunction with the railway, Morecambe's harbour at the site of the existing Stone Jetty was constructed in 1851.



Stone Jetty Lighthouse & Station

Not only did this open up trading links between England and Ireland, but it also provided passenger ferries. When Heysham Harbour's emergence in 1904 brought about the decline of Morecambe Harbour, a ship breaking firm made use of the site. Messrs T.W. Ward of Sheffield was a substantial employer in the area. The noise, smell and level of activity which this major industry would have undoubtedly created have all but vanished from the area. The Stone Jetty is all that survives, with its stone steps and iron rings for attaching hawsers on its eastern wall (Lancashire County Council, p. 27). Fascinating footage of the Promenade Harbour dating from 1902 can be found on the website YouTube (<http://uk.youtube.com/watch?v=SyZu6ZoD5Os&feature=related>) .

Morecambe entertainment

A large number of grand, prominent buildings were constructed along the waterfront at the end of the nineteenth century.

One of the earliest and largest entertainment buildings was the People's Palace (1878) on Marine Road Central which was a large indoor entertainment pavilion adjoining the existing baths from which Bath Street and the Bath Hotel took their name. It took the form of an Italianate style red brick building designed by Waugh and Issott. The building had the largest span roof in the north of England at the end of the nineteenth century. The building no longer stands, having been demolished in 1982. However, its neighbouring Victoria Pavilion Theatre and Music Hall, by Mangnall and Littlewood, dates from 1897. This building survives and is listed grade II*. This is one of the finest and most attractive of Morecambe's late nineteenth century boom in entertainment buildings. The terracotta façade is in the Renaissance style with lavish oriental detailing. The building is now commonly known as The Winter Gardens. However, the

Victoria Pavilion was just one part of the Winter Gardens complex. The former Victoria Pavilion is now owned by the Morecambe Winter Gardens Preservation Trust Ltd who are currently raising money to restore the building and bring it back to its former glory.



The Winter Gardens

Morecambe continued to develop at a rapid rate at the end of the nineteenth century and into the middle of the twentieth century.

The Town Council

Morecambe received borough status in 1902. The newly formed Council met that year in the terracotta faced Albert Hall (1895), a now grossly altered building, to discuss such municipal issues as health and housing.



Albert Hall today

As a result, recreational facilities appeared, such as public baths, promenades, pleasure boats and excursion steamers and gardens, as well as the important infrastructure of new roads and schools.

The inter-war years

Even during the inter-war years the town continued to flourish. During the 1930s, Morecambe developed a rich and remarkable Art Deco heritage, many examples of which remain.



The newly restored Midland Hotel

The restoration of Oliver Hill's grade II* Midland Hotel has recently been completed. This building was commissioned by the London, Midland and Scottish (LMS) Railway Hotel Services in 1932 to replace the earlier Midland Hotel which had been built at the same time as the railway but which had begun to look tired. The Art Deco Midland Hotel, which resembles an ocean liner, is seen as an indicator of Morecambe's changing fortunes. Until several years ago, this building was derelict, fast deteriorating, with an uncertain future. The tide has turned however, and having received large amounts of both public and private investment, this building is now acting

as a catalyst for the regeneration of Morecambe.

Hill's Midland Hotel was opened in June 1933. Its opening was followed by the development of the adjacent site, the Harbour Band Arena, with its Art Deco bandstand built to complement the Midland. The Harbour Band Arena opened in the following spring.



The Harbour Bandstand

Other Art Deco buildings can be found within the Conservation Area. Most notably Woolworths and Hitchens (formerly Littlewoods), as well as houses, shops and cafés.



Hitchens & Woolworths



Tysons Antiques, Clark Street

The present and future

Local pride has always played a large part in the town's successful physical and social development. The town had followed the national trend of decline during the mid- to late twentieth century, as seen throughout many coastal tourist resorts. This is largely attributed to competition from abroad and changing patterns of industry.

Whilst the regeneration of this town is well underway, in part due to the success of the first Townscape Heritage Initiative (THI) scheme, which included the restoration of the Midland Hotel, there is still a long way to go. A certain amount of care and imagination is required to revitalise this town and bring about its renaissance:

(www.lancaster.gov.uk/morecambethi)

4.22 Archaeology and Scheduled Ancient Monuments (SAMs)

There are no SAMs within the Morecambe Conservation Area.

There is one pre-historic site and three post-medieval archaeological sites recorded within the Morecambe Conservation Area.

There has been very little archaeological research carried out in this area. A few chance finds of material of archaeological interest have been made to date. Given the huge amount of later nineteenth and early twentieth century development in the Morecambe area, such discoveries are surprisingly limited (see *Morecambe Historic Town Assessment Report*, July 2006, part of the Lancashire Extensive Urban Survey, Lancashire County Council).

As part of the County Council's Extensive Urban Survey (EUS), a map identifying possible strands of archaeology in the different areas of Morecambe, known as *Historic Towns Management Guidance*, was produced [Appendix 8]. The map identifies two specific areas:

- Areas of medieval and post-medieval settlement; and
- Areas of nineteenth century urbanism.

This should be referred to by the Council's Development Control Team and act as a trigger for consulting the Lancashire County Archaeology Service (LCAS) on development proposals which may impact upon the archaeology. The mapping is subject to change as and when new information becomes available. The Lancashire County Council website, Mario (Maps and Related Information Online): <http://mario.lancashire.gov.uk> should be referred to for the most up-to-date mapping.

LCAS
LCC Environment Directorate
PO Box 9
Guild House
Cross Street
Preston
PR1 8RD

T: 01772 533404

E: archaeology@env.lancscc.gov.uk

4.3 Spatial analysis

4.3.1 *Character and interrelationship of spaces within the area*

Open spaces were not a feature of the town's design because of its easily accessible rural hinterland (Lancashire County Council, p. 31).

The houses were constructed on small plots with narrow frontages. The later properties are therefore built upwards, the majority being three-storeys. Many have small enclosed areas to the front of them, which some have turned into gardens. They have small back yards which have generally been encroached upon by outriggers.



Two and three-storey outriggers

The townscape in the post-1850 areas is fairly dense and the three-storeys give a strong sense of enclosure to

this area. As a result, the small areas of open space which do exist are a valuable asset and their potential should be maximised to provide leisure and recreational space for residents whilst having a complementary relationship with the surrounding buildings.

Many of the open spaces that exist currently are organic, unplanned spaces which are the result of building demolition. For example, a gap site in Poulton, adjacent to the former Art and Technical College, between Green Street and Clarence Street, has recently been landscaped to provide a piece of high quality public realm. The site, formerly known as the Trawlermen's Site, now known as Fisherman's Square, is an important and well-used linkage between the residential and commercial areas. For several years, this has been used unofficially as a car park, which has not helped to enhance the area in any way. However, it has been transformed into an informal park/thoroughfare, landscaped to represent Morecambe Bay and the geometry of a cockle shell, with a pebble mosaic of the Poulton Three-Fishes by Maggy Howarth at the heart of the Bay/shell.



Fisherman's Square

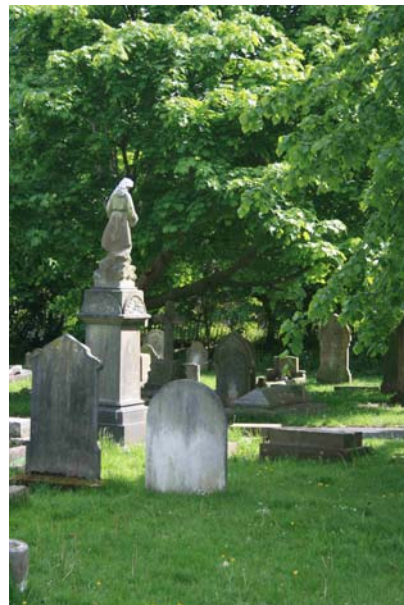
Other important areas include the original site of Poulton Hall which now houses a small children's play area and enclosed green space. At its centre is the grade II listed Poulton Hall Archway, removed to the grounds of the Town Hall in 1932, but returned to this site in 1997.

Another area of small, but important, open space is close to Poulton Square on Lord Street. This came about following the demolition of several houses at what used to be known as 'Quaint Corner'.



Quaint Corner

Holy Trinity Church graveyard and cemetery at the eastern end of the Conservation Area provide a valuable and tranquil green oasis within the urban landscape. The planting and seating area in front of the Town Hall provides a pleasant, if somewhat formal, public green space as well as an appropriate setting for this particular listed building.



Holy Trinity Cemetery

The stretch of open space along the coastal side of Marine Road Central was the subject of the award winning TERN project, which combines coastal defences, landscaping, a cleverly designed floorscape, well considered street furniture and public art work. One of its key features is the statue of Eric Morecambe which is a real magnet for visitors. Whilst the

majority of this actually falls just outside the Conservation Area boundary, it contributes to the setting of the Conservation Area.



Seagull: part of the Eric installation



The See Wall

The leisure and recreational character area at the far end of Marine Road Central near the site of the Midland Hotel has the greatest amount of open space and has traditionally been the social and entertainment focus of Morecambe. In 1931, a campaign entitled, 'Brighten the Promenade' was launched in an attempt to turn the seafront from a disused railway siding into a pleasant leisure area. The construction of the new Midland Hotel was the first project, followed

by the clearing of the old harbour site and the creation of an ornamental garden, the Harbour Bandstand Arena and a lavish Super Swimming Stadium.

