



Fleetwood Seafront Masterplan - A Delivery Framework

Wyre Borough Council

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1. Executive Summary

Fleetwood Seafront has long been recognised as a major physical asset to the Town, and more recently has increasingly been viewed as having the potential to become an equally significant economic and social asset.

For decades the Town's residents and visitors alike have appreciated the unspoilt natural environment, stunning views, and range of recreational and cultural facilities offered by the area, and continue to do so to this day. On a coastline as world renowned as Fylde's, with major resorts such as Blackpool, Cleveleys, and Lytham St Annes all offering distinctive and diverse attractions to tourists, Fleetwood's Seafront is perhaps rather understated and most certainly underrated.

Anchored by the handsome Marine Hall, opened in 1935 and still Wyre's pre-eminent seafront venue; overlooked by the graceful Mount Pavilion, the centrepiece of inspired town planning by Decimus Burton; and blessed with spectacular sea views over Morecambe Bay; Fleetwood's Seafront is at the very least the equal of any other in North West England.

However, as a working town with an economy based around not only tourism, but a long legacy of fishing and fish processing, Fleetwood has suffered as much as any northern town during the economic restructuring witnessed over the past 40 years. The iconic Seafront has remained, but

it has suffered from prolonged under-investment. Key facilities now tend to look tired, and too few new elements and attractions have been added to maintain the competitiveness of the offer – and despite the best efforts of local groups including the Council, numerous volunteers and local interest organisations who have contributed so much time and effort to maintaining the area, it is widely accepted that the Seafront is failing to meet its full potential. It is too large, too visible and too remarkably attractive to be anything less than the key driver of the Town's economic future. Rather than being a pleasing surprise for outsiders unaware that Fleetwood has a Seafront of such scale and natural beauty, it ought to be the prime motivation for visiting the Town in the first place. Such a step-change is definitely deliverable and will not require timescales of such a length that few people could ever realistically be enthusiastic about becoming involved – the Fleetwood Seafront Masterplan outlines a series of interventions that, if given the necessary support, could transform the area's fortunes within a matter of a few years, whilst also setting in place a longer-term programme of rejuvenation.



1. Executive Summary

The objectives of the Fleetwood Seafront Masterplan are derived from the findings of the 2007 Fleetwood Town Centre Masterplan, the strategic aims of the Fylde Cultural Strategy and the emerging Wyre Local Development Framework, extensive onsite analysis of the area, and ongoing liaison with both the general public and specifically the people who work in and around the Seafront area. Every objective has behind it a logical and practical rationale, enabling this Masterplan to be developed in a transparent and coherent manner. Every proposal and recommendation within the Masterplan seeks to meet these objectives meaning that no intervention, however large or small, is being undertaken in isolation. For the purposes of simplicity the large Seafront area has been divided into a series of 'zones', determined principally by a combination of existing character and future potential. It is hoped that in years to come every zone will represent a perfect fusion of local individuality within a clear strategic framework, so that in essence each zone can be seen to be representing a talented player in a strong team. No zone is more important than any other – the

Seafront will never benefit if some areas are neglected at the expense of others – but there is recognition within the Masterplan that certain zones represent priorities in terms of funding requirements, timescales and potential impacts. Marine Hall, the most iconic and important building on the entire Seafront, is an example of these priorities. As the visual and activity hub of the area what happens to the Hall will define the perceptions of what is happening across the Seafront, especially in the shorter-term, and it will be imperative for all parties charged with delivering this Masterplan that the resident and business communities of Fleetwood continue to be engaged in the process – and this will be most effectively achieved by making clear and significant progress as soon as possible. The stakeholder engagement thus far has led to the production of an agreed Seafront Vision:

'To create a sustainable and distinctive seafront with a mix of facilities, good quality of life, and connectivity, built around enhancing the key assets of the Marine Hall and the open setting.'

The aims within the Vision are recognised and expanded upon within the Seafront Masterplan and further details of specific proposals aimed at delivering, in aspirational but realistic terms, the Seafront Fleetwood needs and deserves are also provided. Consequently the Masterplan should be viewed as the cornerstone of every proposal and application to secure financial and administrative assistance for the rejuvenation of Fleetwood Seafront.





2. Introduction



The Fleetwood Seafront Masterplan has been produced during early 2009 initially in response to the identification in the broader 2007 Fleetwood Masterplan and Regeneration Framework of the Seafront as an area where significant future investment offered the greatest opportunity to assist the regeneration of the entire Town. Furthermore recent months have seen a wealth of other studies and potential funding programmes emerge that have crystallised the need for an up-to-date and coherent development framework to ensure Fleetwood's Seafront is in a position to both capitalise on any opportunities for investment which may emerge, and to assist in the delivery of strategic cultural and economic goals aimed at the Wyre, Fylde and Lancashire coastal areas. This study is in part being funded through the Commission for Architecture and the Built Environment's (CABE) Sea Change Fund. This fund is one of the potential sources that Wyre Borough Council are seeking assistance from in order to deliver their aspirations for the Seafront.

This Masterplan therefore not only draws upon the analysis of earlier studies examining how best to catalyse the economic regeneration of Fleetwood,

but also the broader role the Seafront can play in terms of delivering the objectives of the North West Development Agency's Regional Economic Strategy, the Lancashire Economic Partnership's Sub-Regional Action Plan the 2008-2011 Fylde Coast Multi-Area Agreement (MAA); the 2009 Fylde Cultural Strategy; and the emerging Cultural Framework for the Wyre Coast. It recognises that Fleetwood's Seafront has multiple roles depending on the perspective taken – be it serving the local population as an area for recreation and leisure; attracting visitors into Fleetwood; being a key link in a longer trail between other Wyre settlements such as Cleveleys and Rossall; or even being part of a Fylde-wide cultural and tourist offer working in tandem with Blackpool and Lytham St Annes. In addition the Fylde Coast and Fleetwood are an important link between the Morcambe Bay and Ribble Estuary Regional Parks. Whatever the perspective taken, two factors remain constant:

- *Fleetwood Seafront is an integral part of any economic and cultural proposals at a local, authority or sub-regional level;*
- *All areas, at every level, will benefit from a thriving and prosperous Fleetwood Seafront.*

The first factor is a constant due to the historical role, physical scope, and current offer of the Seafront and is beyond dispute. It is the second factor that underpins the need for, and objectives of, this Masterplan. Fleetwood Seafront is simply a fantastic place, a balanced combination of natural beauty framed by an urban setting. For lovers of beachsport, recreation, culture, nature, and architecture, it is key destination. Yet it is also recognised by all stakeholders with an interest in the area that it could be even better. More facilities could be provided whilst still maintaining the character of the area; existing facilities could be enhanced; and the whole area could be better linked, managed and marketed. Doing this will of course take considerable resources, both financial and human, and it is with these requirements in mind that Wyre Borough Council instigated the development of this Masterplan, to provide direction and co-ordination for future efforts. The rationale for intervention already exists – both in the local needs clearly evident in Fleetwood's economy and in the strategic policy set out at the sub-regional level. The Fylde Coast MAA states that 'it is the tourism offer of the Fylde Coast as a whole and not just Blackpool that must be promoted. Indeed, areas of Fylde

2. Introduction



and Wyre offer significant higher-level tourism offers. The coastal conurbation also provides a significant proportion of the Fylde Coast's population and its employment and economic growth opportunity'.

This document starts by setting out the context in which proposals have been developed – the findings of the 2007 Fleetwood Masterplan; the challenges facing Fleetwood at a local level; and the strategic opportunities emerging that Fleetwood needs to engage with; before examining the Seafront area in more detail. Analysis is provided of the strengths and weaknesses of the current offer; opportunity areas where new facilities could be provided; how these facilities would inter-relate; and a Vision of what Fleetwood Seafront should eventually seek to become. It is hoped that this Masterplan, supported by key documents such as the Seafront Delivery Plan and Business Plan, will make a compelling case as to why Fleetwood's Seafront is such an exciting area and why it deserves local and strategic support.

3. Context

3.1 Introduction

The following chapter seeks to outline the policy and research background that has led to Fleetwood Seafront being viewed as an area of great importance to achieving social, economic and environmental progress in the Town. Building upon the findings of earlier work, public consultation and stakeholder engagement it is possible to define the general development parameters that exist for guiding future proposals in the Waterfront area; and to enable these proposals to be fairly and transparently assessed so as to ensure that they provide the maximum benefits not only for the Seafront area, but for the whole of Fleetwood.



3.1.1 Background

Fleetwood has over recent years suffered from the effects of the decline in its traditional employment sectors. Rather than the typical northern English town's experience of manufacturing decline, Fleetwood's loss has been mainly in the fishing and tourism industries. The decline in fish stocks and introduction of quotas has diminished the industry. The still vital fish processing sector is reliant on stock trucked into the Town, and suffers from fragmented and ageing building stock in parts. As across much of Britain in the past 40 years package holidays, cheap airfares and changing leisure expectations have gravely impacted on Fleetwood as a holiday destination.

The outward signs of this decline are in the Town Centre where the loss of visitor expenditure and competition from out-of-town facilities has led to a decline in the quality of the shopping offer and the lack of investment to plough back into the improvement of the physical infrastructure and environment.

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Fleetwood also lays claim to some of the most severely deprived wards in the region. The Town's ability to respond to this major structural shift is severely hampered by a number of factors. Firstly, it is located at the end of a peninsula and access is therefore a concern. Although the M55 serves the Blackpool area, routes from the motorway are generally regarded as poor. There is also no direct rail service beyond Poulton-le-Fylde. Secondly the Town has its extensive coastal and resort infrastructure to maintain – a massive burden for a relatively small borough. Thirdly, although the Town is striving to cope with these issues, the area has not generally been given priority by external funding agencies. Any regeneration must therefore be led by the Council working with the private sector, the local community and other local public bodies – it is primarily with these issues in mind that the Fleetwood Town Centre Masterplan was initiated in December 2006.

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3.1.2 Fleetwood Masterplan

Wyre Borough Council, supported by the North West Development Agency and English Heritage funded the Masterplan. Its aims were outlined as follows:

- *Identify a Vision for Fleetwood, encompassing how the Town's cultural heritage and unique environment can be protected and enhanced, together with seeking new roles for the Town to fulfil to ensure it remains a source of pride for the community and an attractive location for new investment;*
- *Ensure that the Council, other statutory bodies, businesses, residents and any other stakeholders in Fleetwood contribute to, and support, the Vision;*
- *Develop a range of physical and economic proposals that assist in the rejuvenation of the Town Centre; maximise the future vibrancy and sustainability of uses on the Seafront; highlight deliverable development and redevelopment opportunities; and improve linkages between Fleetwood's key areas;*

The Masterplan was developed during the first half of 2007 with significant input from local businesses, retailers, landowners and politicians, and supplemented with the views and commercial knowledge of developers and agents active or potentially active across the broader Fylde sub-region. The overall vision for Fleetwood reached by this work was: 'To create a sustainable and distinctive coastal town with a mix of facilities, good quality of life and connectivity built around enhancing Fleetwood's key assets of a unique heritage and waterfront setting'. The Masterplan's objectives involved focusing on three key areas of the Town, which were deemed as being the sites most able to catalyse much needed wider regeneration. These three areas were:

- *The Waterfront - the aim is to transform this area and provide a modern range of facilities and experiences creating a better all year round destination;*
- *The Town Centre - the aim is to improve the retail offer, create better pedestrian linkages between Lord Street, Fleetwood Market and Freeport; improve the environment and buildings and create public places;*
- *The South Docks - the aim is to provide a better gateway to the town and create a sustainable commercial quarter with improved transport links.*



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3.1.3 Expanding on the Vision

'To create a sustainable and distinctive coastal town with a mix of facilities, good quality of life and connectivity built around enhancing Fleetwood's key assets of a unique heritage and waterfront setting.'

The public and stakeholders supported the Masterplan Vision during the consultation processes of 2007, particularly the specific references to its unique heritage and waterfront setting. Visions are very useful in summarising great swathes of much more detailed work, but they can also be viewed as simplistic and bland if not supported by a series of slightly more defined aims or objectives which expand on what it is hoped the work being done will achieve.

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In Fleetwood after ongoing deliberation between the public, the Council, local businesses, strategic policy-makers and funders and the masterplanning team, the following seven objectives were drawn up and eventually adopted:

1. *Ensure the Town's cultural heritage and unique environment be protected and enhanced;*
2. *Ensure as far as possible that the Council, other statutory bodies, businesses, residents and other stakeholders in Fleetwood support the Vision;*
3. *Develop a range of physical and economic proposals that assist in the rejuvenation of the Town;*
4. *Maximise the future vibrancy and sustainability of uses on the Seafront;*
5. *Highlight deliverable development and redevelopment opportunities;*
6. *Improve linkages between Fleetwood's key areas;*
7. *Consider a range of innovative ways for utilising the Council's property portfolio.*

The balance of the objectives reflected the differing needs and wishes of stakeholders. No one objective is more important than another – as indeed it is unlikely that any one objective could be realistically be achieved without others also be supported. If in some instances there are

conflicts or debates over the value of particular proposals it is hoped that the objectives provide a logical 'test' – i.e. how many objectives does a particular proposal achieve, and could other proposals achieve more? This is the approach used later in this report – see section 3.4 below.





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3.2 The Wyre Way Coastal Trail

In parallel with the preparation of this Fleetwood Seafront Masterplan, Wyre Borough Council has also commissioned Stephen Broadbent Associates to produce a cultural framework document for the whole of the Wyre Seafront. This document, the Wyre Way Coastal Trail Visioning Document and the Fleetwood Seafront Masterplan have been made possible through a successful Commission for Architecture and the Built Environment (CABE) administered Sea Change Feasibility Study bid by Wyre Borough Council. In addition to setting out long term strategies: a Cultural Framework in the case of the Wyre Way and a Development Framework for the Fleetwood Seafront area, the two documents, aim to highlight potential cultural initiatives that can be put forward for a Sea Change Funding Application in June 2009.

