

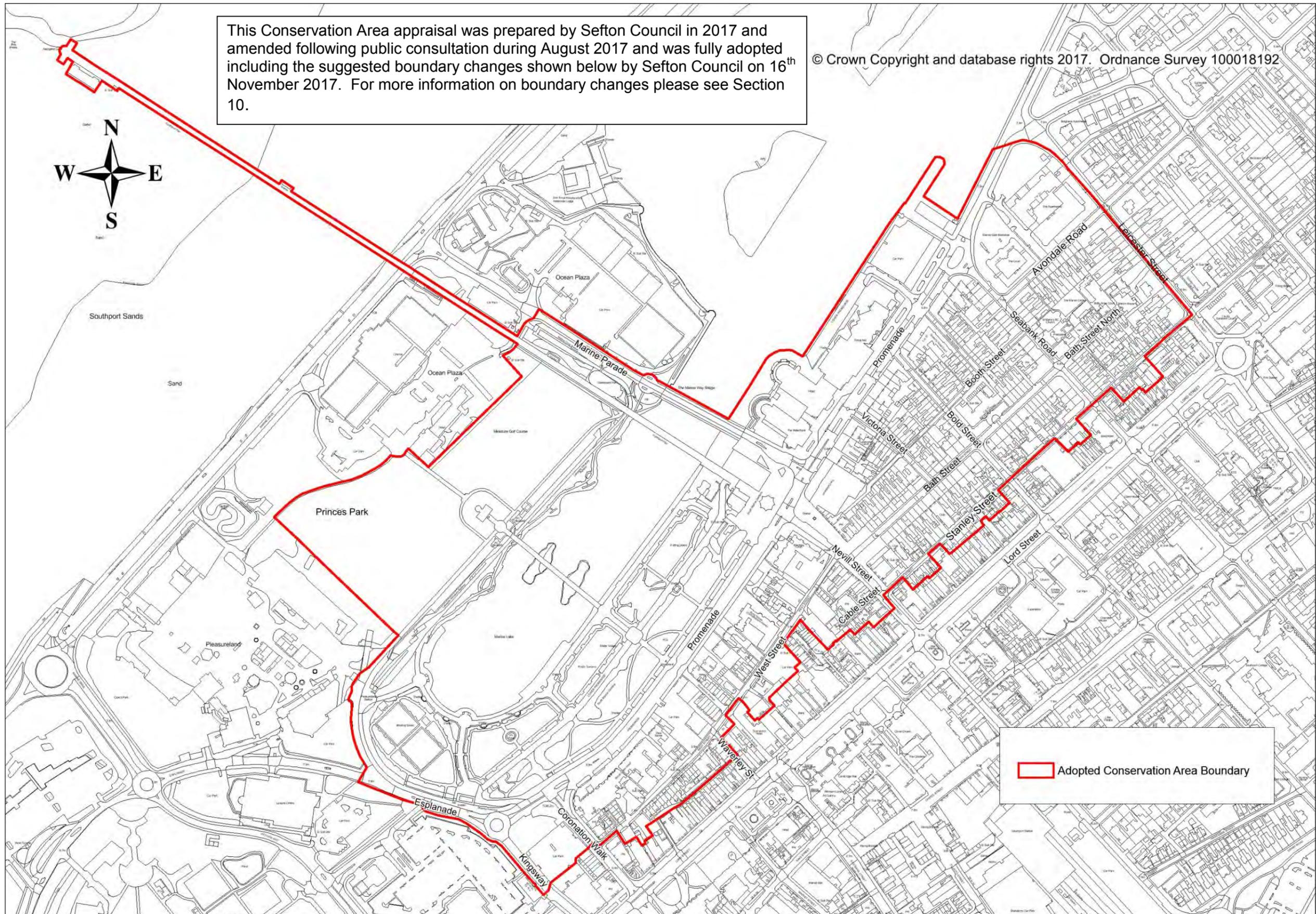
Promenade

Conservation Area Appraisal
Adopted November 2017



This Conservation Area appraisal was prepared by Sefton Council in 2017 and amended following public consultation during August 2017 and was fully adopted including the suggested boundary changes shown below by Sefton Council on 16th November 2017. For more information on boundary changes please see Section 10.

© Crown Copyright and database rights 2017. Ordnance Survey 100018192



Contents

Preface vii

 Legislative Background vii

 Policy Framework..... vii

 How status affects planning decisions viii

 Need for an appraisal..... viii

Introduction 9

1.1 Background 9

 1.2 Scope and Structure of the Study 9

 1.3 Extent of the Conservation Area 11

 1.4 Study Area Boundary & Survey 12

2. Location and Context 12

 2.1 Location 12

 2.2 Geographical and Historic Context And Topography 13

 2.3 Economic and Physical Condition..... 15

3. Historic Development 16

 3.1 Early History and Origins 16

 3.2 Early Development..... 16

 3.3 Growth as a resort and residential town..... 17

 3.4 Archaeology 20

4. Townscape and spatial relationships 23

 4.1 Setting and Relationship with Surrounding Area..... 23

 4.2 Character and Relationship of Spaces..... 23

 4.3 Grain 25

 4.4 Scale..... 26

 4.5 Openness and Enclosure..... 26

 4.6 Rhythm, repetition and diversity..... 29

 4.7 Views and Landmarks..... 31

 4.8 Movement/Routes..... 35

 4.9 Green Spaces and Planting 39

 4.10 Public Realm 44

 4.11 Patterns of Use 46

5. Character Areas 50

 5.1 Recreational Area along the Former Shoreline 50

 5.2 The Promenade Frontage 51

 5.3 The Side Streets 51

6. Architecture, Details and Materials..... 52

 6.1 architectural character 52

 6.2 Roofs 58

 6.3 Roofing material..... 59

 6.4 Windows 60

 6.5 Doors 62

 6.6 Shopfronts 62

 6.7 Signage..... 64

 6.8 Rainwater goods 67

 6.9 Materials 67

6.10	Boundary Treatments	69
6.11	Public Realm	70
6.12	Street Furniture.....	71
6.13	Street Surfaces.....	77
6.14	Intactness	77
6.15	Notable architects.....	78
7.	Summary of Special Interest.....	78
7.1	Contributions of buildings.....	79
7.2	Contribution of Public and Private Spaces.....	86
8.	Negative Factors.....	86
8.1	Poor Quality Mid-Late 20 th and Early 21 st century Development.....	86
8.2	Condition of buildings.....	86
8.3	Unsympathetic Additions	87
8.4	Alterations to Historic Features, Detailing and Materials.....	88
8.5	Decorative elevation treatments.....	88
8.6	Windows	88
8.7	Rainwater Goods	89
8.8	Shopfronts	89
8.9	Advertising	90
8.10	Services.....	91
8.11	Streetscape Features	92
8.12	Trees	93
8.13	Pressures for changes and Loss	94
8.14	Vacancy.....	95
9.	Opportunities for Enhancement.....	95
9.1	Heritage Regeneration Schemes	95
9.2	Repairs and restoration to historic features	95
9.3	Shopfronts	96
9.4	verandahs.....	97
9.5	Gap sites.....	97
9.6	Funland and Pier Forecourt	97
9.7	Victoria Baths.....	98
9.8	Coronation Walk Junction	98
9.9	Linear Route Through Eastbank Street to Seafront	99
9.10	Car Park adjacent the Floral Hall Theatre.....	100
9.11	Control over Uses.....	100
9.12	Former Front Gardens.....	101
9.13	Seafront Gardens	102
9.14	The Pier.....	102
9.15	Access from Ocean Plaza	102
9.16	Surfacing and street furniture	103
9.17	Planning guidance	104
	Design Guidance.....	104
10.	Recommended Changes to Conservation Area Boundaries.....	105
10.1	Other areas Considered for inclusion:	107

List of Plans

- Plan 1 Boundary of the Conservation Area
- Plan 2 Location of Conservation Area
- Plan 3 Conservation Context
- Plan 4 Approximate Age of Buildings
- Plan 5 Main pedestrian and vehicular routes
- Plan 6 Visual Survey of Uses
- Plan 7 Character Areas
- Plan 8 Contribution of Buildings
- Plan 9 Recommended Amendments to the Boundary

Appendices

- Appendix A Henry Bankes Map 1736
- Appendix B Yates Map 1786
- Appendix C Leigh's Plan of 1824
- Appendix D Walker's Plan of 1834
- Appendix E 1848 OS Map
- Appendix F 1893 OS Map
- Appendix G 1911 OS Map
- Appendix H 1928 OS Map
- Appendix I Bibliography and Acknowledgements

The Ordnance Survey mapping included in this publication is provided by the Metropolitan Borough of Sefton under licence from the Ordnance Survey in order to fulfil its public function as a planning authority. Persons viewing this mapping should contact Ordnance Survey copyright for advice where they wish to licence Ordnance Survey mapping data for their own use.

© Crown Copyright and database rights 2017. Ordnance Survey 100018192

PREFACE

LEGISLATIVE BACKGROUND

Since the 1967 Civic Amenities Act local authorities have been empowered to designate Conservation Areas. The current Planning (Listed Buildings and Conservation Areas) Act of 1990 defines Conservation Areas as:-

"areas of special architectural or historic interest the character or appearance of which it is desirable to preserve or enhance".

Such areas are diverse. They may be large or small; residential or commercial; civic or industrial; old or relatively modern. They may represent social ideals or civic pride. They may be specifically designed or speculatively produced; modest or grand. They may contain Listed Buildings of architectural or historic interest or may simply have local historic association. However, common to all will be an identifiable environmental quality which should be protected from unsympathetic redevelopment or alteration.

Sefton Council has declared 25 Conservation Areas throughout the Borough reflecting the variety of building styles and environments within its borders.

POLICY FRAMEWORK

The content of the Planning (Listed Buildings and Conservation Areas) Act 1990 is supported by the National Planning Policy Framework (NPPF) and Historic England 'Good Practice Guidance'.

The principles within the NPPF and the 'Good Practice Guidance' are further supported by Sefton Council's Heritage policies contained within its Local Plan.