Today, this land houses a temporary fairground for part of the year which continues the area's traditional entertainment function, but the area lacks the character and appeal that the Harbour Band Arena and Super Swimming Stadium (both now demolished) once had. Whilst the bandstand is not without its merits, the site now does very little to enhance the setting of the Midland Hotel. However, The City Council, as landowners, in partnership with developers Urban Splash, plan to redevelop this site which will incorporate public open space, entertainment, retail, residential and office-based uses.



The Dome and fairground

4.32 Views and vistas

4.32.1 Key views and vistas

One of Morecambe Conservation Area's most important characteristics is its setting and the relationship between the Bay and the built development. Morecambe was not generally designed to have great vistas beyond those from the front across Morecambe Bay. Therefore, its most prestigious hotels and houses have always had a sea view (Lancashire County Council, p. 31). Some of the main streets leading inland were aligned at right angles and given a wide design and uninterrupted views of the Bay. However, glimpses of the sea are possible from many streets.



Green Street looking towards the Bay

Important listed buildings such as Holy Trinity Church (1841) in Poulton and St Laurence's Church (1876-8) are further emphasised by their

juxtaposition with uncomplicated domestic architecture. Glimpses of intriguing spires and façades between ordinary buildings add to the interest and character of the Conservation Area.



Holy Trinity Church tower

Other important and familiar landmarks, such as the former Fire Station tower and the galleon, or ship of knowledge, on the cupola of the Art and Technical School in Poulton, can be glimpsed down many streets and alleyways.



Fire Station tower



Art & Technical School Galleon



A View for Eric?

4.32.2 *Negative views and vistas*

In certain places, however, the views and vistas into and out of the Conservation Area are not quite so impressive. Since the views into an area are critical in determining people's first impressions of a place, this is a significant issue for the Morecambe Conservation Area.

A key view into the Conservation Area is that facing the statue of Eric Morecambe on the Promenade. This popular attraction is visited in large numbers. However, the poor condition of many of the buildings and inappropriate accretions on the landward side of Marine Road Central, such as dormer windows and poor shop fronts and signage, including excessive amounts of advertising, mask what are in fact quite fine buildings. With some investment, this area could be greatly enhanced.

Most notably, the south-western boundary lets this conservation area down. When the Bay is approached from Central Drive, the visitor is still faced with a view across large car parks, and the unattractive, blank rear elevations of the Winter Gardens and large retail premises along this stretch of Marine Road Central. The Conservation Area seems to come to a very abrupt halt in just a few steps inland from this first block of shops. It is akin to being on a film set where the pretence is revealed when the corner is turned. As Appendix 6 reveals, this vast car park was once a leafy park, known as Sparrow Park. This area was once also the proposed site for a Carnegie Library.

4.4 Character analysis

- Victoria Street/ Edward Street

4.4.1 *Definition of character areas*

- Central attractions area

For purposes of this appraisal, and in order to make the analysis of this large conservation area more manageable, the Conservation Area has been split into four character areas.

The Character Areas Map can be found in Appendix 9.

Character areas in this sort of layered urban environment are inevitably subjective in places, and based, not just on architectural or historic characteristics, but on the dynamic experience of the area – how it is perceived when walking or driving through it, and when boundaries of experience are crossed. This includes such sensations as awareness of enclosure or openness, and degrees of noise or activity, which provide edges to areas, just as map-based boundaries.

The Morecambe Conservation Area can be seen as having four principal inter-related character areas:

- Poulton
- Green Street to Euston Road

4.42 Activity and prevailing or former uses within the area

Poulton

The historic village of Poulton, was once a hive of activity centred on fishing and agriculture. Remnants of these activities are still in evidence from the farmhouse and remaining agricultural buildings at Park Farm and the fishermen's cottages and Shrimp Shop in Poulton Square.



The Shrimp Shop, Poulton Square

These important industries had a huge influence on the form of the built environment in old Poulton which developed inland around a junction of two roads with fields and open land to the rear of the buildings. Interestingly,

the site of the medieval and post-medieval settlement [Appendix 2] broadly ties in with the area of Morecambe which is sited outside of flood plain, according to the Environment Agency's current flood mapping.

The streetscape here has evolved in a medieval, organic fashion, aspects of which can still be detected, and the buildings that line the streets are simple, vernacular structures.

The early village quickly expanded and therefore the character area based around the original village also includes many nineteenth century developments. The area has always been primarily residential with a number of community functions such as schools, public houses and, most importantly churches, of which there are several. The importance of these buildings is announced by their more sophisticated architecture which provides a pleasing contrast with the many simpler domestic structures.

Part of this area's character is derived from the interesting variety of buildings and architectural styles that are articulated. They range from mid-

to late nineteenth century ecclesiastical architecture, including a fine brick Rectory situated on Church Walk, to the 1930s red brick, neo-classical Town Hall.



The Rectory, Church Walk

In addition, a range of traditional materials survive such as the listed cobble walls of the Church graveyard, and the high cobble wall along Church Walk, as well as the remains of long demolished buildings in New Inn Yard, and the stone paving flags found in places throughout this historic area.



Church Walk



New Inn Yard

Importantly, this area also has the most significant amount of mature trees and open space within the Conservation Area, which includes the Hornby Terrace allotment style gardens, Holy Trinity Church graveyard and cemetery and Morecambe Town Hall gardens.



Rear of Hornby Terrace & Cemetery

Nearby Oxford Street is one of the leafiest residential streets.



Leafy Oxford Street

Despite being immersed into the much larger settlement of Morecambe, the old Poulton character area has successfully retained some sense of a self-contained village, with buildings and streets of an intricate, human scale and a charming atmosphere and aesthetic character. The group of fishermen's cottages on Morecambe Street and cobbled terraces on Lord Street are a fine example of this vernacular character.



Lord Street cottages

Green Street to Euston Road

In contrast to this quiet, residential nucleus, the adjacent part of the Conservation Area from Green Street

to Euston Road, has a mixture of residential, retail and leisure outlets resulting in a varied and lively atmosphere in much of the area. The land use map [Appendix 12] illustrates the range and interest of activities present in the Conservation Area. The busy shopping areas include the Promenade, Queen Street and Pedder Street, where there are also a high number of surface car parks and on street parking. Euston Road is a modern, pedestrianised shopping street which has lost most of its traditional character at ground floor level though some interesting features and details survive above the shop fronts.



Euston Road

There is a stronger underlying quality to Pedder Street and Queen Street and the narrow streets that connect them, despite mediocre modern interventions which have undermined their character. The shops tend to be

smaller, independent outlets which have retained a more traditional retail character than Euston Road and the adjacent Arndale Centre.



Pedder Street from Marine Road Central

Queen Street is the oldest part of this area dating back to the early nineteenth century, as is evident from its organic form, in contrast with the formal grid structure of the neighbouring Green Street, Clarence Street, Clark Street and Townley Street. However, this area also has a number of intricate and narrow back alleys, which add interest to the area, but which are frequently in poor condition.

This central part of the Conservation Area is a westward extension of old Poulton which mainly developed in the wake of the railway to provide guesthouse accommodation for holidaymakers and as a result includes a large number of pleasant Victorian

and Edwardian terraced buildings with larger footprint buildings such as hotels, banks and a variety of clubs interspersed throughout. The residential terraces contain many strong Victorian architectural details such the repetition of the canted bay windows on ground and first floors, typical of the architecture of the time. An element of anticipation is created by the curved nature of some of these streets with channelled views to the Promenade, leading to the seafront.



Art & Technical School & Fisherman's Sq.

The Mona House and Deansgate area, dominated by the red brick building of the former Art and Technical School, now converted into flats, is an important link between the Poulton area and the retail areas of Pedder and Queen Street. The character of the streets and buildings is lower density, varied and interesting. Many properties in this area benefited from Townscape Heritage Initiative (THI)

grants, including the charming early nineteenth century grade II listed Mona House. There is also evidence of historic materials such as beach cobble walls and cast iron railings which, combined with impressive views towards the Bay, make this a pleasant space within the Conservation Area.



Mona House

Victoria Street / Edward Street

Beyond Euston Road lies the distinctive townscape of Victoria Street and Edward Street, dominated by St Laurence's Church. This townscape developed from around 1860 into the 1880s. Many of the houses on Edward Street underwent dramatic transformations following substantial public and private investment through Morecambe's first THI scheme.



Restored properties on Edward Street

Whilst the restoration of these terraces was very successful, the appearance of this street would be greatly improved by some investment in high quality public realm, such as a Homezone approach, and the removal of redundant road signs. Similarly, the public realm of the commercial Victoria Street requires an overhaul.



Edward Street streetscape

A small surface car park opens up this otherwise tightly enclosed area, once

occupied by A. Gorton's 1901-2 Baptist Zion Chapel [Appendix 6]. Whilst the open car park allows views of the church building, much more could be made of this space which would greatly enhance the area.



St Laurence's Church across the car park

A gap site dating from the 1990s allows access into West View Car Park. This entrance gives the unfortunate appearance of a gap site. Improvements to this entrance could greatly enhance the area.

Skipton Street is an important route which connects this area directly to the seafront. Whilst some properties retain their original use as guesthouses, the majority are now in residential use, either as single dwellings or in multiple occupancy. There are also some unsympathetic shop front additions at ground floor level. The public realm in this street could be greatly enhanced.

Two other streets leading off Victoria Street are Derby Street and Graham Street. Unlike Skipton Street and commercial Northumberland Street, these short streets do not provide vistas across the bay. However, they are linked indirectly to the Promenade through two former carriage entrances.