The Wyre Way Coastal Trail Visioning Document draws upon the wealth of studies that highlight the assets and economic opportunities of the Wyre Seafront and its diverse settlements, and presents what could be a unique trail of

cultural experiences of regional and potentially national significance.

The proposed Coastal Trail will cover eleven miles of striking coastline, connecting Blackpool to Fleetwood via Cleveleys. It is a part day cycling or full day walking, or part walking, part tram experience suitable for all ages. The report proposes that the Trail be complemented by a full calendar of events and activities, environmental improvements, visitor facilities, wayfinding and public art. The Trail aims to improve the environmental, ecological and cultural opportunities that the Wyre Coast has to offer to local communities and visitors.

The document recognizes the richness and variety of the Fleetwood Sea Front including: the internationally important wildlife heritage, its historic Town Centre, its unique trams and traditional seaside resort, active beach sports, Marine Hall and ornamental gardens, bowling greens, boating lakes and pitch and putt and miniature golf courses. The town also has museums, a marina, a thriving market, the Freeport retail outlet and town centre shopping, a working harbour, and a nature reserve. These are all facilities that will be a major draw on the Wyre Way Coastal Trail.

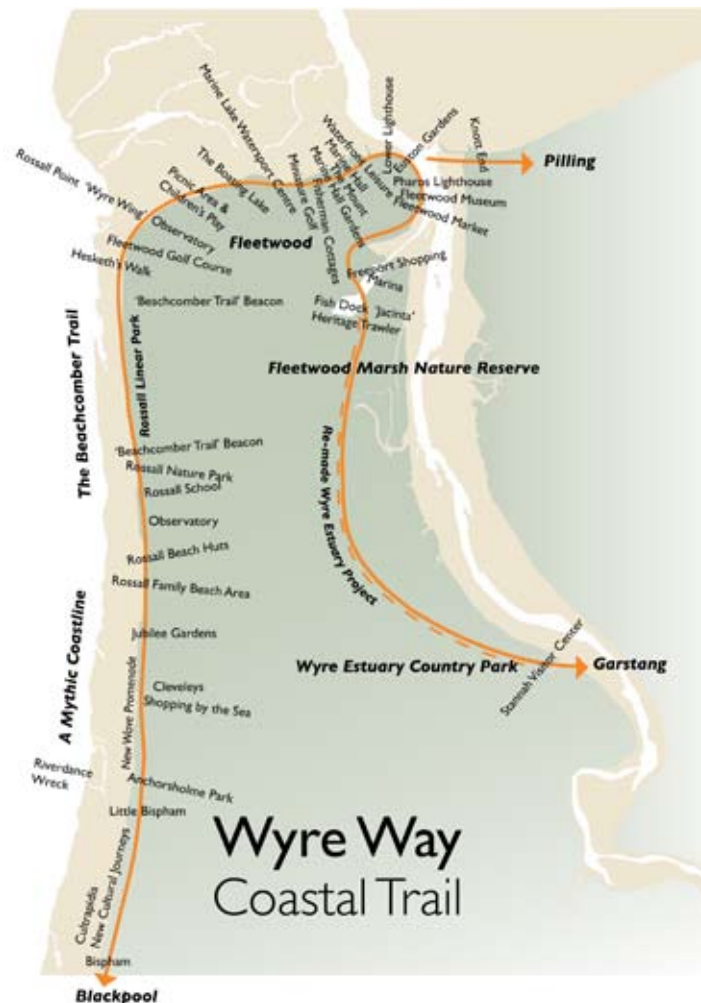


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On the Fleetwood Seafront, the Coastal Trail Vision Document complements the Fleetwood Seafront Masterplan by proposing a new outdoor performance space at Fleetwood's Marine Hall, and suggesting that the Euston Park area be subject of an international design competition to enhance its important position within the heart of historic Fleetwood. Elsewhere on the Trail the document proposes:

- *At Cleveleys, the Mythic Coastline, a part-day or evening promenade experience and annual festival, which links directly into the town and its shopping experience, contributing to the town's economy and social well being.*
- *A dramatic Beachcombing promenade at Rossall.*
- *The Wild Wyre Bird Observation Centre, a visitor centre celebrating Wyre's outstanding coastal habitat, open daily to visitors, school groups and special interest groups.*

In addition the document proposes to establish a Wyre Way Partnership - comprising the local authority, stakeholders, educationalists, artists, local businesses, interested parties and others. It is the intention that this body would manage and animate the Trail.



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3.3 Results of Consultation

3.3.1 Introduction

Public consultation on the Fleetwood Masterplan took place in July and August 2007. Widespread support was forthcoming for the South Docks and Town Centre proposals (often referred to as the Southern Gateway and Lord Street proposals respectively). The South Docks are represented the most deliverable step in Fleetwood's regeneration – accessible, developable sites made it an ideal area for hosting Fleetwood 'Fish Park', a specialist modern fish processing hub supported by ancillary users. With support from the processors and Lancashire County Developments Ltd, Wyre Borough Council has begun investigating the deliverability of the Fish Park. If it could be viewed that the South Docks area was primarily about tackling Fleetwood's need to protect and grow local business, the other two areas of focus could be seen as proposals to improve the attractiveness of Fleetwood as a place to live, shop and visit. The common thread through all the Masterplanning work has been that for any realistic opportunity to reverse

Fleetwood's long-term economic decline to occur, all three areas need to be addressed as well as improving the linkages between these areas.

3.3.2 The Seafront

The original Masterplan proposed significant intervention at Fleetwood Seafront. Proposals were put out to community in the July 2007 consultation process which outlined the following broad development zones:

- A 'Discovery and Entertainment' area around the Marine Hall. It was noted that there was potential to remodel and refurbish the building to provide a more efficient and practical internal layout so it can host more events; and to provide a fully glazed elevation to the rear of the Hall incorporating a restaurant/bar or café facility and take advantage of beach and Seafront location;
- A 'Health and Fitness' area next to the Marine Hall to provide better indoor fitness and recreational facilities for people visiting and living in Fleetwood. This could include an hotel or spa facility;

- A 'Family Quarter' to improve the area next to the main summer beach as a family destination. Creating better water play facilities, table tennis, trampolines and picnic area. These improvements could help to provide a better gateway to the Waterfront;
- A 'Beach Sports' area based around the existing Fleetwood Kite Club and shop. Fleetwood is a prime location for this activity due to the extent of beach and climatic conditions;
- A 'Waterfront Living' area on the smaller miniature golf course. This was justified on the basis that it would help fund improvements to the rest of the Seafront and Marine Hall area. It would also help revitalise this part of the Waterfront bringing activity to the area.

Public consultation was strongly opposed to these Waterfront proposals, primarily based on the inclusion of a residential element, and particularly because it was felt that the residences would reduce views and lead to a loss of green space. Whilst only 6% (of over 1,400 respondents) did

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not agree with the South Docks proposals, and a similarly small minority (8%) disagreed with the Lord Street proposals, 75% disagreed with the Seafront proposals, a number clearly significant enough to require a new approach to be taken.

3.3.3 Modified Proposals

The original proposal to develop the pitch and putt course for residential purposes was subsequently dropped from the Masterplan. Given the strategic importance of the Seafront to Fleetwood and the wider Masterplan it was decided that alternative proposals should be examined before any further public consultation took place. The Council's consultants were then instructed to undertake feasibility work on alternative development ideas, layouts and options for the Seafront Area. It was considered vital that there was a clear indication as to the pros and cons of each option, whether the options were feasible, viable and likely to attract investors. The rationale behind developing the Seafront remained the same as at the start of the Masterplan – i.e. that waterside development is a

proven driver of high quality and high value development in many towns throughout the UK and this would not only help to improve the locality but would have a significant effect on raising investor confidence across all commercial sectors in the Town Centre.

At this time of analysis in early 2008 an important benefit was felt to be that the revenue raised by allowing some residential use (on other sites besides the pitch and putt course) could be ploughed back into the redevelopment or refurbishment of public facilities. Consequently the creation of a waterside mixed-use scheme was proposed to maximise the area's potential. However, the feasibility work revealed that in the then present (and ongoing) economic climate it was unlikely that there would be any residential development interest. It was suggested that this downturn in the market could last for 3 years or possibly longer – Fleetwood was always viewed as an area of market risk and even after economic recovery begins confidence will be fragile for considerably longer.

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3.4 Key Parameters

3.4.1 Present Situation

Having thoroughly assessed the public and commercial views on Fleetwood Seafront, Wyre Borough Council found that solutions were not readily forthcoming. Yet the views of the Masterplan, that the Seafront has significant potential and its revitalisation is fundamental to Fleetwood Town Centre's regeneration remain as true now as when they were first defined two years ago. Indeed given the current economic conditions, Fleetwood's structural weaknesses – lack of employment in growth sectors; over reliance on declining sectors; poor transport links; expensive and ageing physical stock – highlight the need for the Council and its partners to bring forward plans for the Seafront area.

The public consultation for the Masterplan showed that, whilst the development of some sites would be unacceptable, a considerable local appetite existed for rejuvenating the Seafront, and in particular refurbishing the Marine Hall and developing it further, with feedback requesting such additions as more

facilities for families, developing beach sports, providing better eating facilities and a waterfront hotel. This feedback, combined with the knowledge that without intervention at the Seafront Fleetwood's holistic regeneration will falter, provided the genesis for the development of a Cultural Centre based in and around the Marine Hall.

3.4.2 Land Uses Assessment

With the Masterplan having now been formally adopted as the regeneration framework for Fleetwood, it is the duty of Wyre Borough Council and partners to seek to explore all avenues for delivering the Seafront that Fleetwood's residents, visitors and businesses want and need. The Masterplan's strategic focus provides the Council and partners with a clear overview of the Town and its environs. The availability and potential of sites and areas across the whole northern tip of the Fylde peninsula are understood better now than at any time in the past. Consequently there is a healthy understanding of the Seafront's role – not only in terms of its own on-site uses, but also as to what role it needs to play to sit in harmony with other areas of development potential in and around Fleetwood. The Masterplan has set clear parameters



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for all focus areas ensuring they are developed in a co-ordinated and as far as possible complimentary fashion.

Common sense dictates that some uses are not suited to some areas – i.e. industrial uses on the Seafront – yet without a clear and reasoned strategy debates on preferred uses can become highly subjective, and what is seen as common sense to one party may be viewed as completely the opposite by a group of stakeholders with different interests. Therefore for the interests of clarity and accountability it is always best to be thorough in making decisions especially in a publically owned and used area such as the Seafront where the number of potential stakeholders is at its highest. The Masterplan went through a considerable amount of public and other stakeholder scrutiny before being adopted. It now sits as the overarching framework document and its vision and objectives should be applied to each sub-area as per the wishes of the many people who fed into preparing it. To this end it is useful to assess the Masterplan’s objectives specifically against all the potential land uses that could ever be suggested for the Waterfront to evaluate which uses are most likely to fulfil the Seafront’s role in Fleetwood’s regeneration. By including all possible land uses in this assessment – please see the Stage 1

Strategic Assessment matrix in Appendix I – it is intended to show that the Seafront Framework developed and outlined in section 3.5 below has not been arrived at by chance – it genuinely reflects the only realistic land use criteria that would suit the Waterfront and contribute towards the delivery of Fleetwood’s strategic objectives.

It has been noted that there are significant environmental designations in and around Fleetwood’s Seafront. The most notable of these include the Special Protection Area (SPA) status held by Morecambe Bay, initiated under the guidance of the European Union’s Directive on the Conservation of Wild Birds (79/409/EEC); the Bay’s RAMSAR designation for its importance to wading birds; and its designation as a Site of Special Scientific Interest (SSSI). On the land comprising the Seafront focus area, a significant proportion is designated as a County Biological Heritage Site (BHS), a non-statutory designation that does not preclude development but seeks to ensure that all proposals made actively enhance the area’s natural habitat. No proposals emerging in this Seafront Framework should conflict with any environmental designations in principle - although each development will have to be assessed on its own merit in due course.



3. Context

3.5 The Framework

3.5.1 Strategic Parameters

The use assessment in Appendix 1 recommends that uses such as leisure, recreation, civic facilities and some limited retail use are best suited to the Waterfront. Educational uses could in theory be supported but would need to clearly prove their broader value to the area. Green spaces are also viewed as highly important, though generally where possible they should act as areas of recreational potential and not simply be a dormant use between more vibrant uses. The Wyre Trail needs to traverse the site and be fully integrated into all emerging proposals so as to ensure that Fleetwood Waterfront is simply one part of a co-ordinated rejuvenation of Wyre's coast – and indeed the whole Fylde Peninsula. The Fleetwood Masterplan clearly demonstrates the need for uses on the Waterfront to be both vital, in usage terms, and critically to also be sustainable, in both environmental and economic terms.