This legislation and policy framework enables the authority to exercise greater control over development within Conservation Areas and, where appropriate, this may be supplemented by the use of 'Article 4 Directions' to remove permitted development rights. In this way, minor changes, which may be cumulatively detrimental, can be more closely controlled.

Local Authorities have a duty to review, from time to time, their areas to ensure that places of special architectural or historic interest are being protected. The boundaries of existing Conservation Areas may be revised, new areas may be designated and those areas which have been eroded to the extent that their special character has been lost, may be de-designated.

HOW STATUS AFFECTS PLANNING DECISIONS

Whilst the Council recognises that, for Conservation Areas to remain 'live' and responsive to a changing society, changes must and will occur, it nevertheless undertakes to ensure that all changes preserve or enhance the character and appearance of its Conservation Areas and do not result in any serious loss of character or features.

Planning legislation supports the local authority in this by increasing its powers of control over development. It does this in the following ways:

- Buildings and structures may not be demolished without planning permission.
- Trees are protected and all work to them requires consent from the Council.
- New development is expected to reflect the quality of design and construction of the surrounding area and should make a positive contribution to the area's character.

Local Planning Authorities may, if necessary, exercise even greater control by removing the basic permitted development rights of householders through Article 4 Directions.

Under section 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990, the Council has a legal obligation to ensure that "special attention shall be paid to the desirability of preserving or enhancing the character or appearance" of the area when deciding planning applications.

NEED FOR AN APPRAISAL

The first step to protecting the inherent qualities of a Conservation Area is having a thorough understanding of its character. This should then underpin local policies for the area's protection. Such a definition requires a thorough appraisal of the area to assess the contribution of each element (e.g. buildings, boundaries, trees, surfaces, etc.) to the area's overall character.

Whilst this appraisal aims to identify the essential elements which give this Conservation Area its character, it is not intended as a detailed evaluation of each building and feature. Therefore any buildings, features and details may still have importance even though not specifically referred to in the document and any omissions do not indicate lack of merit or interest.

INTRODUCTION

1.1 Background

The Promenade Conservation Area encompasses the principal area of the traditional seaside resort of Southport. It is of fundamental importance in both historic and architectural terms to the resort. The Conservation Area contains a wide variety of buildings dating from the early 19th century to the late 20th century and consists of a mixture of shops, leisure facilities, hotels, guest-houses and private dwellings.

Additionally a large section of the Conservation Area is occupied by King's and South Marine Gardens, which are on the Register of Historic Parks or Gardens at Grade II.

This designation provides the Local Planning Authority with additional powers to protect and enhance the area's special characteristics through ensuring that development proposals are considered in light of their impacts on the character and appearance of the Conservation Area. The Promenade Conservation Area was originally designated in 1990.

1.2 SCOPE AND STRUCTURE OF THE STUDY

This appraisal is the result of a review and update of the earlier Promenade Conservation Area Appraisal, which was carried out in 2008.

This appraisal is based on the advice and guidance published by Historic England in Advice Note 1 'Understanding Place, Conservation Area Designation, Appraisal and Management,' and factual and objective analysis based on

Broadly, the appraisal reviews:

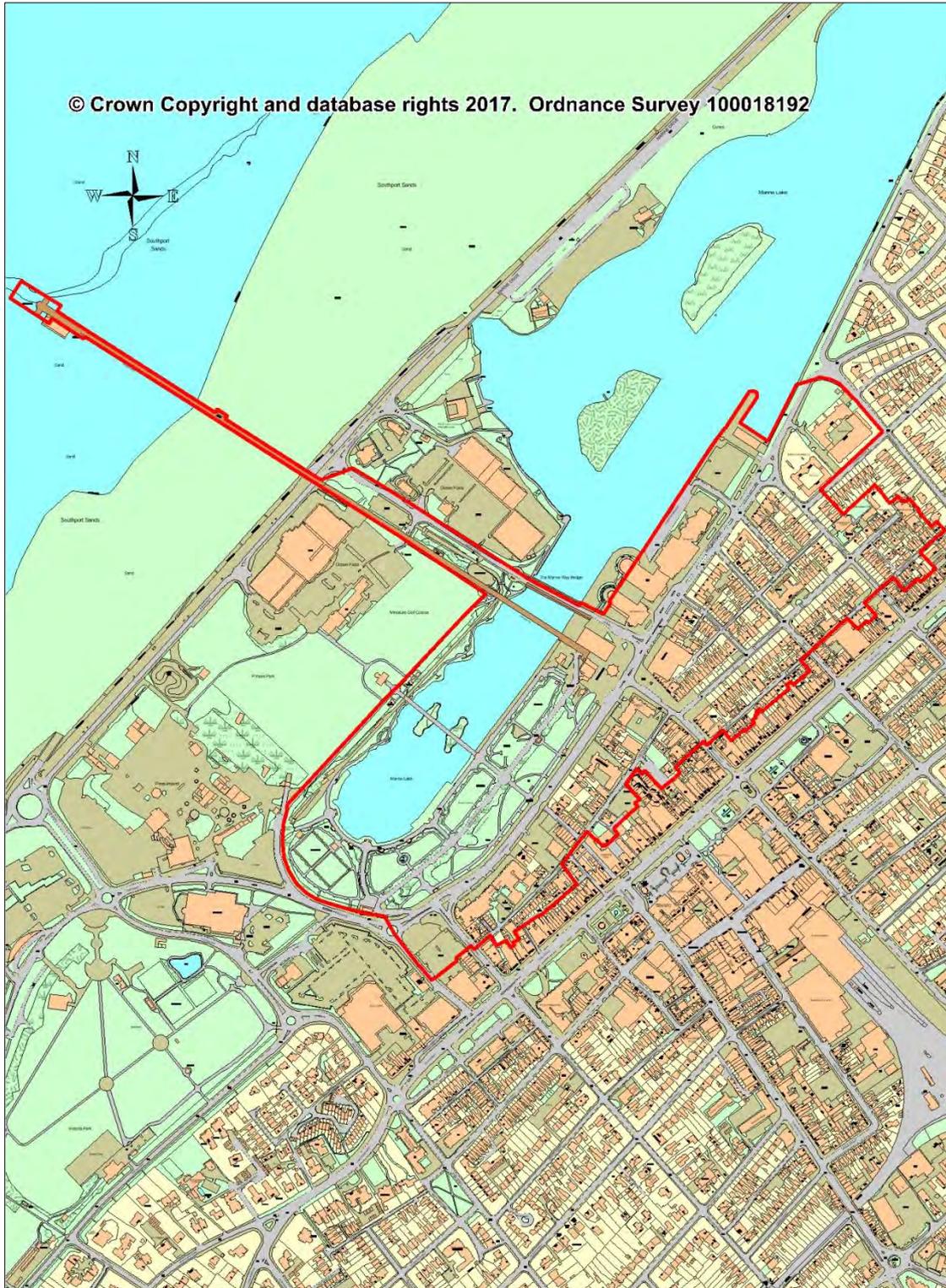
- Location and Context
- Origins and Development of the Settlement
- Prevailing Former Uses and their Influence on Plan Form or Building Type
- Archaeological Significance
- Setting of the Conservation Area and its Relationship with the Surrounding Landscape
- Character and Relationship of Spaces
- Contribution Made by Green Spaces, Trees, Hedges, etc.
- Architectural and Historic Qualities of Buildings
- Prevalent and Traditional Building Materials
- Local Details

- Extent of Loss, Intrusion or Damage
- Existence of Any Neutral Areas

The document has been structured to encompass these areas of study and concludes with recommendations and amendments to the Conservation Area boundary.

It is the aim of this appraisal to identify and examine those elements which individually and collectively define the essential character of the area.

1.3 EXTENT OF THE CONSERVATION AREA



Plan 1 The Promenade Conservation Area Boundary (prior to adoption of boundary amendments approved 16th November 2017)

1.4 STUDY AREA BOUNDARY & SURVEY

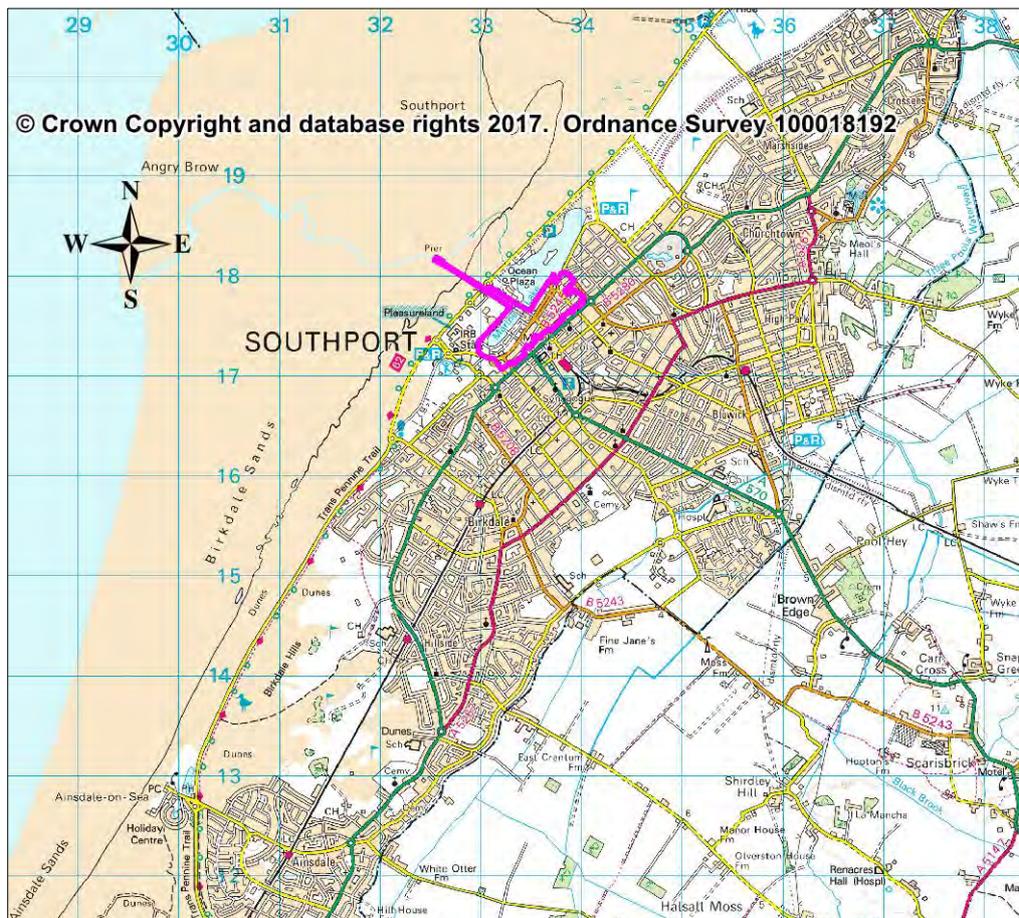
The study area encompassed the whole of the Conservation Area and consideration was given to the interrelationship with the Lord Street Conservation Area, the land between the Conservation Area and the seafront, and also the streets to the north east and south west.