On the corner of Derby Street is St George's Hall, currently the Masonic Hall, but reportedly built as the Salvation Army Citadel, and later used as the County Library. The 1914 *Victoria County History* for Poulton, Bare and Torrisholme states that the Salvation Army has a barracks. This building appears to date from the late nineteenth century or early twentieth century.



St George's Hall

On the corner of Graham Street is the side elevation of what appears to have

been a former church or chapel, which may have been connected with the Citadel. On Graham Street there are some early terraced houses, very much like those at the seaward end of Lord Street, with rendered and painted cobble walls.



Cottages of Graham Street

Central attractions area

The seafront is the focal area of the wider town of Morecambe, and a key part of the Conservation Area. This area attracts the most visitors through its spectacular views of the Bay, its new sandy beaches, the attractive Promenade, and the Eric Morecambe statue in particular. It has a large amount of open space and a number of large, listed buildings such as the Midland Hotel, Winter Gardens and the Old Railway Station building. The Old Railway Station was converted several years ago into a successful arts

venue, which includes a bar and restaurant, known as 'The Platform'.



The Platform

Combined with the pleasant formal gardens, this area has a predominately social character in contrast with the residential and retail functions of the adjacent conservation area. However, the Harbour Band Arena, is now looking very neglected. Having been built to complement the Midland Hotel in the spring following its opening, it can no longer achieve this aim in its current state. Subject to planning approval, this site and the adjacent former Super Swimming Stadium site are to be redeveloped by Urban Splash. The bandstand and 1960s kiosk are therefore to be demolished.

The Promenade provides an ideal stage from which to experience the surrounding natural and built environment. The architecture of the

area reflects the former glamour and prosperity which this part of Morecambe enjoyed throughout the late nineteenth century and early part of the twentieth century. Sadly today, neglect, decay and insensitive intervention are prevalent on the landward side of Marine Road Central. Unfortunately, this initial observation influences people's perception of the rest of the Conservation Area and wider town.

4.43 *The architectural and historic qualities of the buildings*

Owing to the unusually large size of the Conservation Area, a broad range of architectural styles is observable. The styles range from the simple, vernacular cottages and houses of old Poulton, through the attractive nineteenth century terraces and grand entertainment buildings to the Art Deco delights of the twentieth century. Essentially the built heritage is a product of many layers of time, governed by the fashions and requirements of that particular period. Consequently, there are clues to Morecambe's history throughout the Conservation Area.

In the earlier properties located around Poulton Square and Morecambe Street, for example, the buildings are predominantly two-storey of stone construction with shallow-pitched roofs and simple window and door openings with wide stone jambs, cills and lintels.



Simple two-storey cottages

Their pleasant simplicity gives them a certain character. Occasional simple classical detailing such as cornices with consoles above doors, gives the otherwise uncomplicated architecture added interest.



Cornice over door detail

Other significant details include traditional stone chimney stacks, sliding sash and case windows, panelled timber doors and cast iron rainwater goods which should be preserved as far as possible. Many of these historic buildings, dating from the seventeenth to early nineteenth centuries, have little or no curtilage to the front elevation and directly adjoin the public footway.



Rose Street properties adjoining footway

Modern Morecambe was born in the Victorian era and the architecture of the large terraces, such as Oxford Street, strongly reflects this. Many of the terraces have original details and decorative elements, which set these buildings apart such as decorative timber barge boards and dentilled eaves cornices. These details are remnants of a time when these terraces would have been more elaborate with decorated glasswork and cast iron railings, much of which have been lost. The uniformity of these terraces with their canted bay windows on several levels contributes to their appeal. Their character is gradually being eroded by alterations which lack respect for the subtle architectural harmony of such buildings. Some properties in individual ownership have been subjected to a range of alterations such as box dormer windows.



Unsympathetic addition

However, every house in a terrace should be regarded as part of a group and therefore the effect of changes to one property on the overall character and appearance of an entire terrace should be considered. Otherwise, the resulting effect is uncoordinated and dissatisfying.

Other characteristic features of these buildings are their small front gardens and low boundary stone walls which would have undoubtedly been crowned by cast iron railings, most of which have been lost. There is some evidence of the historical railing patterns.



Remnants of the historic railing pattern



Original railing pattern, Northumberland St.

However, previous attempts to recreate these traditional railings has failed to match the quality of detail once prevalent.



Modern railings

However, there have been some more successful reinstatements within the Conservation Area recently.



Newly reinstated railings

Unfortunately, individual whim has resulted in a disparate collection of stone and block walls, fences, railings and gates that further disrupt the initially intended unity of the terraces.



A dwarf wall which would have had railings

Morecambe's entertainment building boom, which occurred in the late nineteenth century, was greatly inspired by the lavish decoration of gothic and oriental architectural styles. The Victoria Pavilion, Winter Gardens, Alhambra Palace (in the West End Conservation Area) and the West End Pier (no longer survives) were all fine examples of this extravagant architectural trend.

The early part of the twentieth century also saw a number of large, internationally inspired buildings being constructed, the most famous of these being the Midland Hotel in the Art Deco style. Morecambe has an important Art Deco heritage which

can be traced to buildings like the 1939 Littlewoods (now Hitchens) and Woolworths (designed by Woolworths architect, William Priddle) stores where attractive Deco details such as geometric Egyptian symbolism can be identified. The detailing above the Woolworth's windows is said to be suggestive of the pyramids and waters of the River Nile, whilst the decorative downpipes on the former Littlewoods store represent lotus flowers (Wade 1999, p.4).



Woolworths Building detail



Hitchens with lotus flower details

Other fine examples of Art Deco inspired buildings can be seen along the Promenade though many have been grossly altered by recent 'improvements' to the shop-fronts which are out of character with the rest of the building.

Similarly, Art Deco details can be found on a number of terraced houses built or altered in the 1920s and 1930s, illustrating the widespread popularity and influence of this international style of architecture. In particular, a significant number of early twentieth century window designs and details remain intact throughout the Conservation Area. The survival of stained glass and leaded windows on many residential and commercial properties is made even more valuable

given the extent of damaging alterations that have taken place such as the widespread introduction of uPVC.



A well-preserved 1930s shopfront

Summary of elements of the architectural character that should help to inform development control:

- Uncomplicated, bold vernacular architecture with stone window and door surrounds;
- Simple classical detailing such as cornices with consoles over doors;
- Canted bay windows with flat or hipped roofs;
- Natural slate roofscape with natural stone chimney stacks;
- Rendered walls;
- Coursed pitched face sandstone;
- Painted timber, sliding sash windows, with or without a central glazing bar;
- Timber, raised and fielded or bolection moulded panelled doors with plain transom lights;
- Low rise boundary walls with cast iron railings, the reinstatement of which should be encouraged;
- Natural stone or cobble boundary walls;
- Building layout which retains attractive views and 'glimpses' of landmark features,
- Buildings should follow the traditional building line.

4.43.1 Listed buildings

There are twenty-nine listing entries within the Morecambe Conservation Area. A full table of the listed buildings can be found in Appendix 10 and a map showing the listed buildings in Appendix 11. However, it is not only the statutorily recognised buildings that contribute to the character of a place.

4.43.2 Unlisted buildings

There are a number of buildings and structures within the Conservation Area which, although they are not statutorily listed, contribute greatly to the character or appearance of the Conservation Area. This could be in terms of the buildings' historic or architectural value or their contribution to the townscape. **In the case of this conservation area, all of the non-listed buildings, except those highlighted as having a negative impact, are considered to have historic and/or architectural and/or townscape value.**

Buildings can be assessed as unlisted buildings of merit if the building contributes to the character or appearance of the conservation area and therefore if any of the following questions apply:

- Is the building of a particular architect of regional or local note?
- Has it qualities of age, style, materials or any other characteristics which reflect those of at least a substantial

number of the buildings in the conservation area?

- Does it relate by age, materials or in any other historically significant way to adjacent listed buildings, and 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 have significant historic associations with established features such as the road layout, burgage plots, a town park, or a landscape feature?
- Does the building have landmark quality, or contribute to the quality of recognisable spaces, including exteriors or open spaces with a complex of public buildings?
- Does it reflect the traditional functional character of, or former uses within, the area?
- Has it significant historic associations with local people or past events?
- Does its use contribute to the character or appearance of the conservation area?

(Guidance on Conservation Area Appraisals, English Heritage 2006, p. 25)

The buildings below are considered to be key buildings which, although they are not considered to be eligible for inclusion on the national list, are considered to be of great local import and possible candidates for a future local list:



The Royal Hotel

Green Street:

- Sunday School

Marine Road Central:

- Woolworths
- Hitchens
- King's Arms
- Royal Hotel (turned down for national listing)
- No. 223 (Rock Shop)
- No. 238 Marine Road Central and No.s 1 & 3 Skipton Street



238 Marine Road Central and 1 & 3 Skipton Street

Market Street:

- Lunedale House

Northumberland Street:

- Corner House Café

Queen Street

- No. 23

Victoria Street:

- Masonic Lodge

(see Appendix 11)

4.43.3 *Prevalent and traditional building materials*

Before the arrival of the railway, Morecambe lacked easy access to good building stone. It is likely that, as elsewhere along the Lancashire coast, the majority of domestic building would have been of a single-storey cruck built construction, with cob walls and thatched roofs (Lancashire County Council, p. 29). The most important houses would have been constructed from stone. However, from the seventeenth century, it is likely that beech cobbles would have been used. Park Farmhouse and no. 4 Poulton Square were built from this readily available material. Whilst the majority of the nineteenth century development was carried out in sandstone, cobbles continued to be used, as on Lord Street and Derby Street, for example. Most cobbled walls would have been roughly pointed

using lime, or slobbered, and limewashed, to provide a protective layer, or covered in roughcast. By the mid-nineteenth century, however, it is likely that stucco replaced roughcast to give a more genteel appearance.