3.5.2 Local Character Influences

The Masterplan noted that Fleetwood has retained much of its nineteenth century fabric with the origins of a planned town still visible in the layout of streets and gardens. In general there exists an integrity and coherence to the urban structure. The traditional network of streets and pavements is largely continuous and uninterrupted offering a highly permeable and legible urban structure. The oldest buildings of the Town are situated where it had its origins towards the waterfront. Some of its earliest and finest buildings remain such as the North Euston Hotel and Queens Terrace. These listed buildings were designed by Decimus Burton and form part of the original planned town. The majority of the Waterfront area contributes little to creating a successful series of spaces and does not really work as a cohesive area. In general development does not create a clear structure of routes through the area or provide attractively enclosed or overlooked spaces. Blank frontages of utilitarian design in large areas of surface car parking set back from the road create an unattractive environment, obscure any views of the sea and block an easy pedestrian route east to west. At present the pedestrian route through the area is very poor. It is not overlooked in places, convoluted, unclear and the public

3. Context



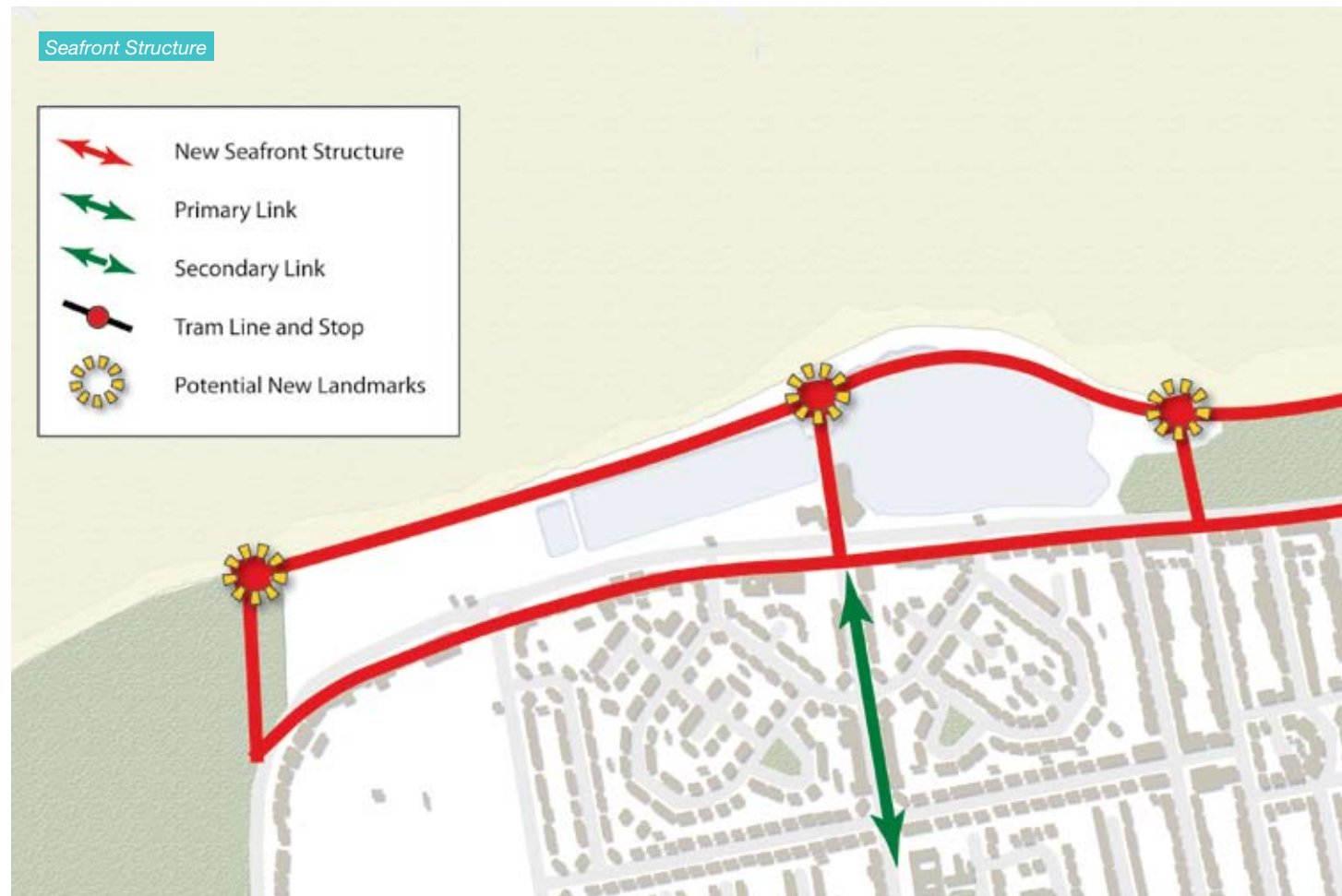
realm is of a relatively poor quality. The frontage to the Waterfront in this area around Marine Gardens is weak. Built development (including the Marine Hall) forms unattractive dead frontages overlooking the water and blocks any views of the beach and water from The Esplanade. Whilst the rationale at the time was to create a wind break to the prevailing winds off the Irish Sea, it effectively turned its back on the water and has done little to create positive animated spaces along the Waterfront itself.

In summary, the Masterplan suggested that the physical strength of Fleetwood lay in its fascinating street pattern, and some of the examples of architecture, particularly along the Esplanade. The Marine Hall became a particular source of debate with a broad mix of views on its merits and weaknesses – however the general conclusions were that it most certainly represented a key landmark in Fleetwood and deserved careful analysis. The main weaknesses of the Town highlighted were how poorly some areas sat together, failing to encourage exploration or create a sense of place, and the poor visual quality of main buildings and views that had the potential to be so much more attractive.

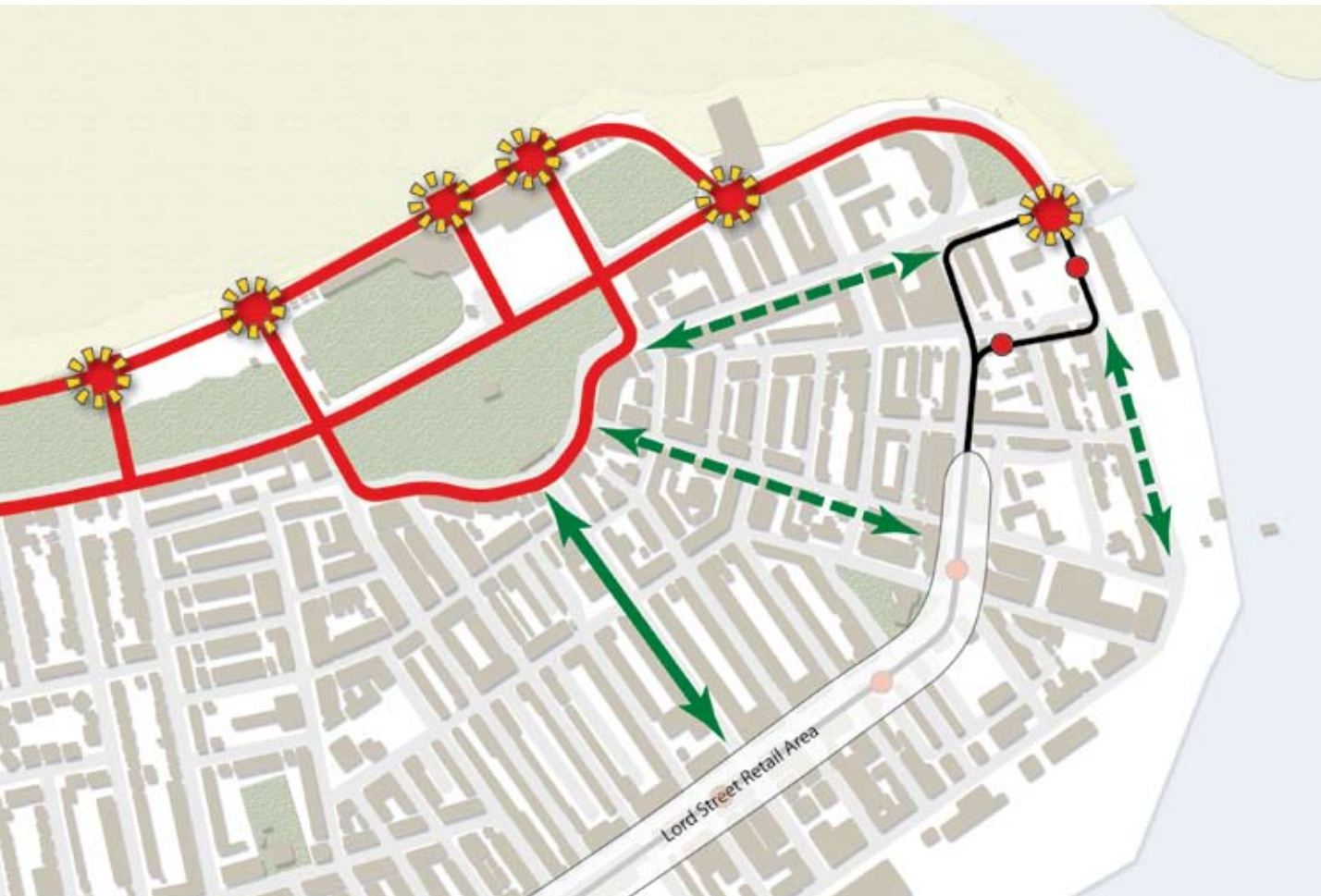
4. The Seafront Vision

4.1 Introduction

Having recognised the role of the Fleetwood Masterplan Vision in setting development parameters for the Seafront and the rest of the Town Centre, it is now necessary to look in more specific detail at the opportunities that exist within the Seafront itself. Firstly, it is worth noting for clarity at this point that the term 'Seafront' has supplanted 'Waterfront' during this ongoing study, as key stakeholders felt it important to draw attention to the presence of the sea at Fleetwood, as opposed to simply a river or canal side setting. Secondly, the usage of the term Seafront as a title is intended to highlight the specific focus area lying between Fleetwood Golf Course and the site of the former Pier, as well as the inland sites at the Mount and Euston Park, rather than the entire sea facing coastline of the Town.



4. The Seafront Vision



4. The Seafront Vision

As noted in section 3, the Fleetwood Masterplan Vision was developed through significant stakeholder debate and tested successfully through various rounds of public consultation, as were the seven objectives which underpin it. By using these seven objectives to test different land uses for the Seafront area we have effectively utilised the Masterplan at the level it was intended – i.e. as a guideline for development of major sites in Fleetwood. With these parameters now set it is necessary to modify the Vision and supporting objectives to act as drivers of ideas for redeveloping the Seafront. We have determined what general land uses can and cannot be brought into the Seafront area – now we need to transform the general land uses into specific proposals.

To help guide the development of specific proposals, we have modified the Vision and supporting objectives slightly from those in the Masterplan. To ensure consistency and transparency, they still closely reflect the same aims as their Masterplan counterparts, but are worded so as to appreciate the Seafront locality.



4. The Seafront Vision



4. The Seafront Vision



4.2 Fleetwood Seafront Vision

'To create a sustainable and distinctive seafront with a mix of facilities, good quality of life, and connectivity, built around enhancing the key assets of the Marine Hall and the open setting.'

The prime elements of the Masterplan Vision – the need for sustainability, distinctiveness, choice, quality, and accessibility, all remain in this Vision. The change is that the key assets for the area are more specific – the Marine Hall, is recognised as a key asset, as is the generally green and relatively undeveloped nature of the whole Seafront area. It was the Marine Hall and the 'openness' of the Seafront which gained the most positive comments during the Masterplan's preparation, and whilst the Hall did also receive criticism, this was primarily around its external appearance and internal functionality rather than its general presence and/or type of use. It is felt that with well targeted interventions

the Marine Hall can increase the level of support from the local and wider community. Furthermore, detailed independent analysis has indicated that the cost of replacing the Marine Hall with a new facility is anticipated to be prohibitive for Wyre Borough Council, and therefore any such proposals would instantly fail the first test of the vision – sustainability.

The objectives that underpin the Seafront Vision are, as with the Vision itself, reflections of the objectives of the Fleetwood Masterplan. The Masterplan objectives concerned with ensuring stakeholders support the Vision; the highlighting of key development areas; and that the value of public owned assets are maximised; have been excluded here as they have effectively been delivered by the actual production of this Seafront Development Framework. The remaining four objectives act as the test of all proposals put forward in the Seafront area, in the same way that the Masterplan objectives have been used to determine the types of general land use that would best suit the Seafront.

Seafront Objectives

- 1. Ensure the Seafront's heritage and environment be protected and enhanced;**
- 2. Develop physical and economic proposals that assist in the rejuvenation of the Seafront;**
- 3. Maximise the future vibrancy and sustainability of uses on the Seafront;**
- 4. Improve linkages between the Seafront's key areas.**

All proposals – put forward now and indeed in the future – need to support as many of these objectives as possible, and any proposal that actively conflicts with an objective must have a thorough justification for doing so, alongside a clear outline of measures taken to reduce conflicts.



5. Zoning of the Seafront

The land use assessment recommends that uses such as leisure, recreation, civic facilities and some limited retail use are best suited to the Seafront. Educational uses could be introduced but would need to clearly prove their broader value to the area. Green spaces are also viewed as highly important, though generally where possible they should act as areas of recreational potential and not simply be a dormant use between more vibrant uses. However, whilst the land use assessment ensures strategic fit of proposals with the Fleetwood Masterplan it is vital that the intricacies of the area are understood – i.e. which uses go where, and how uses overlap or adjoin most effectively to create the best destination possible. Much of the layout of the area is naturally determined by existing features such as the Boating Lake, Model Yachting Lake, Marine Hall, Mount, and Leisure Centre, and proposals involve enhancing these facilities or altering areas around them. Taking account of the existing features, and the need to ensure that the Seafront includes a diverse range of facilities commensurate with such a large and important area, the urban designers and architects involved

in reshaping the Seafront felt that a ‘zoning’ of the area was the most practical approach to assist in the developing of proposals. By recognising different zones an approach can be developed wherein the existing local character and distinctiveness of smaller areas can be recognised and protected, and proposals can be brought forward on a step-by-step basis. This is important as for both practical onsite issues (e.g. building works), and financial constraints (limited public funding is available and the private sector is fragile given the current recession conditions), it is evident that the enhancement of Fleetwood Seafront will not be a short process. It will be an ongoing series of interventions, each seeking to build upon earlier work and assist in delivering the Vision.

The following section outlines the fifteen zones the Seafront team believe the area naturally divides into, and summarises what current uses exist within each zone. Then a description of proposed future uses, which it is felt would most benefit not only the zone in question, but the development of a vibrant Seafront and in turn a more successful Fleetwood is provided. In some instances this may involve relatively radical change (always within the parameters set by

the Masterplan’s objectives), particularly where the zone is seen as being a weak link in the current offer. Elsewhere it may involve very little intervention, as the facilities onsite are viewed as being a key part of the wider offer and consequently not really in need of change. Finally a summary of how the proposed future uses sit in terms of the strategic context of the Seafront Vision is provided – i.e. which of the objectives underpinning the Vision do the proposals actively seek to meet. The naming of the zones is based on potential future uses and is purely indicative at this time.