The survey was undertaken over several days during August 2016 and April 2017.

2. LOCATION AND CONTEXT

2.1 LOCATION

The Promenade Conservation Area sits on the north-western boundary of Southport town centre, with the coast to the north west and the boundary of the Lord Street Conservation Area to the south east. It is 21 miles north of Liverpool with Preston 18 miles north east and Ormskirk 8 miles to South East.



Plan 2 Location of The Promenade Conservation Area

2.2 GEOGRAPHICAL AND HISTORIC CONTEXT AND TOPOGRAPHY

Much of the land occupied by the Promenade Conservation Area is made ground, notably the land seaward of the Promenade and also Nevill Street. Otherwise the area is coastal, formed of blown sand and marine alluvium on an underlying bed of stone. The Promenade lies approximately 10m above sea level. The surrounding landscape is fairly flat and low lying. From the Promenade the land slopes down towards Lord Street, which lies approximately 5m above sea level

Southport is a modern town, having its origins as a 19th century bathing resort. Many of its Victorian visitors and the residents of the town hailed from Lancashire industrial towns. Early development was focussed in the area of Lord Street West and Lord Street. Due to the low land and dangers of inundation it was not until the sea wall was begun in the early half of the 19th century that development began to spread towards the seafront. Since this period the coastline has receded considerably. Today due to the retreat of the sea and development on the intervening reclaimed land the immediacy of the connection between the Promenade frontage and the seafront is considerably weakened.

Surrounding the growing town centre the high class planned suburb of Birkdale developed as a separate administrative entity to the south west, eventually joining together with Southport early in the 20th century. Similar, high quality residential development occurred to the north east, while smaller scale housing appeared to the areas further inland. Conservation Areas have been designated to encompass the best and most complete examples of suburban Victorian development in the area.



Southport's historic Grade II listed pier built in 1860 is the oldest iron pier in the country.



Plan 3 Conservation Context

Lord Street stands to the south of The Promenade Conservation Area running parallel for 1.5 miles. Birkdale Park Conservation Area lies approximately 1 mile to the south west, with Gloucester Road and Birkdale Village approximately 1.8 and 2 miles south west respectively.

2.3 ECONOMIC AND PHYSICAL CONDITION

CONDITION OF BUILDINGS & STRUCTURES

The conditions of buildings within the Conservation Area have deteriorated since the last appraisal was undertaken. This has generally gone hand in hand with the economic decline experienced in the town.

The majority of the buildings show some signs of a lack of maintenance. Several buildings exhibit concerning signs of deterioration in several elements such as windows, walls, rainwater goods and masonry, the majority however suffer from deterioration to at least one or two elements.

Render is cracking and deteriorating on several buildings. Poor quality repairs are also evident, with lower quality materials such as uPVC and felt being used in place of timber, cast iron and lead. Weeds are growing within guttering, walls and chimney stacks.

CONDITION OF PUBLIC SPACES

The public spaces are in variable condition. Paving materials differ across the area; the recently laid surfaces are faring well, though the more historic surfaces look worn. There are large expanses of paving which have been subject to ad hoc maintenance resulting in a patchwork of tarmac, pink and grey concrete flags. Many wide stone kerbs have been retained and these provide some visual continuity and historic interest.

King's and South Marine Gardens are in good condition, however the planted areas on the lake side of the Floral Hall Theatre are full of weeds and the lawned central reservations along the Promenade are in a deteriorating uneven condition.

Some of the painted and colour coated street furniture suffers from flaking and fading paint and benches are showing signs of vandalism and in need of re-staining.

ECONOMIC CONDITIONS

The STEAM Trend Report for 2009-15 looks at the tourist economy of Sefton. However given the nature of the area, overwhelmingly these figures reflect Southport's tourist economy. The figures indicate that last year Sefton received

8.65m day visitors with the tourism economy worth over £498m. The longer term trends indicate that the number of visitors is increasing, and that those visitors are spending more compared to previous years.

Most visitors are day-trippers, only 8% stay overnight, less than half of which stay in hotels or B&B accommodation. The visitors who stay overnight contribute more to the local economy than day visitors.

Visitor numbers peak in the summer season, and there are a range of shops and attractions within the Promenade Conservation Area which clearly cater for the seasonal visitors only, and are usually closed October-March.

3. HISTORIC DEVELOPMENT

3.1 EARLY HISTORY AND ORIGINS

Southport is part of the historic area of North Meols which was the northernmost part of the West Derby Hundred, owned by five thegns. The Domesday Book records the area as Otegrimele. This name derives from a Viking term meaning 'sandbanks'. The focus of the early development of North Meols, now known as Churchtown, has been engulfed by Victorian and later expansion, and now forms a part of the much younger town of Southport.

3.2 EARLY DEVELOPMENT

Sea bathing became increasingly fashionable during the 18th century and was recommended by physicians as a cure for a variety of ailments. Curtailment of continental travel for the wealthy as a result of the French war also helped to make seaside holidays in England more fashionable and the opening of the Leeds and Liverpool canal in 1774 gave Southport an early advantage over potential rivals. The first sea bathers stayed at inns in Churchtown, travelling to the beach in carts. The local district acquired a reputation for its sea air and its mild and equitable climate and Southport quickly became a fashionable seaside resort.

Mr Sutton, traditionally known as the founder of Southport, built a wooden bathing house on the dunes around 1792 to provide shelter, changing and refreshment rooms for bathers. In 1798 he built a hotel at the southern end of Lord Street and the name South Port is believed to have been chosen at the opening celebration. A year earlier in 1797 Sarah Walmesley, a widow from Wigan, had built "Belle Vue", a large cottage to accommodate paying guests. Irrespective of who was the first settler, these buildings were soon followed by the construction of a number of other inns and marine villas around the area of modern day Lord Street West.

Early development was carried out at random within the dunes, where the buildings were often engulfed by drifting sand or high tide. These problems eventually led to

the construction of a sea-wall and the Promenade between Coronation Walk and Nevill Street, which was started in 1835.

3.3 GROWTH AS A RESORT AND RESIDENTIAL TOWN

The construction of the Promenade allowed development to commence and also had the benefit of providing the resort with an attractive walk way. Leases on plots were granted quite early on, but were not built on for some time. The promenade scheme was extended by the company that built Victoria Baths, which were erected 1838-9. The bridge that spanned Nevill Street was also erected at this time. In 1841 Claremont House, now Byng House, was opened as a high class hotel and a year later the prestigious Victoria Hotel was built on the corner of Nevill Street and the Promenade.

The layout out of the rigid grid of streets between the Promenade and Lord Street, resulted from the agreement made between the two land owners as to how to divide up their land. The different approaches to the layout north and south of Nevill Street is probably accounted for by the fact that Mr Peter Hesketh Fleetwood appears to have been responsible for the portion south of Nevill Street, with Mr Henry Bold-Hoghton responsible for that to the north.

Southport's prospects were transformed by improved communications brought about by the construction of the railways. The first section of the Liverpool to Southport line opened in 1848 followed in 1855 by the link with Manchester and inland Lancashire lines. The most dramatic impact of the railways was their capacity to transport large numbers of day trippers from the manufacturing districts of Lancashire.



Simple fisherman cottages were some of the earliest residences to be constructed in the conservation area

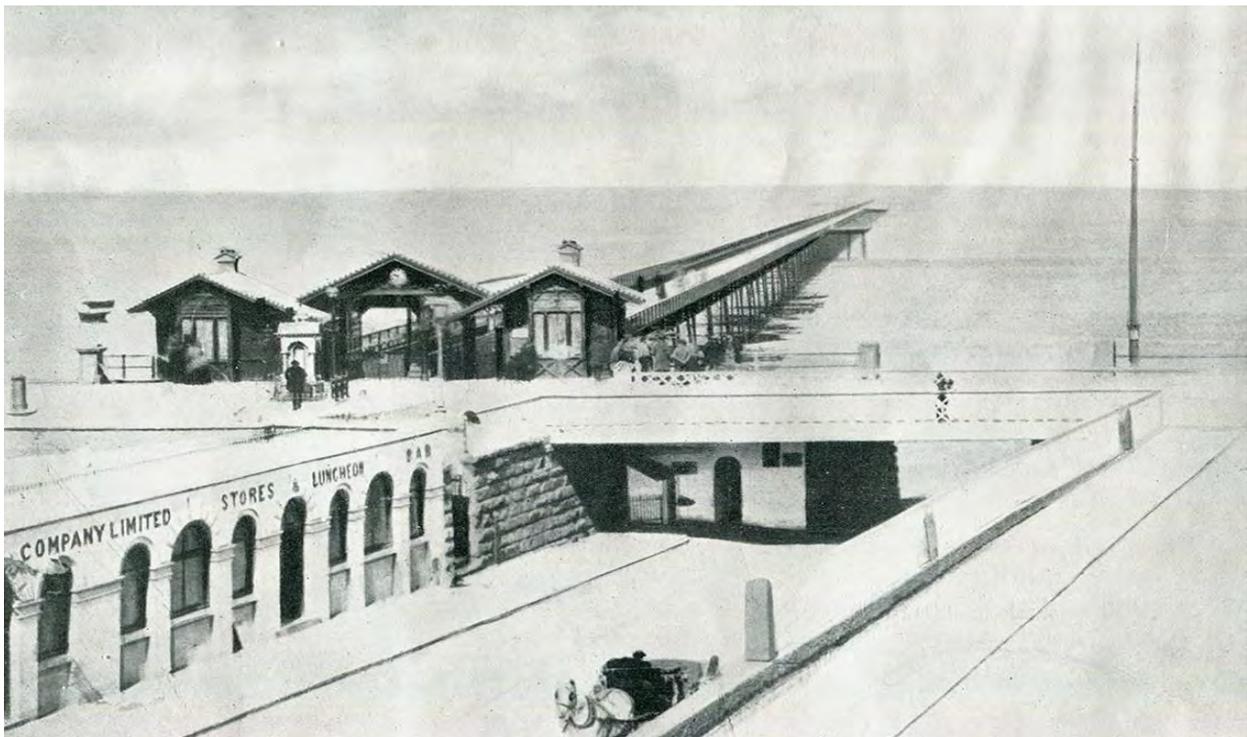
Enterprising local residents provided boat trips, donkey rides, stalls and side shows, particularly along the route from the station to the seafront.