A stuccoed building with ashlar lines scored

Once the railway appeared, stone was able to be imported. The majority of the buildings are a warm, yellow sandstone.



A Green Street Terrace

Most are coursed, pitched-faced sandstone. Much of the stone is likely to have come from the Lancaster quarries from which sandstone of a very similar appearance was hewn. Unfortunately, some of these buildings

have suffered from inappropriate re-pointing, such as cement strap or ribbon pointing.



An example of bad pointing

Not only is this pointing visually unattractive, but it can also lead to the deterioration of the stone itself as it is harder than the sandstone, causing the stone to deteriorate first. It is also important to get the colour of the mortar right, which is dictated by the colour of the aggregate used. This should generally be as close a match to the stone as possible or lighter.

Many of the roughcast or smooth rendered (stuccoed) buildings have been painted. There are some good examples of cheerful colour schemes to be seen within the Conservation Area. These colourful buildings are particularly suited to the seaside character of the Conservation Area.



Poulton Square



Poulton Road/ Square

Brick and terracotta were used on some of the significant public and entertainment buildings, such as the Winter Gardens, the Albert Hall, the Former Art and Technical School and the later Town Hall. However, the material was also used to face some of the smaller domestic scale buildings such as no. 23 Queen Street.

Faïence was a material commonly used on Art Deco buildings, and was employed on both the Woolworths and Hitchens buildings, as well as on the Bath Hotel, possibly an earlier building which received a 1930s make-over.



Bath Hotel

4.43.31 *Floorscapes*

There are a number of areas with distinctive landscape surfaces which it is important to retain, such as:

- Granite setts;
- Cobbles; and
- Sandstone flags.



The cobbled floorscape of New Inn Yard



Stone flagged rear alley

These traditional surfacing materials contribute to the character of the area and reflect the availability of materials historically, just as the buildings do.

The cobbled boundary walls which can be found within the Conservation Area are also very important in this respect and should certainly be retained, if not reinstated where possible/practical.

Unfortunately, there are examples of inappropriate repairs or alterations to these important features.



Inappropriate repairs on Church Walk

4.43.32 *Street signs*

Many of the original cast iron street signs are still in evidence. These signs are an important part of the area's special character. However, many have been overlooked or replaced with modern aluminium versions which lack the style and quality of the original signs. Where they still exist they should be restored and used.



Original street sign painted over

4.44 *The extent of intrusion or damage (negative factors)*

There are a number of buildings or areas within the Conservation Area which do not contribute to its character or appearance. The following sites intrude into the historic grain of the settlement and damage the character of the area or detract from its appearance:

- Winter Gardens Arcade, Marine Road Central
- Winter Gardens Car Park
- West View Car Park and Victoria Street entrance
- Derby Street Car Park and large sections of Back Crescent Street;
- Former Albert Hall, Victoria Street;
- Police Station, Raby Street;



Winter Gardens Arcade



Police Station from Church Street

4.45 *The existence of any neutral areas*

There are a few instances in which elements or areas, which may not detract from the character, do not enhance the Conservation Area:

- The modern housing on Green Street and Poulton Road, Washington Avenue and Old Market Court.
- Matthias Court



Modern housing development

4.46 *General condition*

Whilst the first THI has made a real difference to the appearance of the Conservation Area by improving the condition of a large number of properties, which in turn has encouraged others to invest money in some of the other properties, it is clear that there is still some way to go, particularly in terms of the rears of properties. There are still a large number of retail and residential properties which have been neglected for many years, which are desperate need of maintenance. Below are some of those that require attention:

- 7 Townley Street
- 29 Green Street
- 23 Morecambe Street
- 27 Morecambe Street
- 5 Poulton Road



Run down and vacant property



Vacant and in need of repair/restoration

4.47 *Problems, pressures and capacity for change*

Within the Morecambe Conservation Area there are a number of threats to the character and appearance. The gradual erosion of historic features, such as historic windows and doors, within the area is predominantly caused by a lack of maintenance not only to underused and unused properties, but also inhabited properties. This can result in insensitive alterations such as inappropriate replacement windows and doors.



Inappropriate windows and door

A combination of historically low property values and low rental values for both residential and

retail properties has resulted in little inclination to maintain the properties, or invest in quality repairs or alterations.

Lack of maintenance is a major problem within the Morecambe Conservation Area. A shift to systematic maintenance is required, rather than sporadic major repair. It is essential to raise the profile of maintenance in this area since not only can it improve and enhance the character and appearance of the Conservation Area, but as the first THI has shown, it can increase the value of property.

The British Standard BS 7913:1998 *Guide to the Principles of the Conservation of Historic Buildings* emphasises the important role of maintenance: “Systematic care based on good maintenance and housekeeping is both cost effective and fundamental to good conservation”.

Planning Policy Guidance Note 15 – Planning and the Historic Environment (PPG15) states that,

“Regular maintenance and repair are the key to the preservation of historic buildings. Modest expenditure on repairs keeps a building weathertight, and routine maintenance (especially roof repairs and the regular clearance of gutters and downpipes) can prevent much more expensive work becoming necessary at a later date. It is a common misconception that the historic buildings have a fixed lifespan, and that the gradual decay of their fabric is inevitable. On the contrary, unless there are intrinsic defects of design or materials, the lifespan of a historic building may be indefinite provided that timely maintenance, and occasional major repairs such as the renewal of roof coverings and other features, are regularly undertaken. Major problems are very often the result of neglect and, if tackled earlier, can be prevented or reduced in scale. Regular inspection is invaluable” (para. 7.1).

Article 4(2) Directions

Article 4(2) Directions are necessary for those properties

which still have many of their original features in tact or which have had them reinstated. The following properties, which benefited from Townscape Heritage Initiative (THI) funding, are currently subject to an Article 4(2) Direction. This means that these properties have had many of their permitted development rights removed. As a result, planning permission is required for works such as replacement windows and doors:

- Edward Street (no.s):
1, 3, 7, 11, 13, 15, 17, 19, 21, 23, 27, 33, 35, 37, 39, 41, 43, 45 (Flats 1 & 2), 47, 49, 51, 53, 55, 57,
- Green Street (no.s)
54, 56, 58, 60, 62, 64, 66

An identical Article 4(2) is intended to be introduced for all the remaining properties which benefited from grant monies as part of the THI, as well as any similar or adjoining properties, particularly those which still have their original features in tact.

Another problem faced by the conservation area is the unsympathetic display of advertising. There are many examples where the signage is oversized, badly designed and of poor quality materials.

Advertisement guidance is required for this Conservation Area.

Poor quality public realm and streetscape is a problem in this area. Whilst Poulton has benefited from a successful Homezone scheme, there are other areas which would greatly benefit from such a treatment such as the Victoria Street/Edward Street area. Furthermore, there is an issue with redundant traffic signage and a need to rationalise the signage, for example.

Summary (to be taken forward in the Conservation Management Plan)

The following table highlights the problems and pressures in the area as well as the capacity for change that should be considered / undertaken in the area.