5. Zoning of the Seafront



5. Zoning of the Seafront - Zone 1

Zone 1: Wyre Wing Picnic Area

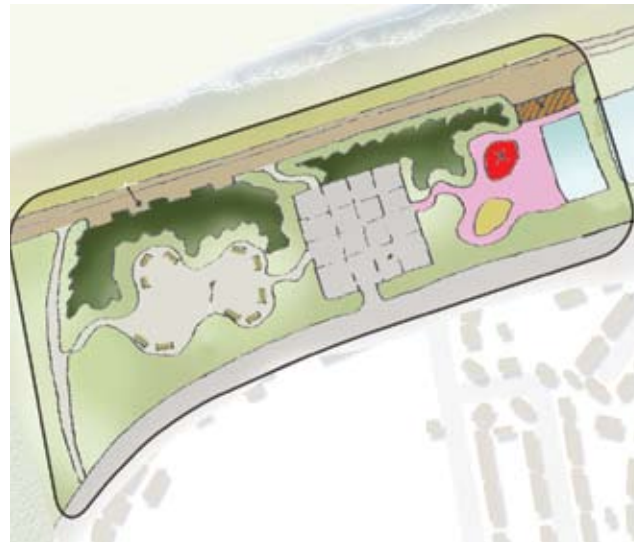
Current Uses:

A rectangular site bounded by Princes Way to the south (which becomes the Esplanade further along the Seafront), the sea wall to the north, Fleetwood Golf Course to the west and the Model Boating Lake to the east. At present it is predominantly undeveloped grassland, accessed by an uneven gravel track on the western perimeter and vehicular access from Princes Way on the opposite side of the site. A small rectangular paddling pool lies adjacent to the Model Boating Lake. An irregular and unpaved car park with a potential capacity of around 50 vehicles around one fifth of the entire zone, and provides bays for drivers to pull up near grassed picnic areas. The zone is well used by dog-walkers throughout the year, and by picnickers and those seeking informal recreation spaces during periods of better weather.

Future Uses:

The intention is that this zone remains predominantly used for picnicking and other

general public use, as well as providing landscaped car parking with a more efficient layout to increase capacity without significantly increasing size. Enhancements to other zones along the Seafront will in time increase usage of the entire area and this zone has the potential to act as starting point for many of those activities, particularly the proposal to develop a sculptural “bird hide” at nearby Rossall Point. The provision of suitable additional facilities such as more picnic benches and a robust children’s play area will be sought.



At present only two clear pathways to the Promenade exist and these lack signage or clarity – both pathways should be upgraded and a clear indication of what facilities exist elsewhere will need to be provided. In general the aim is not to change the character of the zone, simply to make it a stronger gateway to the rest of the Seafront.

Strategic Fit:

- *Ensure the Seafront’s heritage and environment be protected and enhanced*
- *Maximise the future vibrancy and sustainability of uses on the Seafront;*
- *Improve linkages between the Seafront’s key areas.*

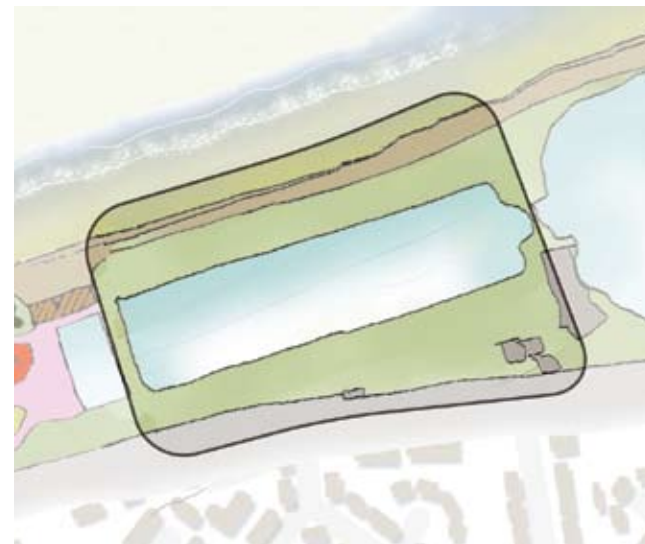
5. Zoning of the Seafront - Zone 2



Zone 2: Model Boating Lake

Current Uses:

The Model Boating Lake, a stretch of water approximately 250 metres long and 60 metres wide, dominates this zone. This is the largest model boating lake in Europe. There is a small paved car park, with a capacity for approximately 25 cars accessed from Laidley's Walk (which become the Esplanade further along the Seafront). The Fleetwood Model Yacht and



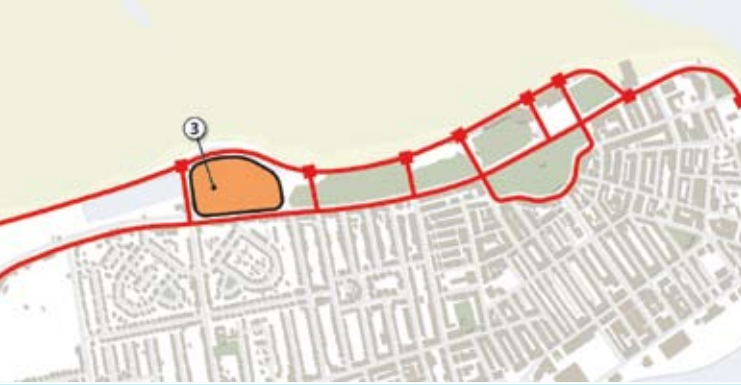
Power Boat Club was formed in 1929, and the lake was opened in 1932. The Club now has approximately 120 members and hosts numerous radio-controlled and scale boating events of regional, national and international importance. A clubhouse exists in the southeastern corner of the zone, and a bus stop sits midway along the zone's southern perimeter. To the west of the Lake a bridge forms the boundary of the zone and provides direct access to the Outer Promenade – the sea wall having ended before this zone begins. Around the Lake is a grassed boundary of varying quality, which to the northern edge has become very sandy. The zone is very open, giving good views out to sea but also making it prone to severe winds.

Future Uses:

The Model Boating Lake is a superb asset to Fleetwood's Seafront and there are no proposals to alter its current role. Improvements to landscaping and signage around the Lake, as part of the wider overall of the Seafront, would help make the area more coherent to visitors and more visually appealing.

Strategic Fit:

- *Ensure the Seafront's heritage and environment be protected and enhanced;*
- *Maximise the future vibrancy and sustainability of uses on the Seafront.*



5. Zoning of the Seafront - Zone 3

Zone 3: Marine Lake

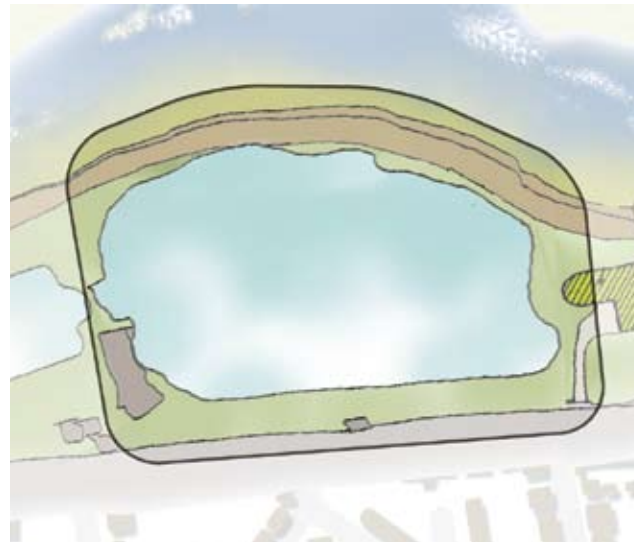
Current Uses:

Fleetwood Marine Lake hosts facilities for Boatwork & Seamanship courses for the Fleetwood Nautical College, as well as the base for the Outdoor Adventure Group (OAG), which provides assistance to youth leaders and young people on adventurous activities, primarily on kayaks and canoes. The Marine Lake has faced a number of challenges in recent years, including a severe boathouse fire in 2001, and increasing concerns over falling water levels due to lakebed leakage. However the Council has continually sought to meet these challenges and the Lake remains a vital part of the Seafront's offer.

Future Uses:

The Marine Lake is, like the Model Boating Lake, a fine landmark and valuable asset for Fleetwood. Many marine lakes such as Southport's and West Kirby's have undergone a significant renaissance in recent years, as their economic value as drivers of leisure and

recreational tourism has become more apparent. In areas where the sea retreats a considerable distance from the shore, or is seen as being too open/choppy, Marine Lakes are ideal facilities for hosting watersports, which remain one of the fastest growing participation sports in the UK. Sailing, rowing, windsurfing, canoeing and pedaloes all represent good uses, with recognition also given to the need to protect the sensitive natural habitats that develop in and around Marine Lakes.



Strategic Fit:

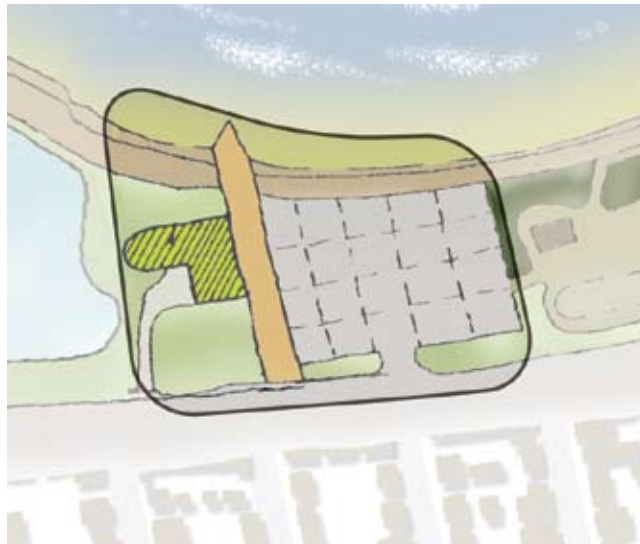
- *Ensure the Seafront's heritage and environment be protected and enhanced;*
- *Develop physical and economic proposals that assist in the rejuvenation of the Seafront;*
- *Maximise the future vibrancy and sustainability of uses on the Seafront.*

5. Zoning of the Seafront - Zone 4



Zone 4: Adventure Sports Clubhouse

Current Uses: This zone is presently occupied by a triangular paved car park with a capacity of approximately 130 spaces. The only public vehicular access route is direct from the Esplanade on a small link road which acts as the division between the Marine Lake to the west and the Pitch and Putt Course (18 holes) to the east. The car park is bounded by scrubland and grassed verges. An unpaved track leads eastwards from the car park, parallel with the Promenade, and



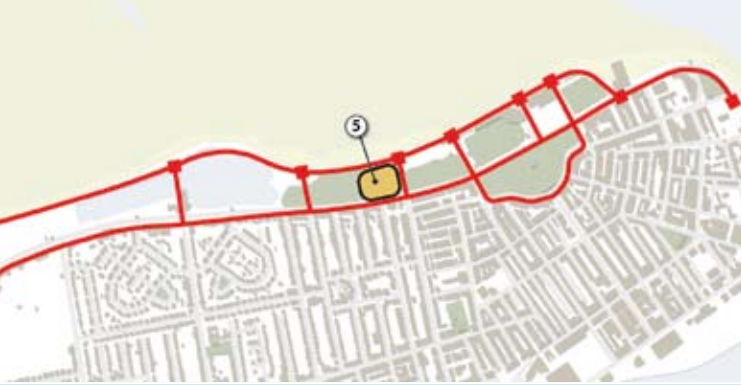
eventually terminating in the car park for the smaller Pitch and Putt Course. A number of pedestrian desire lines have been informally created from the car park to neighbouring points of interest, including the Promenade and the Marine Lake.

Future Uses: This flat and central site offers huge potential for developing a key tourist facility that can act as a counterbalance to the developments proposed at and around Marine Hall, and provide an attraction to encourage movement through the Seafront area. Any loss in car parking can be addressed increasing efficiency of existing space, and extensions to parking capacity in other less visible and critical areas. At present initial proposals are focusing on the potential to create a multi-

purpose venue focusing on outdoor adventure sports, specifically those that require or benefit from the presence of water (sea & lakes), beaches, and seafront climactic conditions. The new facility – given the working title Adventure Sports Clubhouse – could act as centre of operations for Council and privately run enterprises, and potentially include an educational dimension, café restaurant facilities and ancillary retail provision. It should seek to build on existing success stories, such as the growing reputation of Fleetwood as a hub for kiting and watersports (potentially superseding the role of the current Marine Lake boathouse), supporting the existing pitch and putt facility, as well as acting as a base for promoting new activities, such as the hiring of bicycles, and supporting other proposals as they emerge – e.g. BMX and skateboarding.

Strategic Fit:

- *Develop physical and economic proposals that assist in the rejuvenation of the Seafront;*
- *Maximise the future vibrancy and sustainability of uses on the Seafront;*
- *Improve linkages between the Seafront's key areas.*



5. Zoning of the Seafront - Zone 5

Zone 5: Wheels Park

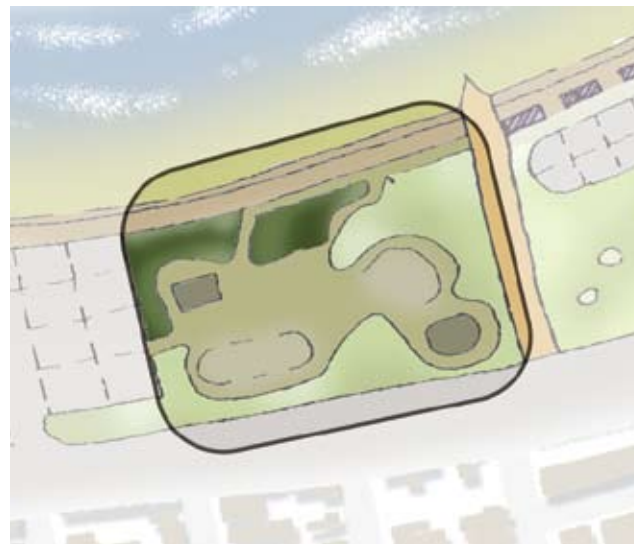
Current Uses:

As with the neighbouring zone 6, this area is presently occupied by a pitch and putt golf course. This course has eighteen holes, laid out in two east-west lines of nine, parallel with the Esplanade (the southern boundary of the zone) and Promenade. To the north the zone is bounded by an unpaved track that links the car parks of the two pitch and putt courses. The area is kept in good condition, and represents an attractive – if land-intensive – use of space on the Seafront.