The Improvement Commissioners took over the responsibility for the maintenance of the Promenade in 1858, ending the tolls which had previously been charged. Extensions and improvements to the Promenade continued to be carried out in

sections, being extended to its junction with Duke Street in 1873 and to Park Road in the north in 1881

The pier was constructed in 1860; it was the first example of an iron pleasure pier in the country. It stood five yards wide and 1200 yards long with a platform at the furthest end. A toll was charged to walk on the pier and it was an immediate financial success. The length of the walk proved too much for many and a tramway was installed in 1863. Various other alterations to the pier were made in the following decades, such as widening, lengthening, the erection of waiting rooms and refreshment rooms.

Remodelling of the Victoria Baths took place in 1871 and the Southport Pavilion, Winter Gardens and Aquarium complex was built in 1874. This occupied a nine acre site which spanned between Lord Street and the Promenade, described at the time as “undoubtedly one of the finest buildings of its type in the world”. This was an impressive development built on an astonishing scale. Surrounding the buildings were landscaped gardens with a terrace and croquet lawn. The collection of buildings which formed the Winter Gardens were demolished piecemeal into the 1930s.



This low level thoroughfare adjacent to the pier was filled in during the early 20th century and the land redeveloped

In order to further improve the amenities of the resort, which had a receding shoreline, the Borough Council acquired the foreshore from the Scarisbrick Trustees and Mr Hesketh in 1885. The laying out of the southern arm of the Marine Lake and the adjacent South Marine Gardens took place in 1887, followed by a similar

development of a lake and park to the north of the pier in 1892. In 1895 the lakes were joined and Marine Parade Bridge constructed together with the Marine Drive, which took visitors out towards the sea.

Scarisbrick Avenue was carved through the town c1888-90, providing an easier access route between the seafront and Lord Street. The buildings which line the route were likely to have been constructed just afterwards.

Nevill Street had previously allowed direct access to the seafront sands via a subway beneath the Promenade. By 1904 the shops on the lower level were closed and the walkway filled in, changing the character of this street considerably.

King's Gardens were opened in 1913 as part of a major remodelling of the seafront which saw the sandy strip between South Marine Gardens and the lake being replaced with gardens. The design was much influenced by Thomas Mawson, the noted Landscape Architect, who had drawn up proposals for these gardens c1906 which were illustrated in his book 'Civic Art', published in 1911. The Borough Engineer incorporated elements of Mawson's designs into the final scheme such as the lakeside walk, sunken gardens and compartmental layout. The gardens were opened in 1913 by King George V, from whom they take their name.



This row of Victorian properties was built to enjoy the sea views. They later enjoyed an excellent vantage over landscaped gardens, as shown in this 1930s image

Between 1914 and 1921, following the construction of Marine Parade, the area of beach to the seaward side of the Marine Lake was reclaimed to become Princes

Park and to accommodate the fairground. Various stalls and sideshows were consolidated within this new area.

In 1930 the Art Deco Floral Hall and Gardens were developed on the land which formerly was occupied by North Marine Park. The Venetian bridge across the marine lake opened in 1931, allowing more direct access to the seafront and attractions within Princes Park including the magnificent Lido and colonnade.



Southport's Floral Hall opened in 1930. It is a flat-roofed brick building designed with a classical influence.

In the latter decades of the 20th century a number of sites were redeveloped including the 'Funland' building at the entrance to the pier and Maritime Court at the junction of the Promenade and Nevill Street on the site of the Victoria Hotel. The site of a former block of Victorian Villas adjacent to Scarisbrick Avenue has not yet been redeveloped and is currently used as a surface level car park.

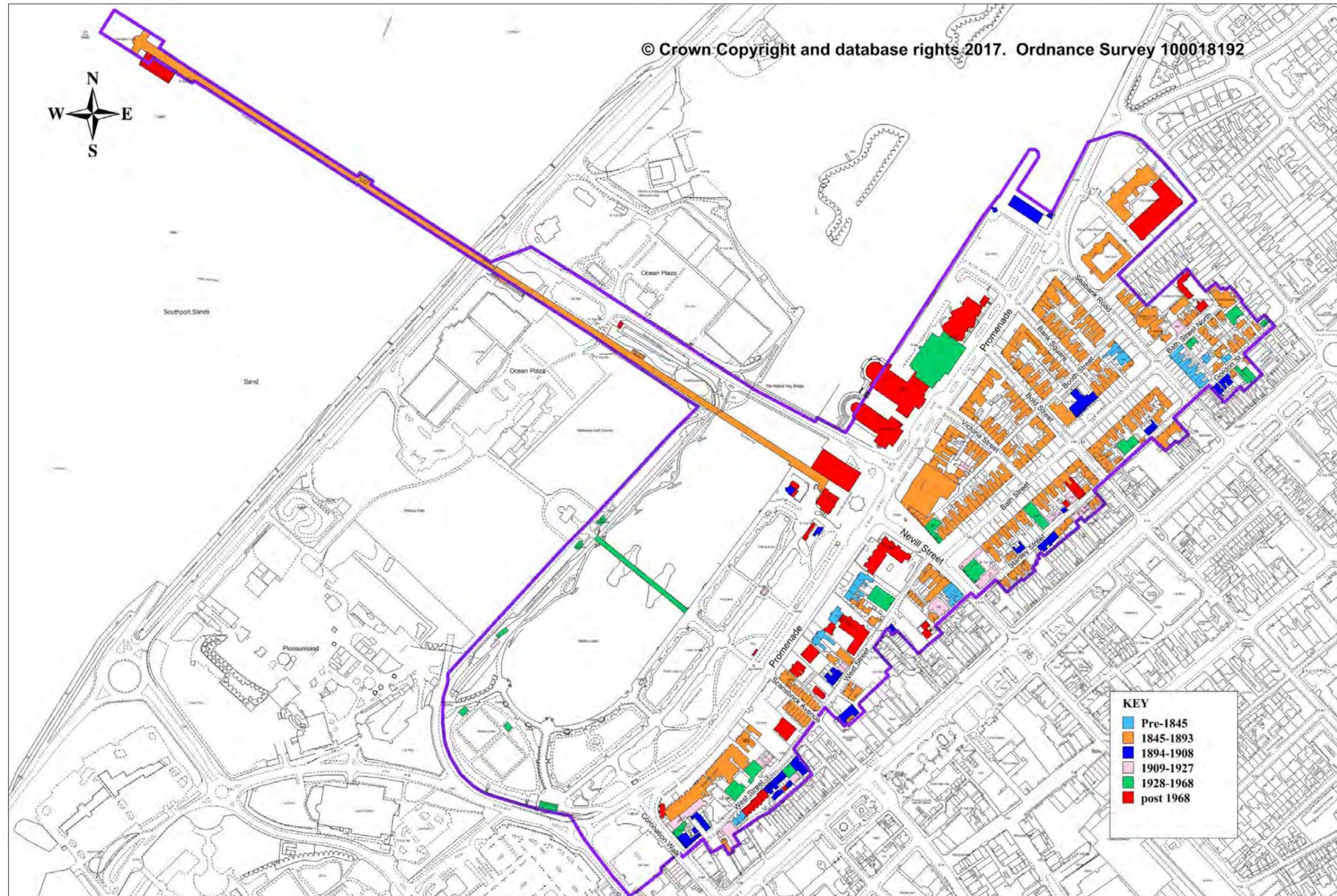
In 2002 a major refurbishment of the pier was undertaken; a new structure was built on the pier. Alongside this the Ocean Plaza retail park was built, just outside the Conservation Area.

3.4 ARCHAEOLOGY

There are no archaeological sites recorded within the Historic Environment Record, and no relevant grey literature is currently available. There may be some potential for

finds from the Mesolithic to post-Mediaeval period, however the area is believed to have been largely uninhabited prior to the 19th century and any potential for finds is likely to have been undermined by Victorian and 20th century development. The archaeological potential of the area is consequently very low.

Plan 4 Approximate Age of Building



4. TOWNSCAPE AND SPATIAL RELATIONSHIPS

4.1 SETTING AND RELATIONSHIP WITH SURROUNDING AREA

The Promenade Conservation Area is chiefly of interest for its traditional seaside resort character. The seaward side of the Conservation Area is bordered by 'Prince's Park', the Ocean Plaza retail park, and a funfair. The land between the Conservation Area and the sea is a particularly important part of its setting and is important to defining the character of the relationship between the seaside resort and the sea.