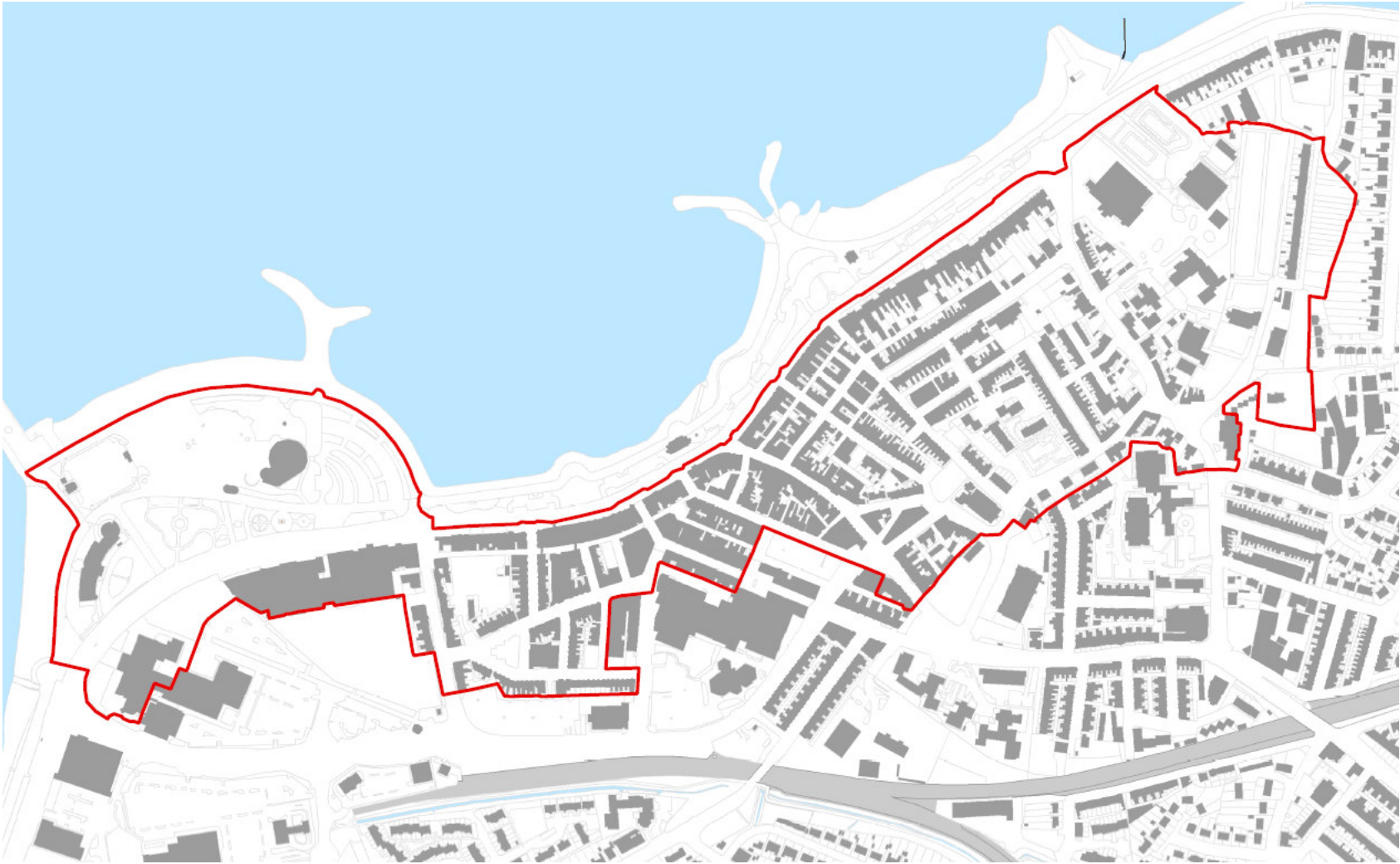
Problem/pressure	Capacity for change
<i>Erosion and loss of historic features</i>	<ul style="list-style-type: none"> • <i>Creation of Article 4(2) directions;</i> • <i>Effective enforcement and monitoring; and</i> • <i>Reinstatement when being replaced and possible grant support (subject to funding)</i>
<i>Lack of maintenance</i>	<ul style="list-style-type: none"> • <i>Promote ‘a stitch in time’ measures within the area</i>
<i>Empty buildings / vacant upper storeys in poor condition</i>	<ul style="list-style-type: none"> • <i>Liaise with owners to encourage upkeep and adaptive reuse.</i>
<i>Poor quality shop fronts and signage</i>	<ul style="list-style-type: none"> • <i>Effective enforcement/monitoring; and</i> • <i>Guidance on shop front design and signage.</i>
<i>Poor quality streetscape and public realm</i>	<ul style="list-style-type: none"> • <i>Work in partnership with County Highways to encourage sensitive approaches.</i> • <i>Bring the Market St/Victoria St/Euston Rd junction public realm within the CA boundary and seek improvements</i>

5. Appendices

Appendix 1	Conservation Area boundary map
Appendix 2	OS 1847 1 st edn 1:10,560 Sheet 30*
Appendix 3	Plan of Property in the village of Poulton showing the building land as proposed to be laid out by E George Melling, Surveyor Preston 1850.
Appendix 4	1864 W. Gorton <i>A New Map of Poulton and Morecambe</i>
Appendix 5	OS 1892 1 st edn 1:2,500 Sheet 30.5*
Appendix 6	OS 1913 1:2,500 Sheet 30.5*
Appendix 7	OS 1930 1:2,500 Sheet 30.5*
Appendix 8	Historic Towns Management Guidance (Lancashire County Council)
Appendix 9	Character Areas Map
Appendix 10	Table of listed buildings within Morecambe Conservation Area
Appendix 11	Map of listed and unlisted buildings of note
Appendix 12	Land Use Map

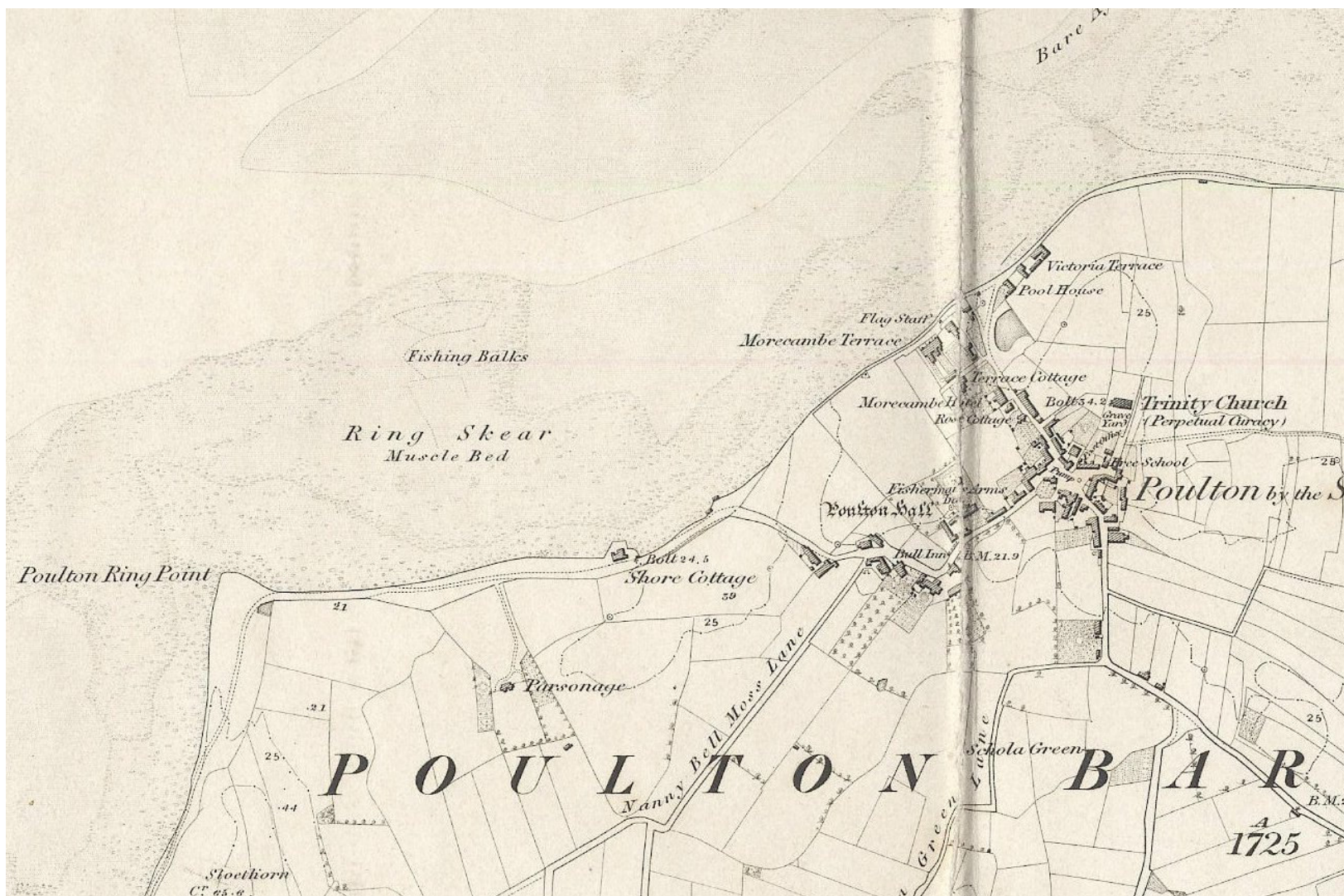
* These historic maps were taken from the Lancaster University website:

<http://www.libweb.lancs.ac.uk/lancastermaps.htm>



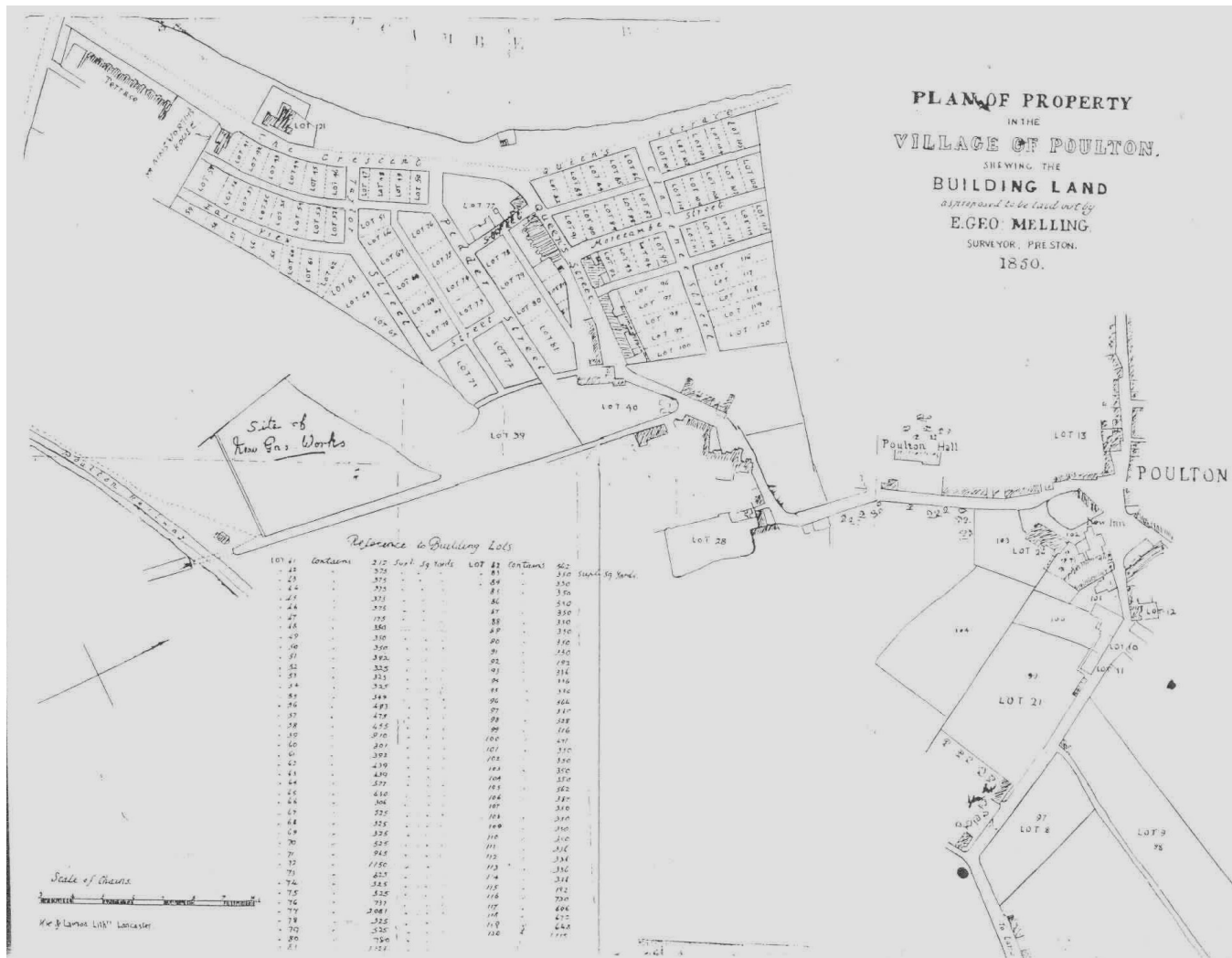
Appendix I

Morecambe Conservation Area boundary



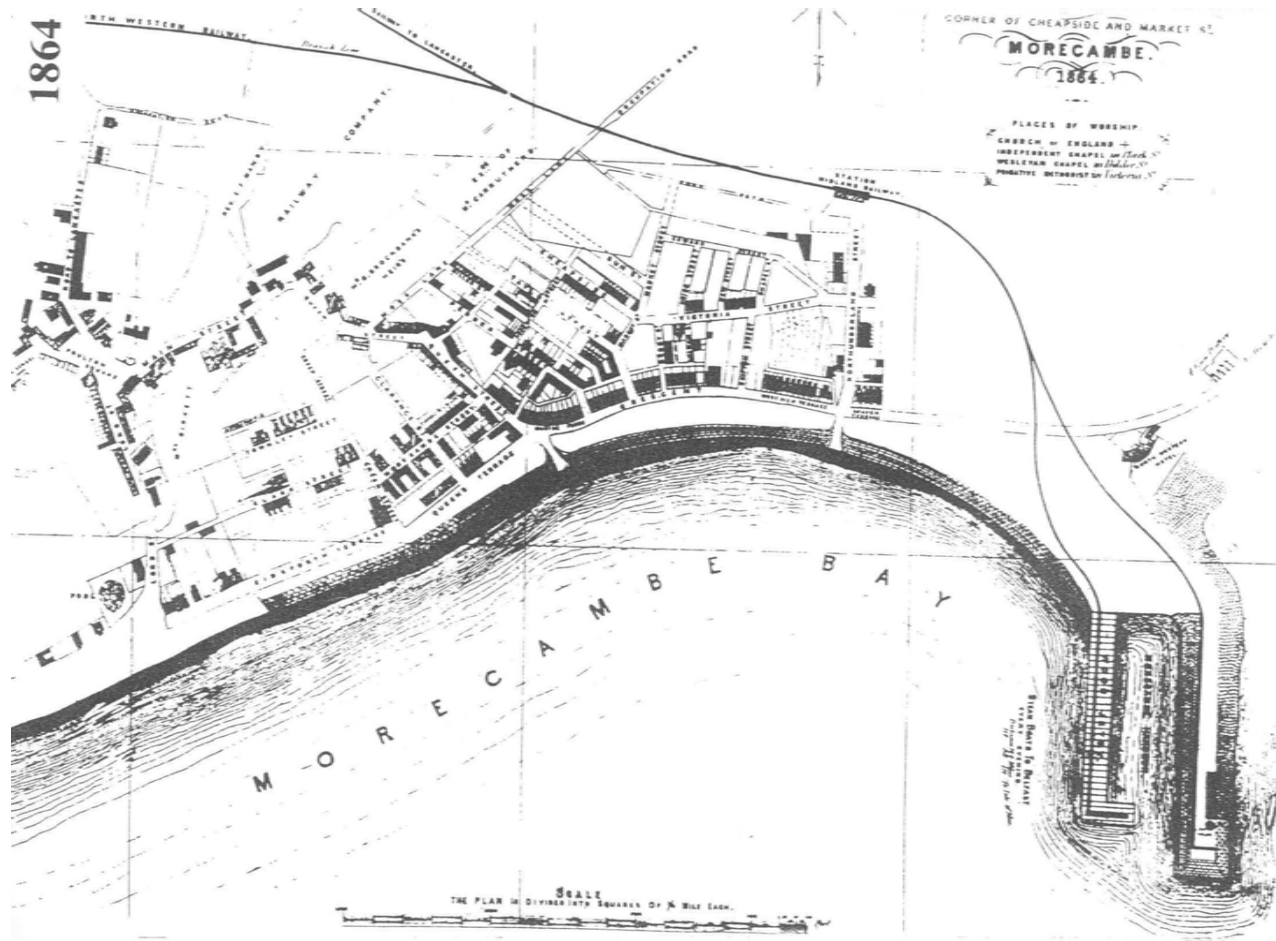
Appendix 2

1840s OS (1st edn 1:10,560 Sheet 30)



Appendix 3

Plan of Property in the Village of Poulton 1850.