Future Uses:

The two adjoining pitch and putt courses are vastly underused. It is proposed that one be retained and the other is adapted/remodelled to provide another facility of benefit to residents and visitors. At present there is no fixed decision on which facility would be best replaced by a new use – therefore the proposals outlined at this time for Zones 5 and 6 should be considered interchangeable.

The provision of recreation and entertainment facilities for young people has been a long standing issue in the central Fleetwood area, with it being raised as a priority during the Masterplan consultation. Wheels parks inevitably attract criticism during consultation, primarily as the typical users (and therefore supporters) are not inclined to become involved in the planning process. The potential for noise, disturbance and anti-social behaviour and attracting a problem to an area,

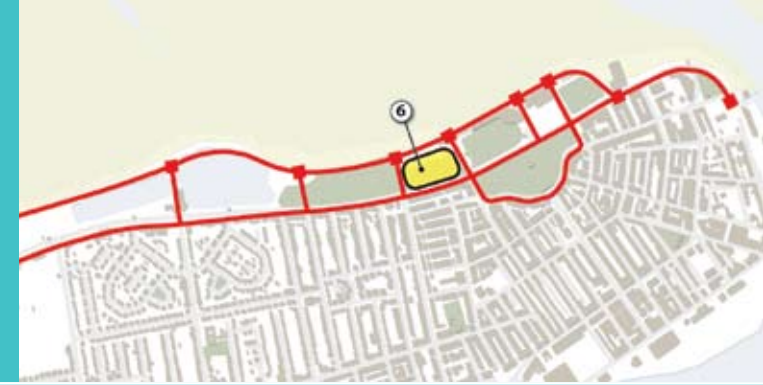


where the gathering of young people has not been an issue before is the most common reaction to the development of a wheels park. This proposal is important in addressing the existing issue of young people meeting and remaining in the area with few facilities to occupy and enthuse them as well as bringing into Fleetwood a new younger visitors (and perhaps their parents).

Strategic Fit:

- *Develop physical and economic proposals that assist in the rejuvenation of the Seafront;*
- *Maximise the future vibrancy and sustainability of uses on the Seafront.*

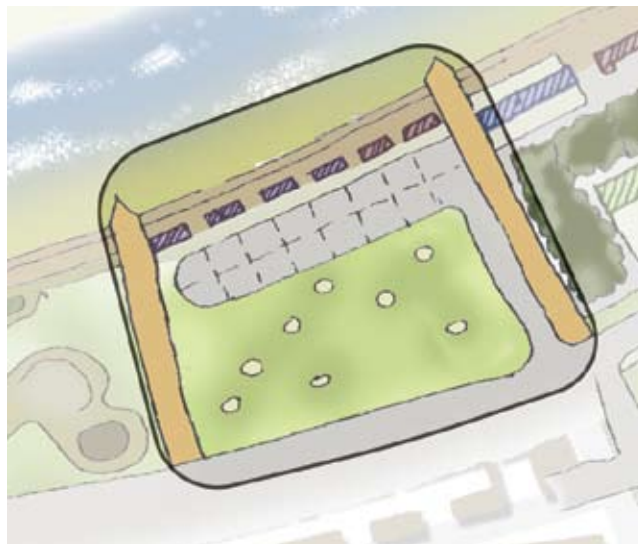
5. Zoning of the Seafront - Zone 6



Zone 6: Pitch and Putt

Current Uses:

Zone 6 is occupied by the smaller (9 holes) of the Seafront's two pitch and putt courses, and a large paved rectangular car park, with a capacity of approximately 100 spaces. The north-eastern corner of the zone is occupied by Hangtime, a kiting specialist offering such activities as kite-surfing, landboarding, powerkiting, and buggying. A catering kiosk also



operates within the same building as Hangtime. The zone's primary access route is Promenade Road, which runs past the Mount, criss-crossing the Esplanade and terminating at the Promenade. The zone effectively represents the centre of the entire Seafront area, and is easily accessed from the Marine Hall, the beach and is relatively close (though often poorly signposted) to the Mount and onwards into the Town Centre.

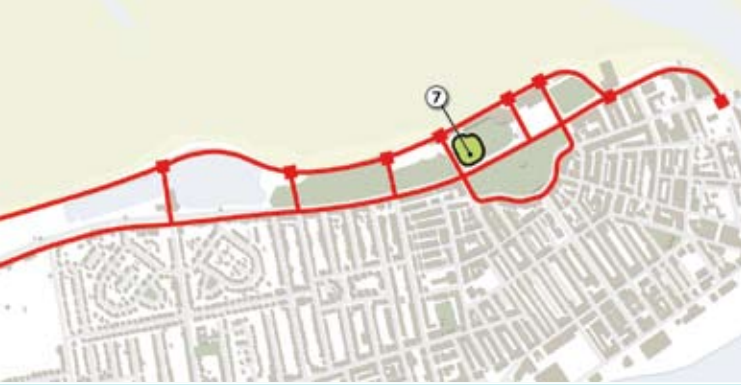
Future Uses:

Assuming the adjacent pitch and putt course was transformed into a different recreational use, it would be imperative that this facility remain in its present state – there needs to be a pitch and putt offer at the Seafront.

There is also potential for a good quality crazy golf facility. The car park, which currently occupies around one third of the zone's total area, could be slightly extended without causing significant loss to the area's character, so as to assist in the development of other zones.

Strategic Fit:

- *Ensure the Seafront's heritage and environment be protected and enhanced;*
- *Maximise the future vibrancy and sustainability of uses on the Seafront;*
- *Improve linkages between the Seafront's key areas.*



5. Zoning of the Seafront - Zone 7

Zone 7: Discovery Centre

Current Uses:

This zone encompasses the Marine Hall Formal Gardens, including four bowling greens, seven beach huts, and a series of boundary spaces, primarily comprising of dense planting. Access is primarily intended for pedestrians through a network of paved footpaths extending from Marine Hall and linking into the adjoining pitch and putt course to the west. A ground level access – both physical and visual – to the Promenade and the sea is virtually impossible. However this does produce the benefit of reducing the wind factor in an otherwise very open and flat site.

Future Uses:

The future use of this area is still under consideration. One proposal is to simply build upon the existing green space and seek to improve the appearance and level of interest of the Formal Gardens, which whilst currently well maintained and reasonably attractive, hold little attraction to most users of the Seafront. A second, more transformational proposal is

to seek to develop a new built facility in this area to complement the Marine Hall and assist in providing a critical mass of attractions on the Seafront to increase footfall and expenditure. Development of this site would not reduce views of residents as it is primarily overlooked by the Mount, and indeed any proposals for development would have to be of a scale, style and architectural quality that respects Marine Hall without attempting to challenge its role as the centrepiece structure of the Seafront. Given the findings of the land



use assessment of the Seafront, guided by the adopted Masterplan, it is clear that any new facility would need to be of a leisure, educational and/or civic focus, with some potential ancillary retailing. Given the wide array of existing and proposed leisure uses already evident in the Seafront, and the role of the Marine Hall as the civic and cultural hub of the area, there is logic in seeking to provide a facility with an educational focus – though its prime role, as with any other Seafront proposal, will be to assist in the rejuvenation of the wider area as a place for local residents and tourists to visit. Preliminary discussions and options testing has suggested that an ‘energy centre’ – an interactive facility potentially managed by a major energy provider in conjunction

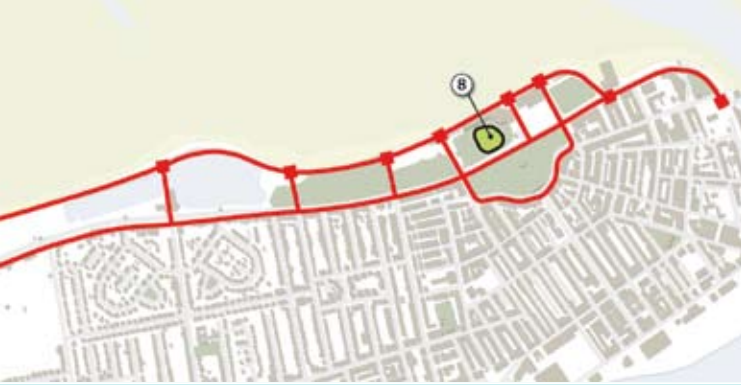
5. Zoning of the Seafront - Zone 7



with Wyre Borough Council would be worthy of further consideration. Educational leisure facilities with a focus on critical issues such as climate change, sustainable development, renewable energy, and carbon footprints have proven increasingly successful across the UK – most notably the Eden Project in Cornwall and the National Forest Centre (Conkers) in Leicestershire, but also a wide range of much smaller and less intrusive facilities. The area would also lend itself to the location of a restaurant/café taking advantage of the area’s impressive sea views.

Strategic Fit:

- *Develop physical and economic proposals that assist in the rejuvenation of the Seafront;*
- *Maximise the future vibrancy and sustainability of uses on the Seafront;*
- *Improve linkages between the Seafront’s key areas.*



5. Zoning of the Seafront - Zone 8

Zone 8: Outdoor Events Arena

Current Uses: This zone encompasses the grassed areas in front of and adjacent to the Marine Hall. The area fills a square of land bounded by the Esplanade to the south, Marine Hall Formal Gardens to the west, Marine Hall and its colonnades to the north and the Marine Hall car park to the east. Steps provide pedestrian access to the higher Esplanade, and two paved footpaths criss-cross the whole zone providing easy access to all adjacent uses for pedestrians.

Future Uses: There was a widespread concern raised during the consultation undertaken for the Fleetwood Masterplan that the Marine Hall and its immediate environs does not make the visual impact it has the potential to deliver, and that a considerable amount of land is under-used because it effectively lacks any specific purpose. However few people wanted to see significant built development which either obscured Marine Hall or generally changed the open and peaceful character of the area. Therefore the proposal for this zone is to turn an inefficient and unremarkable area of grassed and paved land into a more active and attractive outdoor performance

space. This space could serve as a venue for all performing arts as well as sports events, markets, wedding ceremonies etc. When not in direct use be a robust and well maintained space that adds to the general appearance of Marine Hall, and a place people feel comfortable picnicking, reading, sitting, and generally relaxing. The space would provide “pop up” outlets for services such as water and electricity and have anchor points to enable market stalls, marquees, etc to be erected. The space would work together with the Marine Hall (Zone 9) are



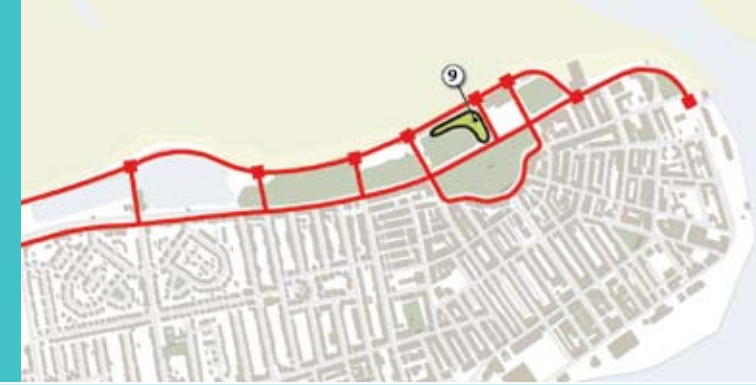
provide expansion space for events there. Such spaces elsewhere have proven very successful when a series of criteria are met:

- i. *The space needs to maximise its versatility by being able to host as many activities as possible;*
- ii. *The space needs to be easily maintainable with minimal visual impact on adjoining areas;*
- iii. *Site maintenance needs to be frequent and efficient;*
- iv. *Materials used in construction must be resilient to local weather conditions and potential vandalism;*

Strategic Fit:

- *Develop physical and economic proposals that assist in the rejuvenation of the Seafront;*
- *Maximise the future vibrancy and sustainability of uses on the Seafront;*
- *Improve linkages between the Seafront's key areas.*