Princes Park was constructed in the 1920s after the land was reclaimed. This is a rather natural, if simply designed extension of the gardens which characterise the seafront. The fairground contributes and complements the seaside resort character of the area, its taller structures providing points of interest adding to views at the entrance to the Conservation Area and also views looking seaward. Ocean Plaza by contrast is of starkly different character and the large scale and appearance of the buildings and the large scale advertising on them interrupts and detracts from long range views from the Conservation Area out to the seafront.

Leading inland, six streets (Kingsway Coronation Walk, Scarisbrick Avenue, Nevill Street, Bold Street and Seabank Road) directly link Lord Street with the Promenade Conservation Area. Lord Street directly abuts the Promenade Conservation Area along its south eastern edge and has strong links in terms of its date of development, complementary uses and architectural interest.

Towards the northern and southern ends of the Conservation Area, the surroundings are largely residential, with larger style Victorian villas providing a consistent architectural appearance to the north, though domestic properties to the south are much more varied.

4.2 CHARACTER AND RELATIONSHIP OF SPACES

PROMENADE AND SEAFRONT GARDENS

The Promenade is the primary street in the Conservation Area, running centrally through the area, south west to north east. The pier originates near its central point opposite its junction with Nevill Street and for at least half its length runs above the reclaimed seafront, cutting through the centre of Ocean Plaza Retail Park. The built-up frontage stands in contrast to the wide pavements, carriageways and public gardens the buildings front on to. It is the widest street within the Conservation Area, with the largest plots and the greatest proportion of imposing and architecturally impressive properties.

To its seaward side the Promenade frontage overlooks the seafront gardens and Marine Lake. The relationship between the Promenade frontage buildings and the open recreational spaces opposite is vitally important. The lake and the open spaces provide an attractive setting for the substantial and imposing properties. The undeveloped and open aspect of the Promenade is what helps to sustain the distinctive appearance and character of the street as a seafront 'promenade', albeit the sea no longer reaches it. Where the frontage does not overlook the open spaces, such as where the Casino and Ramada hotels are, the seafront character of the Promenade is weakened.

SIDE STREETS

To the landward side of the Promenade is a mix of commercial properties, guest houses, hotels and residences laid out on a grid pattern. The street pattern differs either side of Nevill Street which lies at the centre of the Conservation Area and links through to Lord Street. To the south the streets are built on straight lines, perpendicular and parallel to Lord Street. To the north of Nevill Street however West Street is built on a curve, echoing the shape of the Promenade frontage.



The commercial side streets vary enormously in character from the spacious, primary thoroughfares such as Nevill Street to the narrow pedestrian walkway of Scarisbrick Avenue. Within the predominantly residential area to the north of Nevill Street the roads vary from the very spacious Bath Street to the very narrow Victoria Street and small terraces at right angles to the street, with pedestrian access only. Stanley Street and West Street, both built as service roads, have a distinctly mews feel, and therefore have a secondary relationship with the buildings on Lord Street and the Promenade. Booth Street and Back Bath Street are back streets which are not characterised by development facing onto them. Though a single pair of semi-detached Victorian houses has been squeezed in on Booth Street, this is atypical.

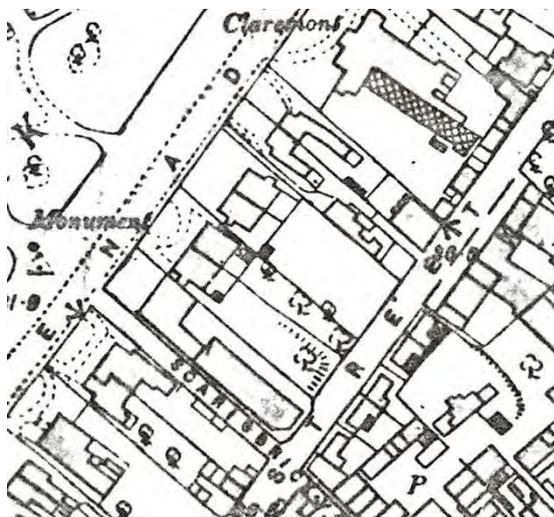
There are several narrow and enclosed paths which run under and between buildings on Lord Street which lead to back streets and properties set behind the shops. There are also some similar properties that are accessed along paths from the Promenade. These illustrate the somewhat piecemeal nature of development in this section of the Conservation Area, with the townscape seeming to have evolved around earlier development or earlier plots having been created in a less controlled manner away from the main frontage.

4.3 GRAIN

Plot dimensions vary along the Promenade frontage, depending largely on the original use of the site. The larger scale plots are generally those which are/were occupied by prominent buildings such as the Victoria Baths, although some amalgamation has occurred. Smaller plots are/were generally occupied by private residences.

Towards the extremities of the Promenade the frontage is tightly built up. The central section of the Promenade frontage is more loosely developed; this reflects the fact that this is where Victorian development was initially started on the Promenade.

Historically the building plots of the Promenade in the section south of the junction with Nevill Street were narrow and deep, running the entire depth of the space between the Promenade and West Street. Plots to the north of Nevill Street were less elongated in comparison, and do not have mews type streets behind.



1893 22-29 Promenade to West Street
South of Nevill Street was characteristically narrow, deep plots running between Promenade and West Street with some mews developments. Buildings vary in scale and layout. OS mapping reproduced from Sefton Council's archives



1893 45-51 Promenade to Back Bath St.
North of Nevill Street a regular pattern of development was evident, plots back on to rears and sides of neighbours.

Within the side streets, the plots to the north of Nevill Street are tightly developed to a rather rigid grid pattern. The plots are much narrower than they are deep, incorporating private spaces to the front and rear. The buildings are generally coherent in terms of building lines, size and dimensions; the majority of these buildings are terraced or semi-detached and remain in residential or guest house use.

4.4 SCALE

Scale varies considerably within the Conservation Area, although there is some correlation between the scale of properties, their type, age, and their location within the Conservation Area.

The majority of the properties which front the Promenade are of three storeys, some with accommodation within the roofspace. The higher status buildings have the greatest storey heights.

The oldest residential properties along the Promenade tend to be of two storeys and of smaller proportions. Victorian leisure and high class hotel developments, and later residential properties are of comparably greater scale.

Buildings display a hierarchical arrangement of storey heights with the ground floor, being of the largest proportions and the upper floors being less sizeable, sometimes diminishing progressively towards the topmost floors.

The mid-20th century Maritime Court stands nine storeys high, and the 21st century Ramada Plaza Hotel has six storeys. The heights of these buildings dominate the Victorian frontage. In addition to having a greater number of storeys than the traditional development, they also have lower storey heights comparable to neighbouring historic buildings. This means that the scale of the features of the development also appears out of character with their surroundings.

4.5 OPENNESS AND ENCLOSURE

The key characteristic of the seafront gardens is their open, undeveloped character. These offer a pleasingly designed contrast to the developed Promenade frontage and offer relief from the high density of development.

A wide gap site between 13 Promenade (formerly 12A) and Scarisbrick Avenue breaks down the sense of enclosure that is otherwise offered by the Promenade Buildings. The loss of the frontage buildings permits broad views towards the less attractive rears and blank elevations of properties West Street and Scarisbrick Avenue. The site previously contained a terrace joined to 13, and three other substantial properties. The site is currently used as a surface level car park. Similarly a further gap site is located to the rear of 68-76 West Street; this is unused and

derelict in appearance. It equally allows open views towards the blank elevations that were not intended to be seen. Opposite the Royal Clifton Hotel, another car park on the site of the former Kingsway Casino permits views to the rear of 1-15 Coronation Walk, Kingsway and across to Kings Gardens.



A large gap site exists at the junction of Scarisbrick Avenue and The Promenade. It is currently used as a car park



A another car park has been established on the site of the former Kingsway Casino

The side streets largely have an enclosed character, with relatively tall properties fronting narrow streets. Bath Street and Seabank Road are exceptions to this rule. These roads have a mixture of mostly 2-3 storey buildings, which are set back behind the larger frontages. This gives the streets a more open appearance, despite the buildings being terraced. Bath Street in particular, owing to various factors including its length, and long frontages, offers a distinct difference in character to the other side streets which lead away from it.

A number of front walls to gardens have been removed which creates an uncharacteristically blurred line between private and public spaces. Where sections of garden boundaries remain in place their retention is important. Where planted frontages are evident in combination with a boundary treatment the sense of privacy and Victorian character to the front gardens is further enhanced.



Missing front walls and gardens along Bath Street, although many gate piers remain

Where built features have been developed in front gardens such as the smoking shelter in Seabank Road, and front extensions, this to varying degrees undermines the openness of the front gardens and the streets.

Along the commercial parts of the side streets, the majority of the commercial properties were built abutting each other and directly fronting the pavement, giving these streets a particularly enclosed quality.

4.6 RHYTHM, REPETITION AND DIVERSITY

There are a number of consistent features in the Conservation Area such as the layout of plots, architectural decoration, roofs, building sizes and types. The strongest rhythms and greatest architectural consistency are limited to short sections.

Front gardens are common features along the Promenade frontage and within the side streets north of Nevill Street where properties are positioned on clearly defined consistent building lines, set back from road frontages.

Within the side streets most front gardens are small in size though plots along Seabank Road, Promenade and Bath Street were set out to more generous space standards.

Building lines are a strong feature throughout the Promenade Conservation Area, but particularly so within the side streets north of Nevill Street and along the Promenade. Where new development breaks the established building lines, the effect is jarring. Such additions undermine the consistency of the building lines, layouts of front gardens and the overall consistency of appearance of streets.

Examples:



Front Extensions



Bin Store

Pairs of semi-detached buildings are generally symmetrical and contain repeated features sometimes there are more than one pair to the same designs. Where the features of one half of the pair have been altered, or a render or paint treatment applied, the architectural effect of the symmetry is particularly broken down, undermining their character and appearance.

Examples of this type of development are found within:

- Booth Street
- Bank Square
- Bath Street
- Bold Street
- Seabank Road
- West Street

Terraced buildings built with identical repeated features to a consistent design have strong rhythms. For example along Victoria Street the form of the terrace with paired doors and paired bays is consistent, however the slightly different windows which are installed, and the alterations to door surrounds and differing brick and paint schemes somewhat weakens the rhythm.