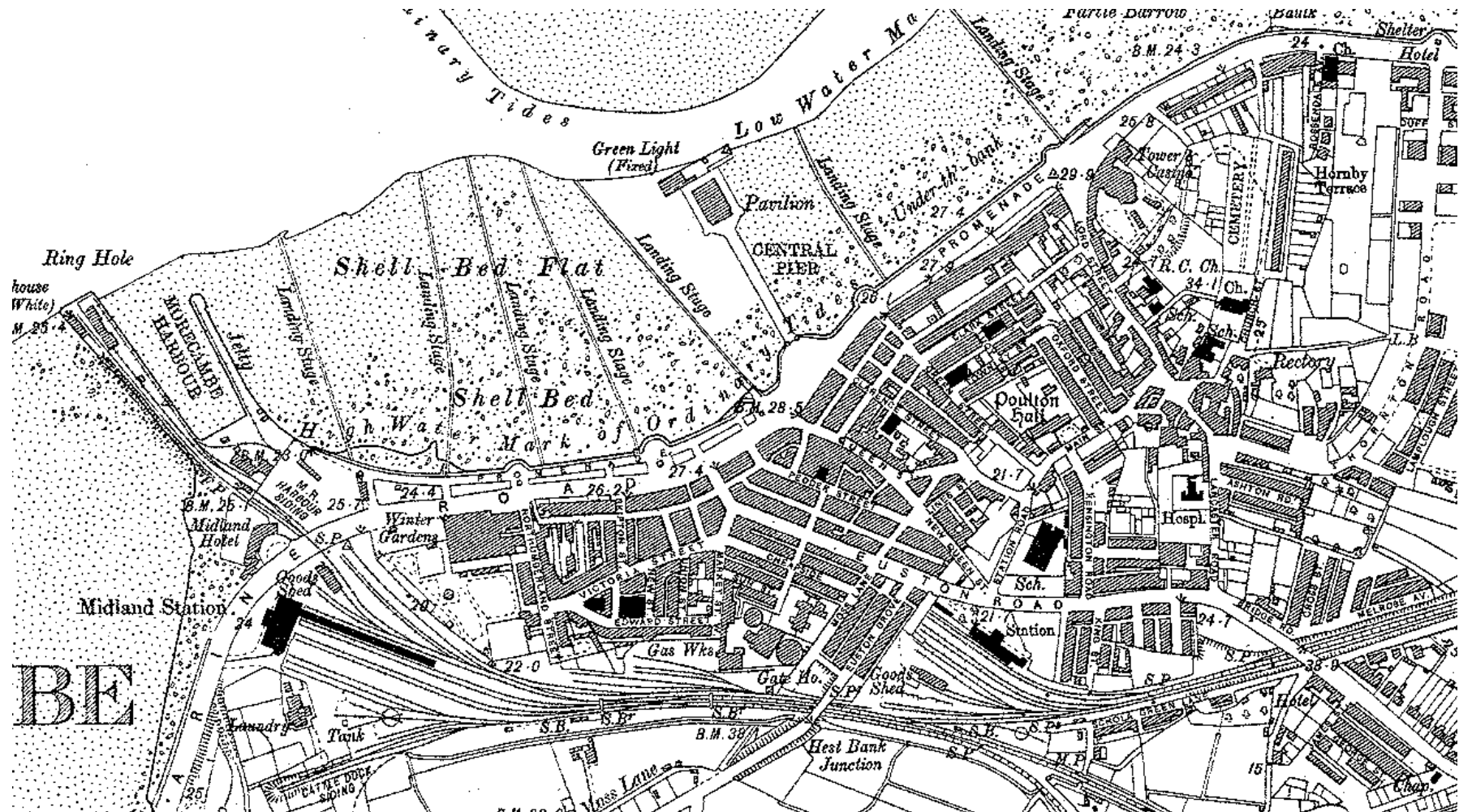


Appendix 4

W. Gorton's New Map of Poulton and Morecambe, 1864



Appendix 5



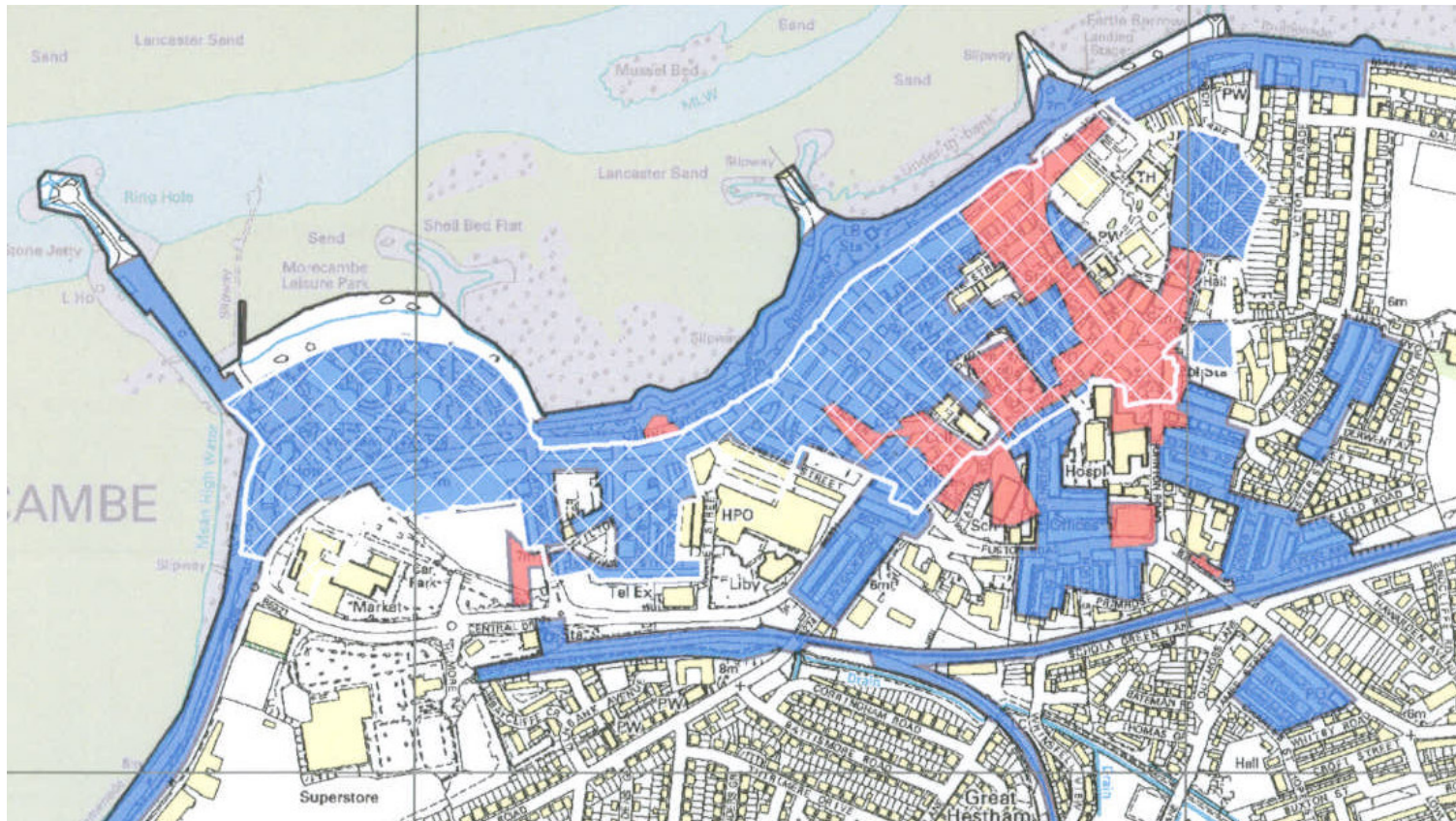
Appendix 6

1913 OS (1:2,500 Sheet 30.5)



Appendix 7

1930s OS (1:2,500 Sheet 30.5)



Medieval and post medieval settlement

Areas that are likely to contain archaeological features. Early consultation with LCAS is recommended for any development proposals in these areas.

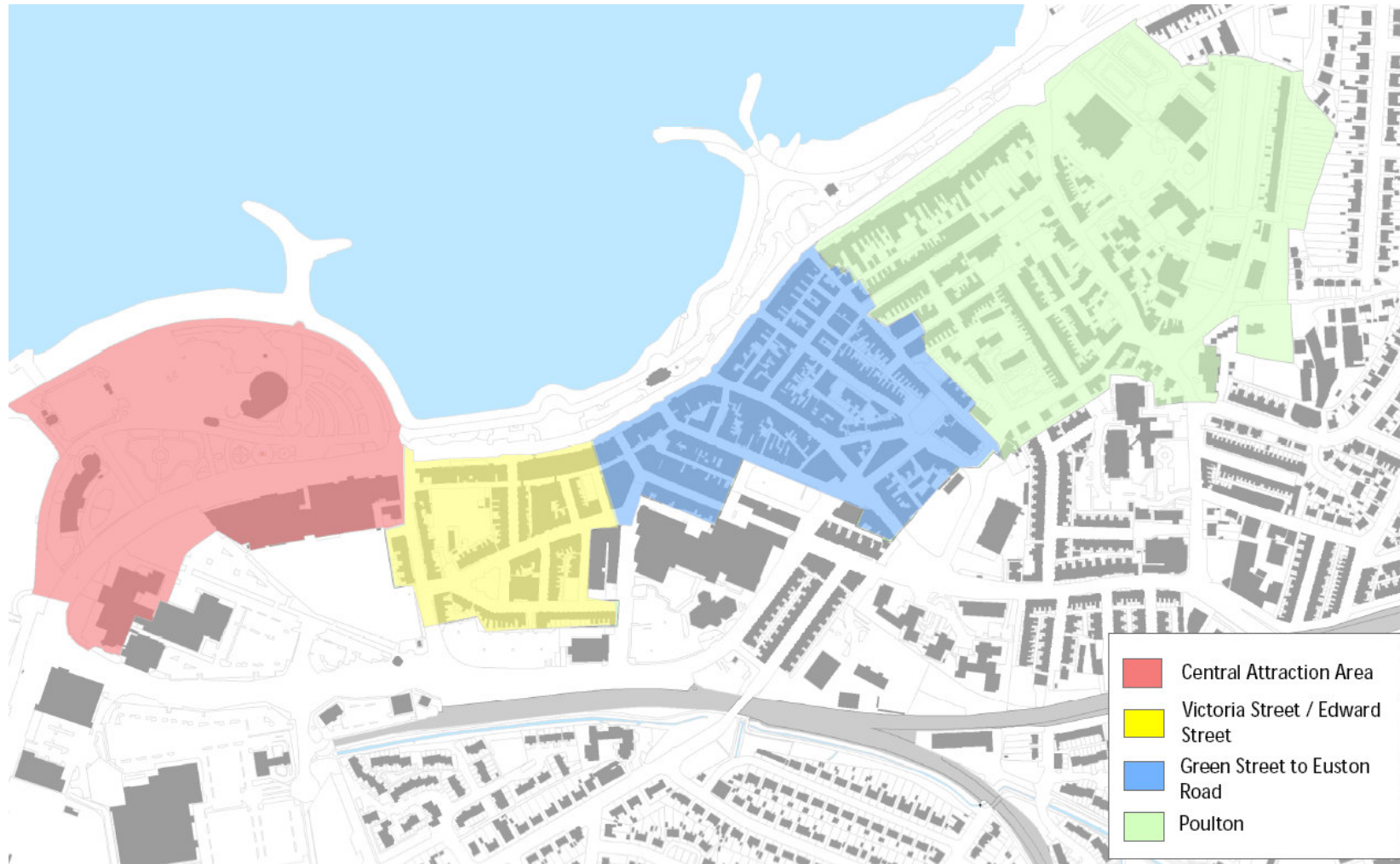
19th century urbanism

Areas that may contain structures of archaeological and historical significance. Consultation with LCAS is recommended for significant development proposals in these areas.

Note: the remaining uncoloured area may also contain unknown archaeological features and deposits. Development proposals in this area may be called in by LCAS

Conservation Area

Please note that these areas are not definitive and are subject to change, as and when new information becomes available.