5. Zoning of the Seafront - Zone 9



Zone 9: Marine Hall - Fleetwood Cultural and Conference Centre

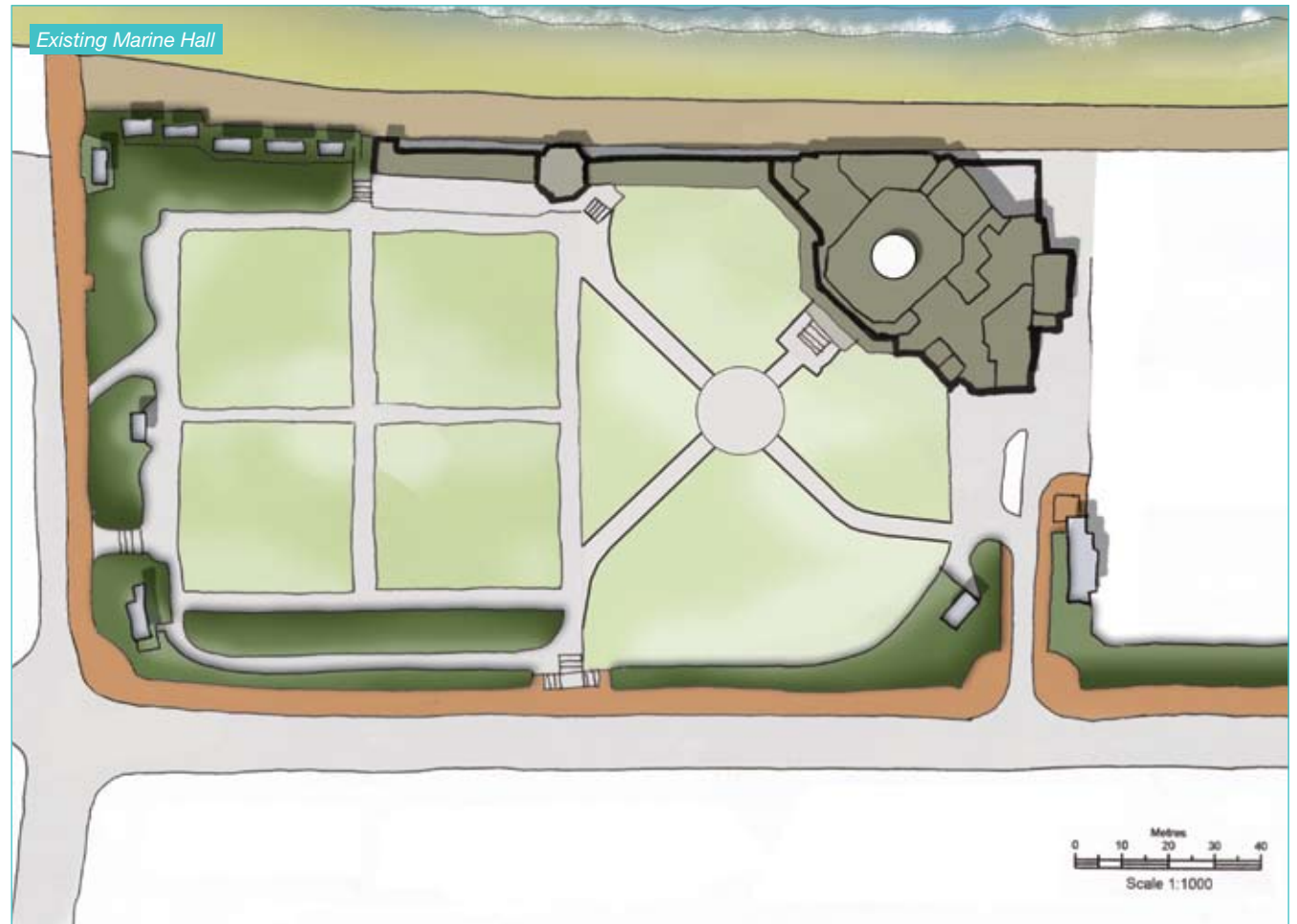
The Marine Hall sits at the heart of Fleetwood's Seafront, overlooked by the Mount, and backed by spectacular sea views over Morecambe Bay.

The Hall was opened in 1935 and has been the premier entertainment venue for the Wyre area ever since. Whilst not Listed, The building's art deco style gives it a unique and distinctive appearance. Shows and events that take place here are diverse, with top international performers and independent local groups alike using the facilities. The Marine Hall contains a hall capable of seating approximately 600, unique in the area, a bar, a kitchen, a meeting room, and other ancillary office and preparation space. It is well managed and well used, but is limited in its potential due to its internal layout. The building's modifications over a number of years disqualify it from being 'Listed', and concerns remain over the long term costs of maintaining the facility given that it has a annual deficit, although this is decreasing. This deficit is borne by Wyre Borough Council.

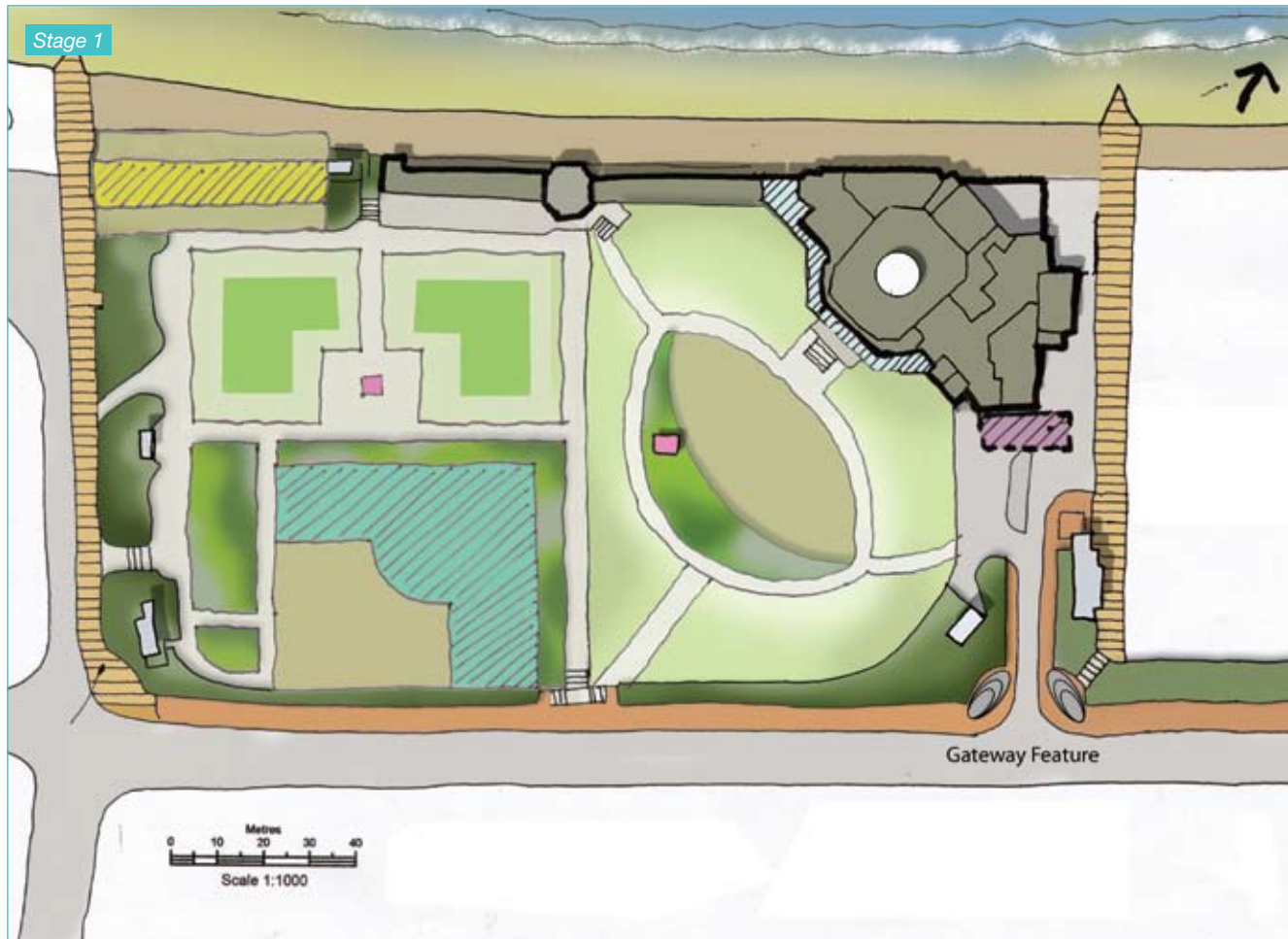
5. Zoning of the Seafront - Zone 9

Future Uses:

It is the intention of these Seafront development proposals to enhance Marine Hall's role as the centrepiece of Fleetwood's Seafront. After deliberation over the future of the facility through the Masterplan and subsequent studies and through public consultation it has been agreed that the Hall will remain in terms of its current location and basic functions, but that enhancements are required. The principal concerns are that the Hall has an inefficient internal layout; a poor entrance; lacks a range of room sizes; is largely inactive during the daytime; and perhaps most frustratingly, lacks significant views of the sea that it adjoins. The Seafront Masterplan's proposals are phased (i.e. will work in their own right on a stage by stage basis, each phase will add new dimensions to the hall, with maximum benefits being delivered when all stages are eventually completed), based on both financial reality and the need to ensure the character of the Seafront is not irreparably damaged through excessive change.

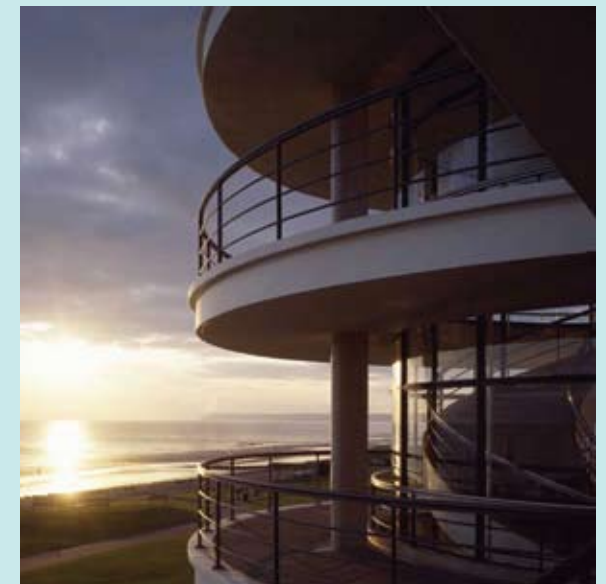


5. Zoning of the Seafront - Zone 9



The summary of the proposals is as follows:

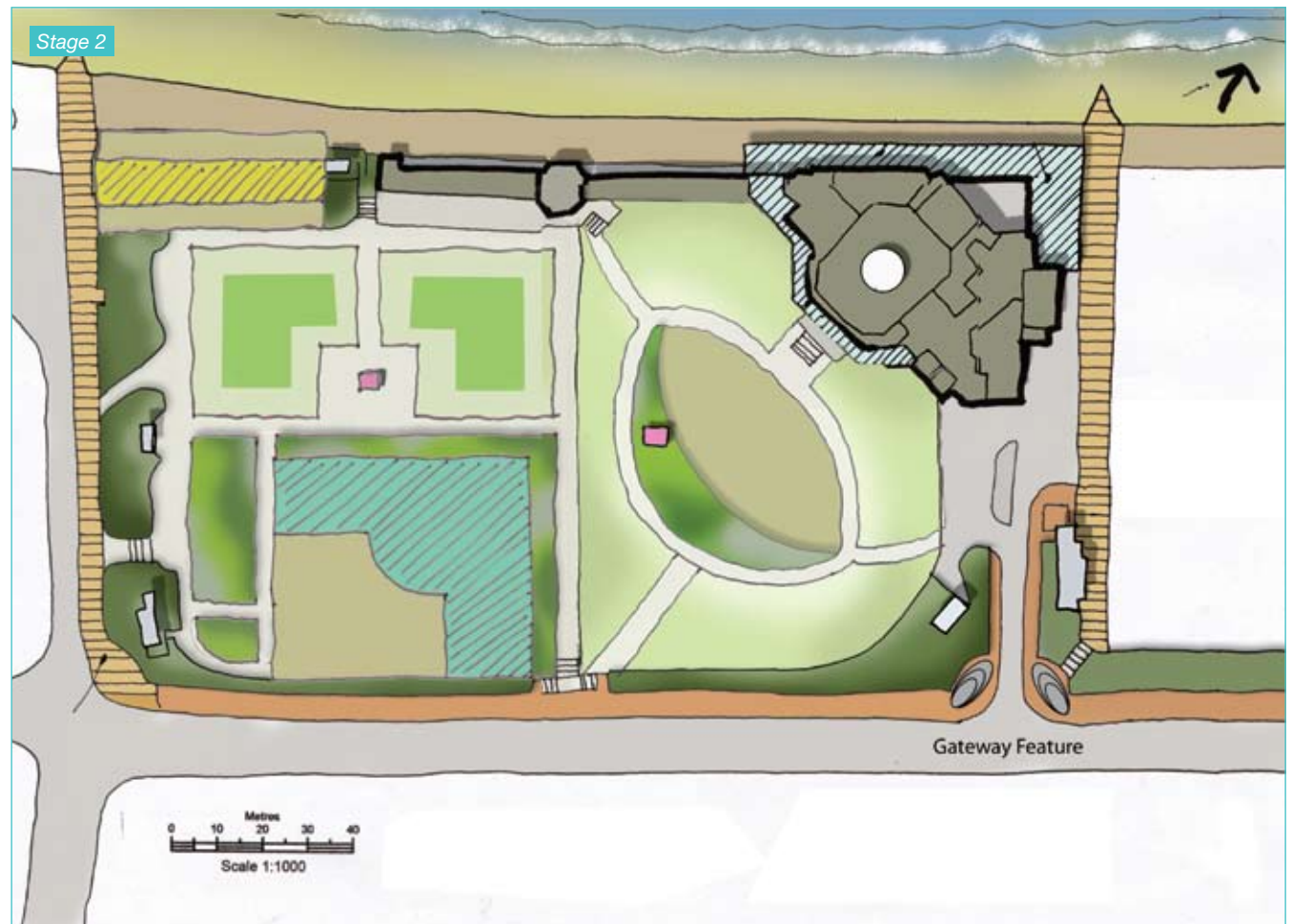
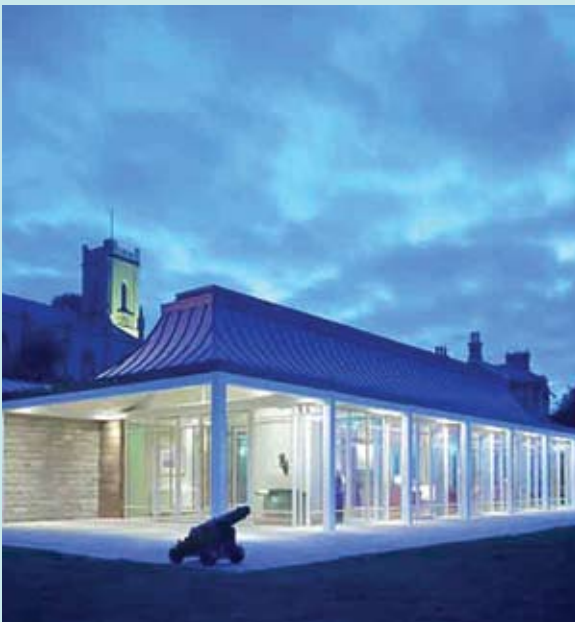
- As a first stage upgrade the main entrance and increase the utility of the building by enclosing the Portico on the south side of the building to give better circulation to all parts of the Hall. Within the foyer a visitor/education/interpretation centre would be developed to complement the new café facility.