Changes to frontages, render and fenestration within buildings originally designed to be identical

Within these 'buildings' a high degree of consistency is achieved through symmetry of form, and repetition of footprint, layout, form and architectural elements. Where changes to units within the same 'building' are evident, such where bay windows are lost, or changes have been made to window designs, the rhythm of the facades and consistency of repeated architectural forms are broken down to some degree undermining their character and appearance.

Similar rhythms are found at:

- The Promenade
- Bank Square
- Scarisbrick Avenue
- Seabank Road
- Bath Street
- Nevill Street
- West Street
- Victoria Street
- Coronation Walk
- Royal Terrace

There are several repeated architectural features which are found on buildings throughout the area. Though the exact details may vary, a high number of the buildings display similar architectural features. These include splayed bay windows, low pitched slate roofs, quoins, curved window heads, low pitched roofs and classical pediments. Many have also been rendered/stuccoed with a white or off-white finish, perhaps due to the harsh weather conditions on the seafront. There is a notable absence of colour to the render.

Most of the 19th and early 20th century semi-detached and terraced properties were designed with outriggers of consistent form and design. These create a discernible rhythm to the rears of the matching buildings and also create a consistent overall character within the back streets. Where there are large scale extensions of different character added to rears, the similarities in plot layouts, rhythm and consistent architectural appearance of the area is weakened.

Within the public gardens, there are features such as balustrade walls, lighting columns, and shapes within the layouts that give an overall unified appearance. The intact scheme of cast iron lighting columns offers a rhythm and consistency which enhances the formal character of the spaces.

There are several individually designed Victorian buildings which provide visual interest. These generally offer a higher standard of architecture. Correlation in their age, scale, level of decoration and use of materials ensures they are coherent with their surroundings.

4.7 VIEWS AND LANDMARKS

The conservation area benefits from long-distance views along the coast in both directions. The Bowland fells are visible on the skyline to the north. On an exceptionally clear day the Lake District fells can be seen to the northwest and Snowdonia in the south east.

Broad and longer views can be enjoyed from Kings Gardens and looking westward, the features of the fairground are prominent. To the south east, the skyline is punctuated by the turrets of commercial buildings along Lord Street, the clock tower of the Cambridge Hall, the spire of St. Georges Church and the tower of Holy Trinity Church on Manchester Road.

From Marine Parade, the bridge provides a striking centre point for largely unbroken views across the marine lake past the pier and Venetian bridge to the west, and to the former Promenade hospital in the east. Marine Parade offers northerly views to the Irish Sea, but these have been affected somewhat by modern developments within Ocean Plaza.



Looking over the water towards the Venetian bridge from Marine Parade offers expansive views



Alternative vistas looking east provide aspects of the former hospital and a small tree-covered island within the marine lake.

There are attractive views in either direction along the side streets that link Lord Street and the Promenade. The view along Nevill Street from the Promenade towards London Square offers a particularly fine perspective of the Grade II* listed War Memorial and this impressive part of Lord Street's townscape. In reverse, the view towards the Queen Victoria statue, the Marine Way Bridge and the pier entrance is important as it forms a major route through the town centre. This perspective also offers the promise of traditional seaside attractions at the central point of the Conservation Area.



Impressive views can be enjoyed along Nevill Street down to London Square and the monument

In Coronation Walk looking into the Conservation Area, the buildings along this stretch are largely intact with little modern structural intervention, although some facades have been altered.



The view towards the Promenade from within Coronation Walk

The gently curving nature of the Promenade at each end provides a succession of interesting views along its length. The skyline is punctuated to the south by the square tower of the Royal Clifton Hotel, and the crow-stepped gables of Marine Gate Mansions, formerly the Promenade Hospital offers a similarly landmark focal point towards the north.



The Royal Clifton Hotel



Marine Gate Mansions (Former Promenade Hospital)

A further landmark on the promenade is the Victoria Baths which sits almost squarely on the junction of promenade with the Marine Way Bridge. Its prominent position along with the building's shape, rich architectural decoration and stone construction give it clear landmark qualities.

The nearby carousel beneath the canvas covers the front of the entrance to the pier and diminishes its former grand entrance.

Views along Bank Square and Victoria Street are terminated by properties along Bath Street. Views along Bath Street and Bath Street North are terminated by Melvin House to the North and by Nevill Street to the South. West Street, Booth Street and Back Bath Street are all tightly enclosed.

Queens Hotel, now the Queens Hotel Court was built 1866, being constructed of stone and being of greater height is notable in views looking north east along the Promenade.

Within the gardens the early buildings such as the cast iron shelters and the gardener's Arts and Crafts seating shelter are designed to be seen from all angles and are set in positions that are designed to offer visual appeal. The views of these features have been enhanced by the refurbishment and restoration of many of the park's features recently.

4.8 MOVEMENT/ROUTES

Being a part of the town centre of Southport, the conservation area is well connected to the surrounding area by car, rail and bus.

Movement through the Conservation Area is generally restricted to two axis, the first running between the gardens and Lord Street, and the second parallel with the coast. The townscape is permeable with good through routes available to both vehicles and pedestrians.

The Promenade is well used by traffic and also by pedestrians, as the road contains a number of hotels and leisure facilities in addition to being an attractive space to walk and take in the seaside atmosphere.

The pier entrance is opposite the Nevill Street and Promenade junction. However the position of the carousel and lack of clear definition or celebration of the entryway to the pier itself means that the space lacks legibility.



The position of the carousel diminishes the former grand entrance and unobstructed approach to the pier.

The principal commercial side streets, including Coronation Walk and Nevill Street carry a heavy amount of vehicular traffic. They are also well frequented by pedestrians all year round but particularly in the summer season and at weekends, Scarisbrick Avenue is a heavily used pedestrian link to the seafront from Lord Street. Nevill Street and Scarisbrick Avenue also provide important links between the seafront and the railway station.

The predominantly residential side streets including Seabank Road and Bold Street are much less busy.

There are several lesser known routes which are narrow and accessible only to pedestrians often leading to houses or outbuildings which are tucked in behind larger properties. These routes weave through the buildings and contribute much to the historic character of the area.

A linear pedestrian route leads from Lord Street, along Scarisbrick Avenue, through South Marine and King's Gardens then into Princes Park. Formerly this route led to the Lido, but currently although the route continues towards the cafe and eventually

reaches Ocean Plaza, neither of these offer visually attractive destinations that correlate to the distinctiveness of this route.

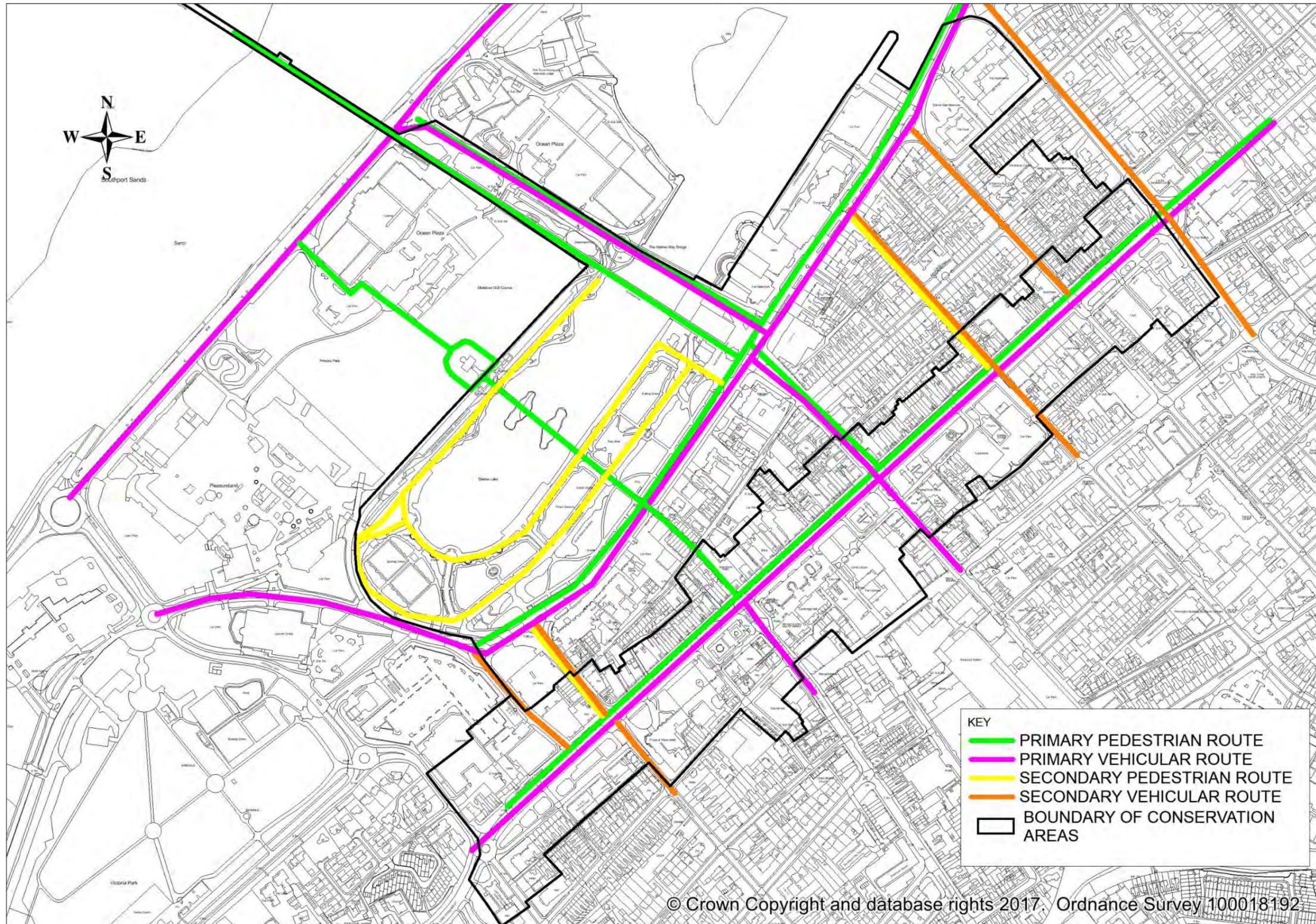
King's and South Marine Gardens are well frequented by pedestrians. The recent provision of a play area and the improvements to the gardens has encouraged many more people to visit.