Appendix 9

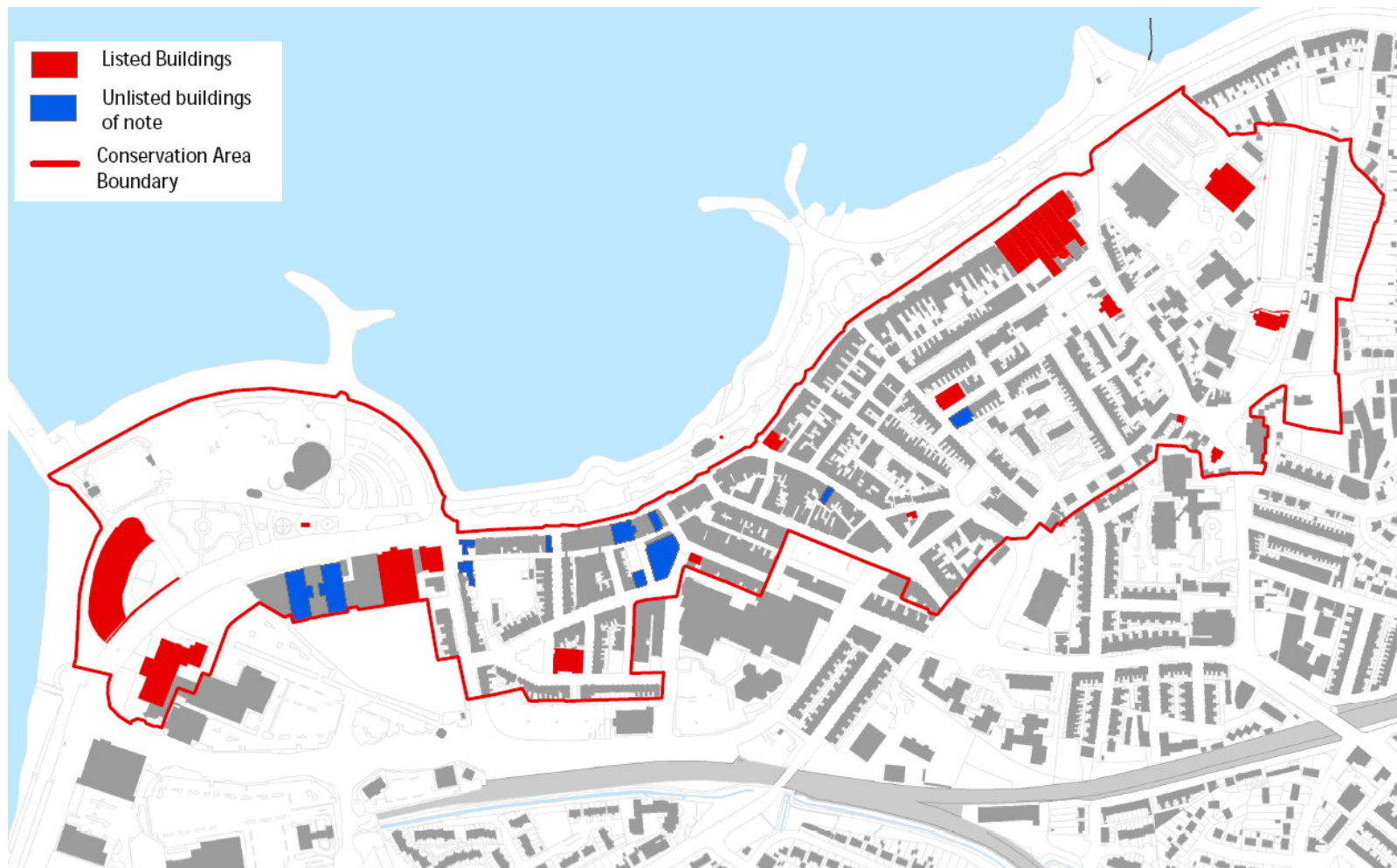
Character Areas Map

Appendix 10

Statutorily Listed Buildings (and structures) of Special Architectural or Historic Interest within Morecambe Conservation Area:

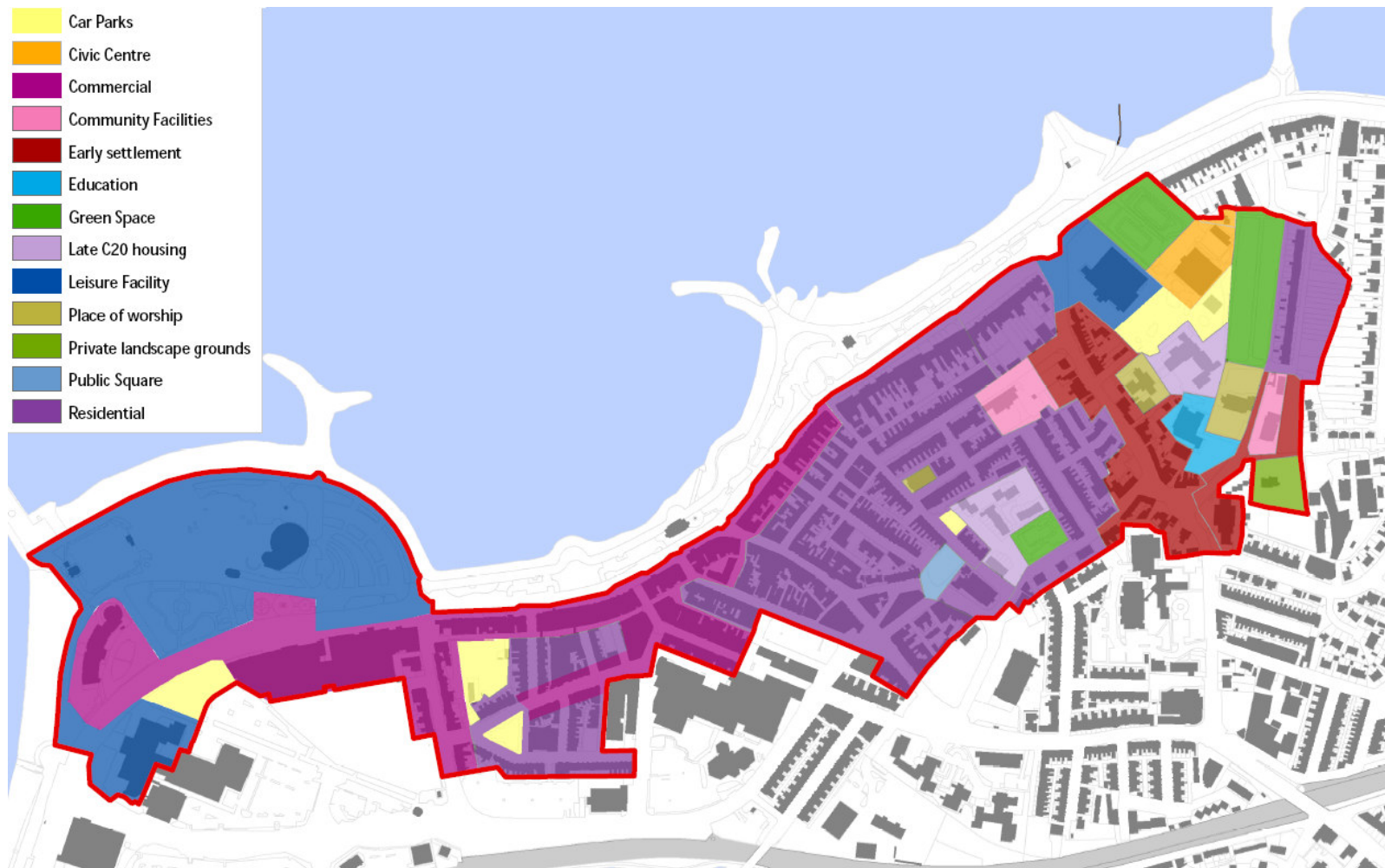
Grade	Name
II	Poulton Hall Arch, Poulton Road, Morecambe
II	Poulton Hall Arch, Morecambe Town Hall Grounds, Marine Road Central, Morecambe
II	Barclays Bank, 19 Euston Road, Morecambe
II	Church of St Laurence, Chapel Street, Morecambe
II	Holy Trinity Church, Church Street, Morecambe
II	Morecambe Central Methodist Church, Green Street, Morecambe
II	The Clock Tower, Marine Road Central, Morecambe
II	War Memorial, Marine Road Central, Morecambe
II	Park Farmhouse, Raby Street, Morecambe
II*	Midland Hotel, Marine Road Central, Morecambe
II	1 Deansgate (Mona House), Morecambe
II	217, 219 and 221 Marine Road Central, Morecambe
II	4 Poulton Square, Morecambe
II	333, 334 and 335 Marine Road Central, Morecambe
II	336 Marine Road Central, Morecambe
II	337 Marine Road Central, Morecambe Morecambe
II	338 Marine Road Central, Morecambe
II	339 and 340 Marine Road Central, Morecambe
II	341 Marine Road Central, Morecambe
II	342 Marine Road Central, Morecambe
II	343 Marine Road Central, Morecambe
II	Queen's Hotel, 274 Marine Road Central, Morecambe
II	The Morecambe Hotel, Lord Street, Morecambe

II	Morecambe Promenade Railway Station, Marine Road Central, Morecambe
II	Station and Lighthouse, Stone Jetty, Morecambe
II*	The Winter Gardens, 207-214 Marine Road Central, Morecambe
II	Morecambe Town Hall, Marine Road, Morecambe
II	Holy Trinity Church boundary walls, Church St, Morecambe
II	Midland Hotel boundary wall and gate piers, Marine Road Central, Morecambe



Appendix 11

Listed and unlisted buildings of note within Morecambe Conservation Area



Appendix 12

Land Use Map

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