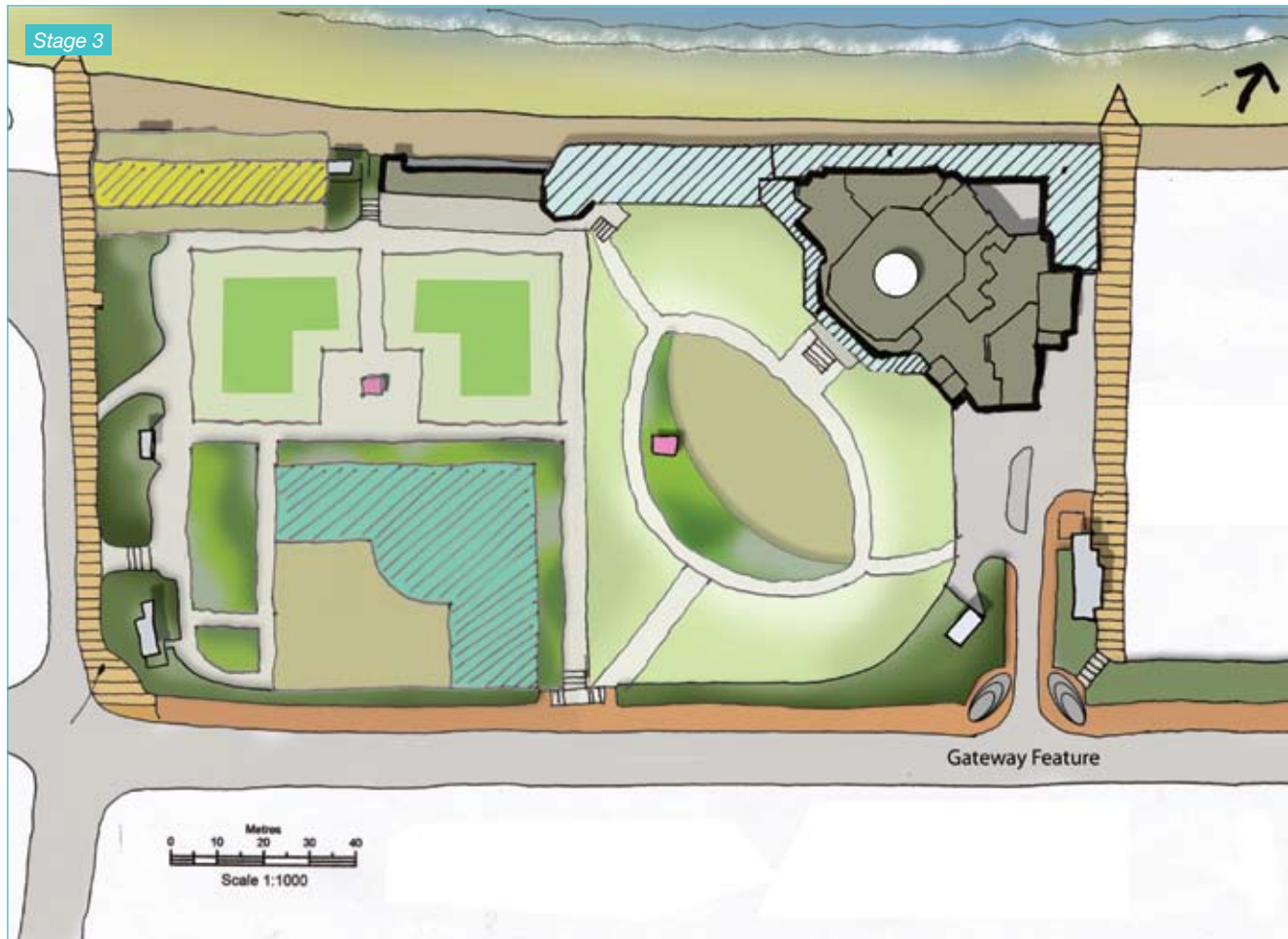


5. Zoning of the Seafront - Zone 9

- Increase the footfall and usage of the building during daytime hours by providing a cafe facility with access from the Promenade and views over Morecambe Bay.
- Complete a glazed addition onto the seaward side of the Hall to provide a gallery and space for conferences, meetings, seminars, education, etc



5. Zoning of the Seafront - Zone 9



- Develop the colonnades on the western side of the Hall for further conference space or for retail/leisure units

Strategic Fit:

- Ensure the Seafront's heritage and environment be protected and enhanced;
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- Maximise the future vibrancy and sustainability of uses on the Seafront;
- Improve linkages between the Seafront's key areas.





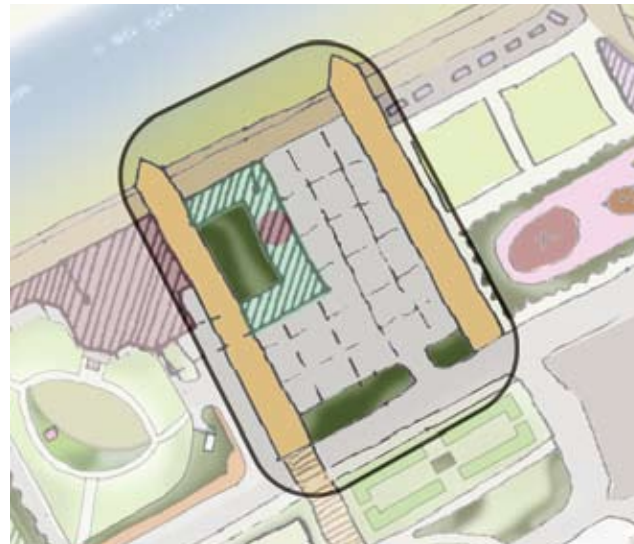
5. Zoning of the Seafront - Zone 10

Zone 10: Leisure Hub

Current Uses: The zone is dominated by the Fleetwood Leisure Centre, a large modern building built in 1974, and the adjoining indoor swimming pool. The site of now redundant outdoor pool is visible to the south of the indoor facility. The remainder of the site is predominantly a large paved car park, informally divided into three distinct areas (also serving the Marine Hall), each capable of holding approximately 50 cars. The zone is bound by the Promenade to the north, Esplanade to the south, Marine Hall to the west, and bowling greens to the east. The principal vehicular access is from the Esplanade and is shared with Marine Hall. As well as the swimming pool, the Leisure Centre offers new gym facilities, indoor football, aerobics, badminton, netball, basketball, and a family friendly 'village' changing facility.

Future Uses: The Leisure Centre is a vital facility for the future of the Seafront as it attracts visitors from both the immediate urban area and from further across Wyre, primarily due to the presence of the swimming pool. With recent upgrades

the range of facilities is well above average, and consequently it is considered vital for the Seafront's regeneration proposals that if the Leisure Centre is to remain it will continue to receive public investment. The external appearance of the buildings is extremely poor and undoubtedly reduces the overall lure of Fleetwood Seafront as a credible tourist destination. Whilst it may be unrealistic to propose any significant rebuilding or re-cladding of public leisure facilities given the inevitable pressures on Council resources, some rationalising of

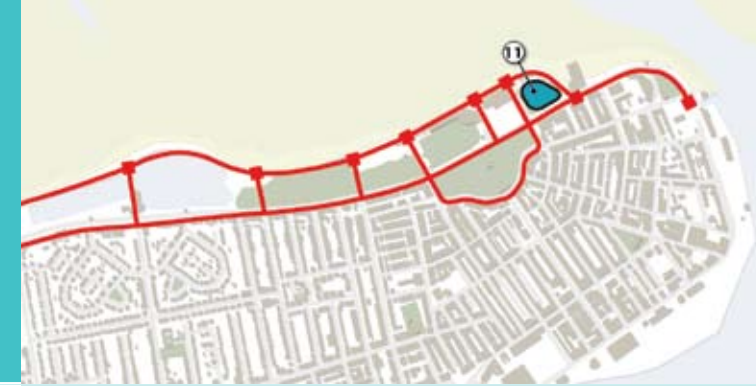


the parking and pedestrian access areas, alongside quality landscaping would reduce the negative impact of the facility's appearance. The site of the former outdoor pool represents an unattractive and inefficient use of a high profile site that could potentially be used to increase parking capacity and include some element of greenery that is notably lacking from this zone at present. If in the longer term if the Council should consider closing these facilities then we would suggest that this area be used either for leisure, health and fitness, hotel or education use. Given the zone's proximity to the historic Mount and the Marine Hall it is imperative that any replacement buildings are of a scale, style and architectural quality that respect these important buildings.

Strategic Fit:

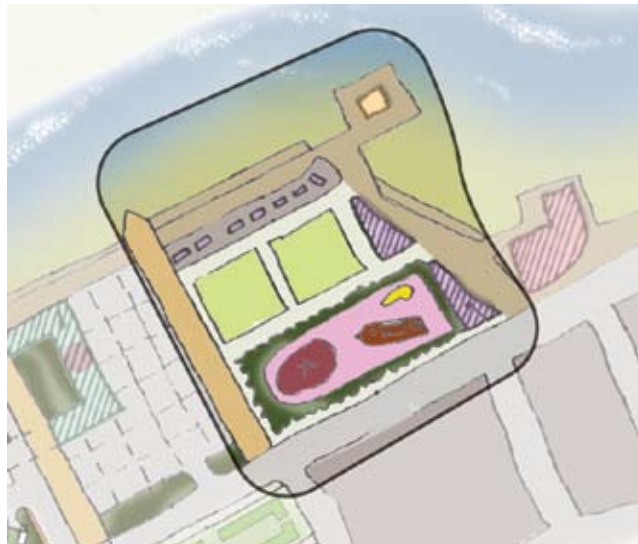
- *Maximise the future vibrancy and sustainability of uses on the Seafront;*
- *Improve linkages between the Seafront's key areas.*

5. Zoning of the Seafront - Zone 11



Zone 11: Bowling Greens and Children's Play Area

Current Uses: This relatively small but strategically placed zone comprises of a well maintained bowling greens, bounded by paved footpaths that allow convenient access between the leisure hub to the west and the gardens and children's play area to the east. The greens are partially sheltered from the sea by the presence of a number of beach huts, and can be accessed directed from the Esplanade to the south.



This zone is also occupied by two flat grassed general purpose recreational areas, a crazy golf course, and a small children's playground. The area has recently been successful in obtaining public investment in upgrading the quality of the planting and pathways and installing a new kick about area and a new attractive children's play area. Bounded to the south by the Esplanade, the zone's principal pedestrian entrance is adjacent to the site of the former Pier, and this wide footpath traverses the entire zone providing easy access to the adjoining bowling greens and on to Marine Hall.

Future Uses: Discussions with stakeholders suggest that whilst the current number of bowling greens across the Seafront is too high for levels of usage there remains a keen number of users, and furthermore in the interests of diversity of attractions it is vital that some bowling greens remain active. Therefore it is proposed that one of the greens be retained and protected in Zone 11. The zone is relatively understated and quite easily missed for an area that should be at the hub of the Seafront offer. To some degree this is a consequence of topography and access – many people will walk from Euston Park/North Albert Street towards the Marine Hall

along the Esplanade without realising how to reach the lower playing fields. This lack of visibility undermines an important zone that it is proposed remains fundamentally focused on providing informal family-oriented space suitable for ad hoc ball games, picnicking and general relaxing. The introduction of a more dramatic play area for children, especially if the new facility had the necessary height to be viewed from Euston Park, could become a major draw for the Seafront, and instrumental in creating linkages between the Town Centre and the Seafront. Any development would need to be strictly for recreational and leisure purposes, so as to not change the character of the area or impact negatively on views of Marine Hall and other landmarks beyond this zone.

Strategic Fit:

- *Ensure the Seafront's heritage and environment be protected and enhanced;*
- *Maximise the future vibrancy and sustainability of uses on the Seafront;*
- *Improve linkages between the Seafront's key areas.*



5. Zoning of the Seafront

Zone 11 - Precedent Images



Zone 12 - Precedent Images

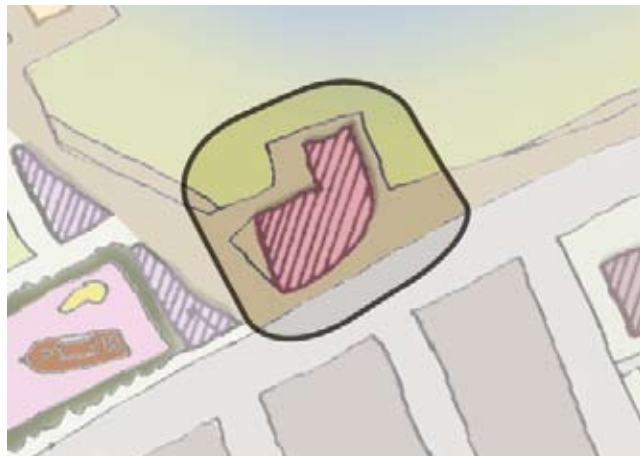


5. Zoning of the Seafront - Zone 12



Zone 12: The Pier

Current Uses: Fleetwood Pier opened in 1910, and despite a series of incidents, including a major fire in 1953 and numerous changes of use, primarily due to economic factors, remained open until 2005. After a further entertainment venture failed the Pier remained closed until a major fire in September 2008 destroyed most of the built structure. Subsequent demolition work for public safety reasons has effectively led to a flat and empty site, only notable for the remains concrete floorplate of the Pier's main built structure. The current



owner (a multiple leaseholder) had submitted plans for the conversion of the Pier to residential apartments. However in the light of the 2008 fire, he is now proposing a hotel use of the site. The Pier site is highly visible and is the gateway zone to the main part of Fleetwood Seafront. Whilst the loss of the most recent built structure cannot be considered detrimental to the area's character given its poor appearance, the current site still remains an acute problem for Fleetwood, seriously undermining the Town's credibility as an attractive tourist resort.