The recently restored Kings Gardens features a large timber children's' play area

Plan 5 overleaf illustrates the main pedestrian and vehicular routes across the Conservation Area.

Plan 5 To show the main pedestrian and vehicular routes between the Lord Street and Promenade conservation areas



4.9 GREEN SPACES AND PLANTING



The greenspaces have a defined structure, with each of the designed spaces having their own distinct character.

SOUTH MARINE GARDENS

South Marine Gardens were the first seafront gardens to be developed in Southport as part of a public works scheme to help compensate for the receding shoreline of the resort. Dating from 1887 they were built at the same time as a salt water lake, between which ran a strip of sand. The gardens' curved pathways are a typically Victorian picturesque layout. The gardens have a mutually beneficial relationship with the buildings which line the Promenade. The spacious, open and green nature of the gardens provides an attractive setting for the buildings. Viewed from within the gardens, the buildings provide a sense of enclosure, complementary Victorian architectural character and provide visual interest.

South Marine gardens are largely a grassed space with the appearance of a generous verge, lining the Promenade. The shelters which are positioned within the Gardens along the Promenade frontage offer some relief from this, as do the planting beds.

KING'S GARDENS

Since the last appraisal the Gardens have been refurbished with the assistance of a Heritage Lottery Fund grant. Overgrown shrubs and trees have been removed opening up the dense vegetation. This has assisted in recreating the more open aspect that the gardens originally benefitted from, and helped to create a more attractive and safe environment within these gardens.



Southport's Kings Gardens seen in a photograph from the 1930s.

The compartmental formal structure of King's Gardens is one of its key features. The layout has been degraded around the play area and at the model village, but is otherwise clear and intact.

A play area has been constructed, which includes high timber elements visible in long views across the Promenade and seafront gardens. The height of this is beneficial in encouraging visitors into the gardens, and its design which primarily incorporates 'driftwood' natural style timbers complements the seaside appearance.

Beyond the lake along the western boundary is a miniature railway which terminates at the Pleasureland Station in the south west corner of King's Gardens. There is another station between Marine Parade and the Pier.



The new gardens and Model Railway Village boundary fence are prominent on the landscape

The lakeside railway runs along the western edge of the gardens. Originally it ran right next to the lake, but is currently at a lower level than the surrounding land, and is somewhat enclosed. It claims to be the longest running miniature railway of its type in the world.

The irregular western bank adjacent the lakeside railway has a rock edged picturesque design that visually relates to the irregular islands that support the Venetian Bridge. This section was developed later than the remainder of the gardens, sometime during the mid-1930s. The seating on the elements that project into the lake are positioned to take advantage of attractive views back towards the Promenade.

FLORAL HALL GROUNDS

The trees and planting beds to the rear of the Floral Hall and Theatre are in an unkempt condition. Planting beds are overgrown with weeds, particularly at the northern extremities towards the large car park. Service equipment is clear within the planting beds resulting in an untidy appearance.



Service installations give an untidy appearance to already poorly maintained planting beds

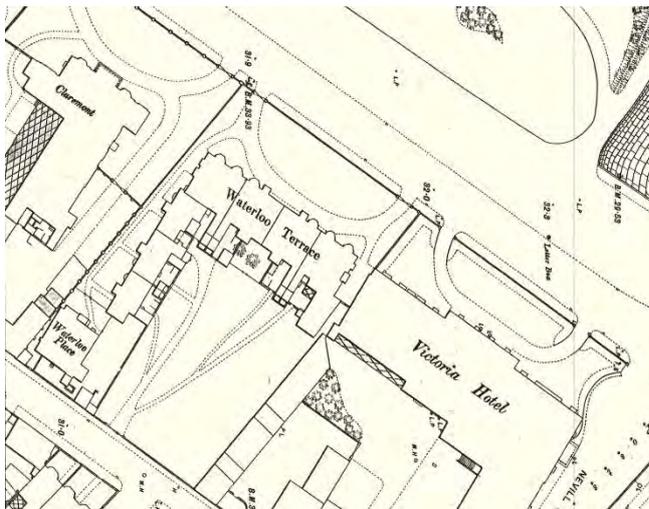
PRIVATE GARDENS

The private gardens have been particularly vulnerable to loss for driveways and car parking purposes, which has significantly diminished the quality of their contribution to the Conservation Area. Most have been surfaced in either tarmac or concrete flags, many being ill-maintained. Some frontage areas contain trees or walled planted beds.

Where the original walls and boundary treatments survive these illustrate the early layout, make a positive contribution to the area in themselves, and also make clear the age of the arrangement. Where walls have been significantly lost, and frontages are open to the street, this harms their sense of privacy and enclosure. The scale of these losses has resulted in significant harm to the original townscape.

The gardens offer additional value where remnants of the early garden layouts remain.

The properties to the Promenade frontage were originally laid out with hedges and semi-circular in-out carriageways, most serving more than one property. Examples of these remnants can be seen to the front of Byng House and 35-36 Promenade.



1893 to show front gardens at 30 and 35-38 Promenade



Aerial photo to show changes to the front of 30 and 35-38 Promenade

TREES

Street trees and trees within the public and private gardens are not a particular feature of the Promenade Conservation Area. The OS 1893 edition shows that at that date trees were planted within gardens to properties on Seabank Road and Bath Street, but are not shown elsewhere. It does not therefore appear that the streets within the area were ever planted with trees



Trees have been planted along Nevill Street softening this predominantly urban environment

Along Promenade, Seabank Road and Bath Street, where larger gardens are found, several trees of medium size are planted. In longer views along the street, these trees offer a suggestion of planted character, helping to offset some of the harm created by the paving over of front gardens. Most other gardens or frontages are not of a size which would be suitable for trees.

Trees within the public seafront gardens are not part of the original designs. The exposed location has meant that trees do not generally grow easily. Those that have survived within South Marine Gardens are leaning away from the shore as a result of the prevailing wind. This characteristic is a distinctive visual indication of the coastal location, which adds to the area's broader seafront character.

4.10 PUBLIC REALM

ARCHITECTURE AND DETAILS

The majority of the street surfacing is of tarmacadam. Some stone kerbs remain and add value and character to the public highways. Stone setts and stone gutters are found in the area, mainly along back streets. Where tarmac has become significantly degraded, patches of the original stone setts are sometimes seen beneath.

Pavements and pedestrian alleys occasionally display 'Southport paviments' which are an important local feature. Otherwise pavements largely comprise a mix of modern concrete flags in a range of colours and finishes from grey to yellow and pink. This gives a mixed incoherent appearance to the public realm.

The Promenade roadway was widened during the 20th century. The widening led to the creation of islands containing streetlights within the centre of the roadway north of the junction with Nevill Street. Some of these islands are grassed which offers a little greenness in the otherwise hard surfaced urban landscape.



Stone setts exposed in this section of the road



Several lighting islands exist throughout The Promenade's main traffic thoroughfare

Nevill Street previously included an underpass set at a lower level which cut beneath the Promenade and led out towards the Marine Lake. This underpass was filled in at the beginning of the 20th century. A further underpass beneath the promenade was previously in place between Coronation Walk and the seafront gardens. This was removed sometime in the first quarter of the 20th century. This junction is now quite broad and undifferentiated. It contains little of interest beyond the attractive cast iron lighting.

Since the previous appraisal in 2008, Nevill Street's vehicular carriageway has been narrowed and the public realm has undergone further refurbishment. The statue of Queen Victoria has been turned around and now faces the town rather than the coast, and the Coronation Light which previously was positioned nearby has been removed. The new scheme has introduced street trees and a new range of paving materials to the area including granite. Street furniture comprises modern stainless steel lighting, bollards and bins and granite benches. The new scheme aspires to a higher level of quality than is found elsewhere in the Conservation Area. Red tiles are used around tree pits echoing the traditional Southport tiles, though otherwise the scheme is of modern appearance using unfamiliar materials.

The car park adjacent to the Lake on the north eastern edge of the Floral Hall is a large undifferentiated space which has an open character and supports the leisure uses nearby. To its boundary adjacent the Promenade there is a short section of the Art Deco stone and cast iron balustrade, with two surviving Art Deco lanterns atop the plinths.

4.11 PATTERNS OF USE

The Conservation Area contains a variety of building types and uses, reflective of its tourist origins and town centre location.

Within the recreational area at the seaward end of the Promenade, all the buildings are in leisure-based uses. The larger buildings such as Funland and the Floral Hall Theatre and Convention centre provide stand-alone leisure facilities, whereas the smaller more traditional buildings tend to be ancillary to the recreational use of the gardens.

The side streets and cross streets between Promenade and Lord Street are lined with a variety of traditional buildings. Those to the north end of the street tend to be occupied by residential and hotel/guest house uses, and have a greater architectural consistency, while buildings towards the south, and towards the junctions with Lord Street house a variety of commercial, leisure and residential uses.

Behind the shops, on roads and alleys leading from Lord Street are found some separate commercial buildings and several instances of small residential cottages which appear haphazardly placed and several are likely to represent earlier development which has been engulfed in the townscape.

There are some instances within the area of pubs, bars and clubs. There are several amusement arcades operating. Those on Nevill Street fits in with the seaside resort character of that street.



A traditional seaside amusement arcade seen in Nevill Street



This former dwelling house at 13 Promenade has fallen into disuse and negatively affects the Conservation Area

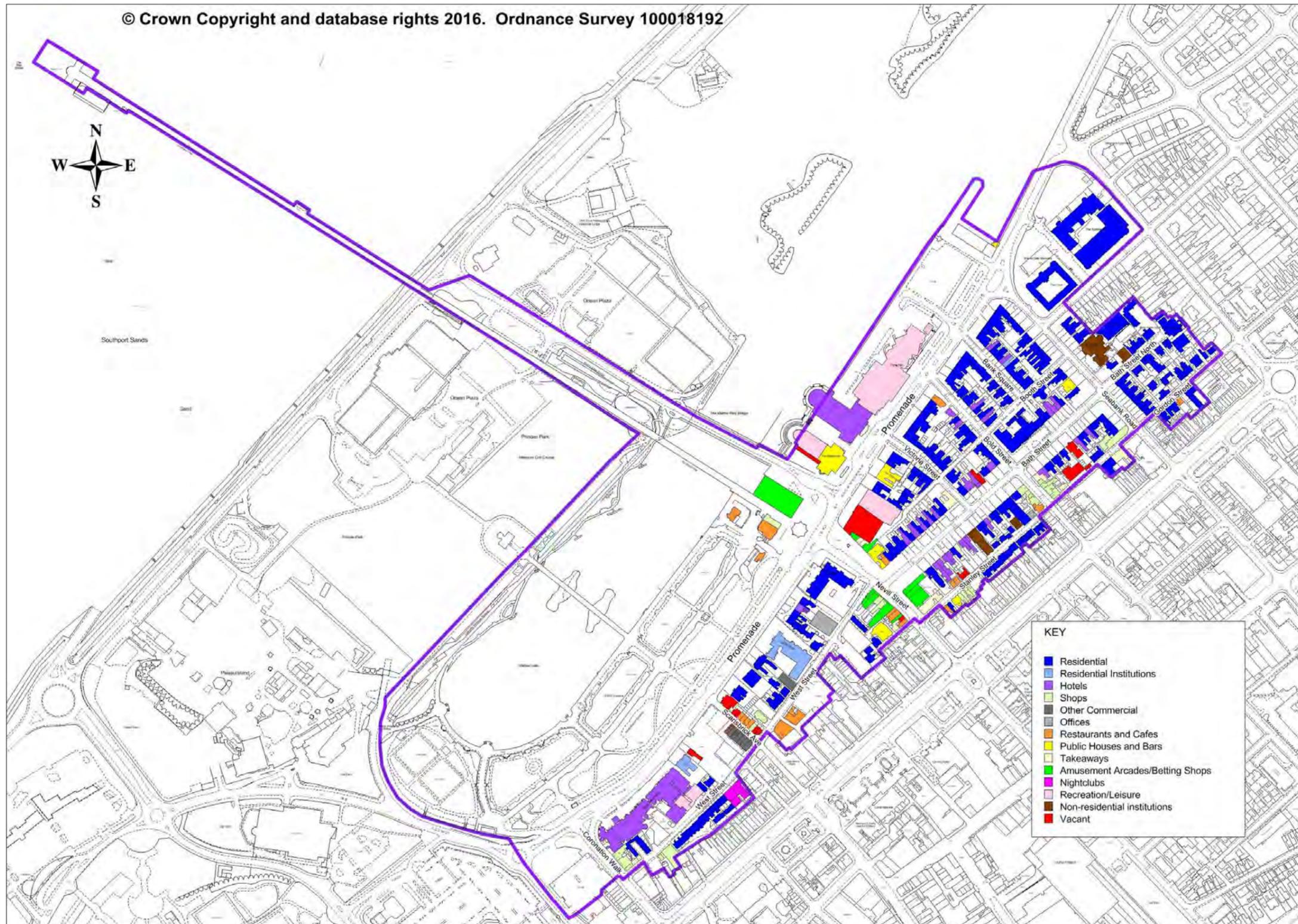


Victoria Baths currently lies dormant and is one the Conservation Area's most prominent properties



22 Promenade has undergone enforcement action after years of neglect

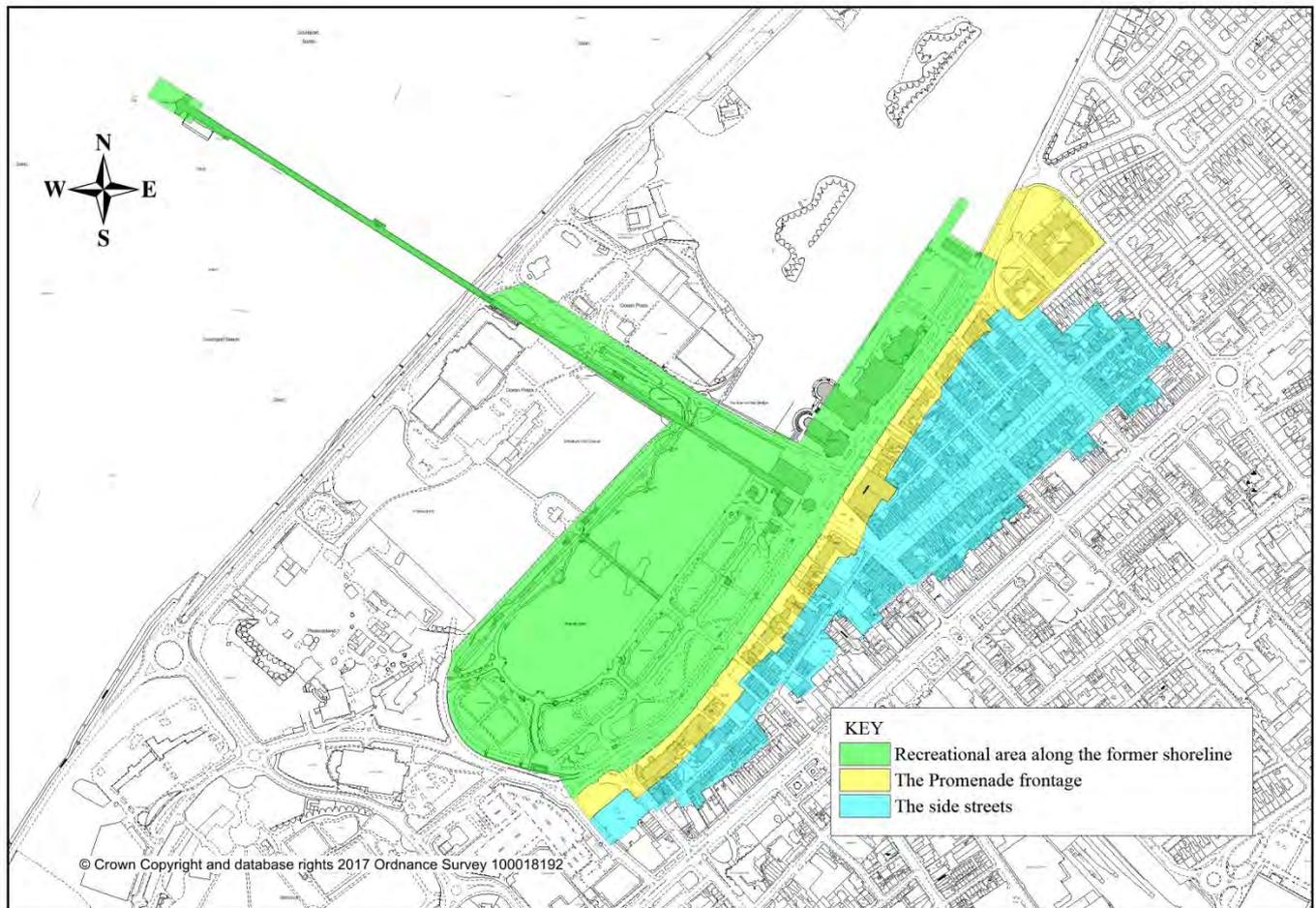
Plan 6: Visual survey of uses undertaken July – August 2016



5. CHARACTER AREAS

There are different character areas within the Conservation Area.

Plan 7 Character Areas



The divisions between the character areas are not rigid, particularly the division between the Promenade frontage and the side streets character areas. There are also important interrelationships between the character areas such as the relationship between the Promenade frontage buildings and the secondary mews type streets behind which form part of the 'side streets' character area.

Within each character area there are differences. What is appropriate in one part of the character area might not be in another.

5.1 RECREATIONAL AREA ALONG THE FORMER SHORELINE

The recreational area along the former shoreline is characterised by its very open, undeveloped and soft landscaped nature, containing opportunities for informal

recreational alongside more formal attractions of limited scale. This area mainly comprises formally laid out Victorian and Edwardian gardens with flowerbeds, shrubs and lawns surrounding a lake, but also includes the Victorian pier and the modern Marine Way Bridge. This area particularly complements the line of buildings along the Promenade frontage.

It contains a handful of major buildings including the Floral Hall and Convention Centre and Funland. Smaller historic buildings include the former Ladies Toilets, a variety of monuments and shelters.

5.2 THE PROMENADE FRONTAGE

The Promenade frontage is tightly developed on one side of the street only. It is punctuated by the exits of cross streets leading towards Lord Street. The buildings benefit from an attractive open outlook over the landscaped recreational area and the coastline. There are a number of imposing listed buildings including hotels, villas, the former Victoria Baths and Marine Gate mansions (formerly the Promenade Hospital). The buildings mainly date from the late 19th century and most have suffered from some uncharacteristic alterations and extensions including harm to their garden settings. A boathouse near the former Promenade Hospital now operates as what is supposedly Britain's smallest pub, The Lakeside Inn.

5.3 THE SIDE STREETS

These streets are tightly developed to a dense grain and very enclosed in character. The area is predominantly characterised by a number of residential, guest houses and commercial buildings of interest. The buildings are overall of lesser scale compared to buildings on the Promenade frontage.

There is a consistency in the height, scale and architecture of buildings, and most have slate roofs. Stone gate piers are largely retained. Some frontages retain their planted gardens, which enhances the character of these buildings, though many of the frontages are unfortunately degraded.

The mews type streets are characterised by a range of traditional industrial units and low key commercial developments, their lesser scale and status compared to that of the Lord Street and Promenade frontages helps to maintain their 'mews' feel.

Commercial buildings on the primary cross streets are of more varied architecture, with greater levels of architectural detailing and are generally at the taller end of the scale.