Future Uses: Proposals for this zone must reflect the fact that it is in private ownership unlike the majority of the Seafront. No development of the Pier site can be permitted that is detrimental to the objectives of the Seafront area on the grounds that it will undermine the broader regeneration of Fleetwood Town Centre. Whilst the owner and the planning authorities will determine the future uses of the site, it is vital that the following points are taken into consideration at this zone as a priority:

- i. *The urgent need to change the current appearance of the site, as a minimum transforming it from a negative to a neutral factor in the area;*

- ii. *The need to appreciate in future design terms that this site is (and must remain) the visual gateway for the Seafront from Euston Park and the prime vehicular and pedestrian links from the Town Centre;*

The future uses of the Pier zone that would appear to be most conducive to the development of the Seafront would be hotel, retailing (including the provision of restaurants/cafes) or leisure uses, as these would act as the visual attractors necessary to entice people from the Town Centre towards the Seafront and vice versa.

Strategic Fit:

- *Develop physical and economic proposals that assist in the rejuvenation of the Seafront;*
- *Maximise the future vibrancy and sustainability of uses on the Seafront;*
- *Improve linkages between the Seafront's key areas.*



5. Zoning of the Seafront - Zone 13

Zone 13: The Lighthouse Quarter

Current Uses:

Zone 13 represents the transition between two areas designated as 'Focus Areas' in the Fleetwood Masterplan developed by Wyre BC, NWDA and English Heritage in 2007. These Focus Areas, namely the retail focused central core of Lord Street, and the tourism and recreation focused Seafront, have been recognised as areas able to stimulate regeneration of the town centre. Whilst the two areas do not directly adjoin, at the north eastern tip of Fleetwood town centre they are separated only by a small distance by an area of remarkable historic value, anchored by the landmark North Euston Hotel and Fleetwood's two lighthouses. Given the area's architectural and heritage value it was not viewed by the Masterplan as an area of development opportunity, but it is clear that it does hold a different but equally important role in linking the key regeneration areas by maximising the accessibility and attractiveness of the assets already present.

To thoroughly appreciate the value of this area, it is vital to understand the story of the development of Fleetwood. Fleetwood is a historic planned town, conceived in the early nineteenth century and named after its founder, Sir Peter Hesketh-Fleetwood. The eminent architect Decimus Burton was commissioned to design and supervise the construction of the new town, which at its inception was intended to have two purposes: a holiday resort and a seaport to link the north and south of the UK as at that time no steam



locomotive was capable of traversing Cumbria so rail links to Scotland were impossible to develop. The North Euston Hotel, so named as it was adjacent to the terminus of the rail line from London Euston was opened in 1841, and is an imposing Grade II-listed sandstone three-storey crescent shaped building designed to reflect the curvature of the coastline, retaining many of its original external architectural features. The two lighthouses, known as the Upper and Lower, are also Grade II listed. The Upper Lighthouse, situated on Pharos Place, is replica of Pharos Lighthouse in Alexandria, and led to the central ward of Fleetwood also bearing the name Pharos. The Lower Lighthouse stands on the Seafront opposite the North Euston Hotel and is ten metres above high water level, making it visible for almost fifteen miles.

For the purposes of this study the zone's boundaries follow those of the Pharos Conservation Area outlined in Fleetwood's adopted Conservation Area Appraisal, which was undertaken in 2007 and used to inform the Fleetwood Masterplan. This area stretches from the Old Pier site following the coastline round the entrance to the Estuary up to the junction of Queen's Terrace and Victoria Street, and is bounded to the inland side by North Albert Street

5. Zoning of the Seafront - Zone 13



and the rear of the North Euston Hotel. Consequently the iconic North Euston Hotel and two lighthouses, as well as the Fleetwood Museum, Euston Gardens, Pharos Tram Station, and Queen's Terrace, a series of residences built by Hesketh-Fleetwood in 1844 for the town's most prominent inhabitants, which remains one of the most prominent buildings in the town today. Euston Gardens is a small triangular walled greenspace directly in front of the North Euston Hotel. It is bounded by North Albert Street to the west, Bold Street to the south, and the Esplanade to its longest side. The Park offers superb views to the sea, both to the north and the east, to the Ferry Station to the south, and the Hotel to the west. Whilst not geographically an obvious part of the Seafront, with North Albert Street's natural progression into Lord Street and the commercial heart of Fleetwood, Euston Park effectively serves as the gateway to the entire Seafront area – it is the sight of the Park that is most likely to encourage pedestrians and vehicles to continue out of the commercial heart towards the Seafront before they are able to see everything else the area has to offer. At present the Park is reasonably attractive with seating and grassed areas protected by two-three foot hedge and a similarly high stone wall. The Park suffers a slight sense of isolation, being surrounded by large and often reasonably busy roads.





5. Zoning of the Seafront - Zone 13

Future Uses: The Lighthouse Quarter represents the heart of historic Fleetwood, an area that predates the Seafront and indeed much of the development elsewhere in the town at the docks and in the residential neighbourhoods. As noted in the Fleetwood Masterplan one of the major weaknesses in Fleetwood is the lack of connectivity between key areas. It is very easy to arrive by car or tram and have no knowledge of the presence of the Seafront or of Lord Street's retail offer depending on which route people arrive by. To some degree this can be addressed by signage, however there needs to be a subtler, more visually attractive and sustainable approach taken to connecting the key areas by the improved management of important spaces, the eradication of visual and physical barriers, and the enhancement of existing features, so as to provide a seamless link between Lord Street and the Seafront. The historic core of the town within zone 13 is the ideal location for this, given its multi-functional nature, strategic location between two Focus Areas and the existing assets it offers. The unusual and enticing features of the Lighthouses in particular should be more prominent in the marketing and branding of Fleetwood as a tourist destination.

Perhaps the area most suitable for initial intervention is Euston Gardens. The relatively bland content of the Gardens could be subjected to a design competition wherein expert landscapers devise schemes to make the area more vibrant and of greater interest, without threatening the elegant and understated quality of this corner of Fleetwood. Potentially some resurfacing of the surrounding road network to make it more pedestrian-friendly could reduce the sense of isolation and encourage more of the Gardens as a recreational space. The design contest would be flexible in the area of focus and allow for recommendations on how the wider 'Lighthouse Quarter' could become more coherent and permeable. The potential for the Gardens to be a gateway to the Wyre Way coastal trail will also be explored, indeed in due course consideration should be given to the potential for the Way to traverse the Lighthouse Quarter and formally link Lord Street to the Promenade should be made.

Given that: the Pharos ward has proven socio-economic weaknesses; the Quarter sits within a Conservation Area; includes a number of buildings notable for their heritage value and owned by a variety of organisations rather than a single dominant private

interest; and that the analysis done at the design stage will be primarily focused on enhancing the town for the public's benefit; there may be potential to seek Townscape Heritage Initiative (THI) funding in the future, and it will be imperative that further work done in this zone explores this opportunity further.

Strategic Fit:

- *Ensure the Seafront's heritage and environment be protected and enhanced;*
- *Develop physical and economic proposals that assist in the rejuvenation of the Seafront;*
- *Improve linkages between the Seafront's key areas.*



5. Zoning of the Seafront - Zone 14



Zone 14: Mount Gardens

Current Uses: The Mount and the Pavilion forms a key element of the town planning of Fleetwood undertaken by noted architect Decimus Burton in 1835. The existing hill (mount) became the focal point of the street layout in the Town and remains so to the present day. The extension of the Town northwards through the reclamation of land from the sea has actually added to the prestige of the Mount with its wide ranging views of the coastline and the Cumbria mountains.



The Mount is an irregularly shaped area of greenspace, bounded to the north by the Esplanade, to the west by Promenade Road, and to all other sides by Mount Road. It rises steeply to a pinnacle topped by the Pavilion building first built in 1836 and rebuilt in its current decagonal form in 1902. A clocktower was added in 1919. The building, whilst in sound structural condition, presently lies empty, suffering under-use due to its unusual shape, relatively small floorplate, lack of basic services and isolation from the main hubs of footfall in the Town. The majority of the Mount is given over to grassed areas, with some trees and shrubbery on the leeward side, and a network of paved pathways for pedestrians to explore the site. Behind the Pavilion is a children's playground and the small Mary Hope Garden, which includes some seating and attractive flowerbeds. Two small cottages sit at the rear (southern) entrance to the Mount, protected by a cobbled wall and wrought iron gate, originally designed as hunting lodges for Sir Peter Hesketh-Fleetwood.



Future Uses: The Mount is possibly the most unique and fascinating feature in Fleetwood. Unlike the other Seafront great assets, such as the Marine Lake and Hall, there is no realistic equivalent in other seaside resorts. The gardens, whilst offering excellent views do not represent much of an attraction. Themeing the gardens, e.g. as a coastal garden, could attract visitors with an interest in horticulture. However earmarking viable uses for the Pavilion building remains effectively difficult as the investment required in the provision of services and internal works would negate any value in using the building as premises for a business. However the intrinsic attraction of the building makes it valuable to Fleetwood's heritage and Seafront and perhaps the Pavilion could be used as an Interpretative Centre for either the gardens or on the development of Fleetwood and the role of Decimus Burton.

Strategic Fit:

- *Ensure the Seafront's heritage and environment be protected and enhanced;*
- *Improve linkages between the Seafront's key areas.*



5. Zoning of the Seafront

The Promenade

Current Uses:

This zone represents the Promenade stretching from where it adjoins Fleetwood Golf Club up where it effectively terminates as a traditional promenade between the Old Pier site and the Children's Play Area (zone 11), and is the heart of Fleetwood Seafront – a wide paved pathway separating the sea from the land. Unrivalled views and the openness of the area make it a popular walk and a natural way of moving from one part of the Seafront to another, especially given the general lack of permeability elsewhere.

Future Uses:

A promenade should be the pride of every seaside town, showcasing exactly why seaside towns are invariably popular tourist destinations. However whilst Fleetwood's Promenade has advantages – such as its width – it is generally a disappointment, being unimaginatively paved, lacking lighting, signage and street furniture, and generally feeling very disconnected from the facilities on the Seafront it borders. This is

in contrast to the Esplanade, which has benefited from attractive paving and artworks in recent years. To some extent this is the fault of other facilities – and proposals such as the remodelling of Marine Hall and the development of an Adventure Clubhouse will clearly assist in animating the Promenade. Further work is required though to maximise the potential of the entire Seafront. Interventions such as quality paving, information boards and signage, artwork, benches, better lighting to enhance security, and stronger links into the key zones such as the picnicking facilities (zone 1), Adventure Clubhouse (zone 4), Marine Hall (zone 9), and Children's Play Area (zone 12) would undoubtedly increase usage of the Promenade and enable it to fulfil its natural role of being the Seafront's prime arterial route.

Strategic Fit:

- *Ensure the Seafront's heritage and environment be protected and enhanced;*
- *Develop physical and economic proposals that assist in the rejuvenation of the Seafront;*
- *Maximise the future vibrancy and sustainability of uses on the Seafront;*
- *Improve linkages between the Seafront's key areas.*





Appendix 1 Strategic Assessment

STAGE 1: STRATEGIC ASSESSMENT								
What land uses meet the objectives of the Regeneration Framework?								
RF Objective	OB1	OB2	OB3	OB4	OB5	OB6	OB7	Recommendation
Land Use	Ensure the Town's cultural heritage and unique environment be protected and enhanced	Ensure as far as possible that the Council, other statutory bodies, businesses, residents and other stakeholders in Fleetwood support the Vision	Develop a range of physical and economic proposals that assist in the rejuvenation of the Town	Maximise the future vibrancy and sustainability of uses on the Seafront	Highlight deliverable development and redevelopment opportunities	Improve linkages between Fleetwood's key areas	Consider a range of innovative ways for utilising the Council's property portfolio	What is the estimated overall value of the land use for Fleetwood's Seafront in terms of both the area's development and its role in rejuvenating the Town?
Residential	The Seafront has never been a residential area so the unique environment will be changed by bringing residential development into the area.	The Fleetwood Masterplan consultation clearly indicated concerns about the development of the Seafront for residential use.	Whilst residential use and good design can assist in providing an enhanced offer in the Town that must be balanced against the objectives of the Masterplan / Delivery Framework.	Whilst residential development can provide economic benefits, passive security and increase the scale of local footfall and community events, appropriate alternative uses can also achieve the desired outcomes.	A recent appraisal of the viability of residential development on the Seafront suggested it is not presently deliverable.	The quality of linkages to and from existing residential communities differs significantly dependent on the nature of the building stock and the quality of the design. Developing linkages will assist in enhancing the permeability of the Seafront.	There has long been a presumption that residential development provides the highest value use for landowners - however recent economic conditions, combined with the fragility of the Fleetwood market, negate this presumption.	Of all uses suggested for the Seafront in this assessment, residential has been subject to the greatest scrutiny. Generally it does not appear to be a viable option and will not form a part of any emerging proposals.
Leisure / Recreation	The Seafront is primarily focused on tourism and recreation for both locals and visitors. Further sympathetic development for leisure purposes links perfectly into the Seafront's strategic role.	There is widespread support emerging from the Masterplan and other work for leisure uses on the Seafront. Strategic proposals for the Borough's leisure offer may impact on the provision on facilities in due course.	The principal attraction of visiting the seaside is based around recreational pursuits. Allied with more well developed leisure offers, the area becomes increasingly attractive to locals and visitors. Therefore the provision of a range of leisure and recreational uses on the Seafront are vital to Fleetwood.	Leisure and recreational land uses tend to be the single most welcoming and broadly open group of uses of all. With good planning and sensible links they can help define an area's character and provide the catalyst to support retail and civic facilities.	Many coastal masterplans and frameworks have overly high expectations of the leisure sector's ability to deliver economically viable projects, especially in areas undergoing regeneration. Such limitations extend to the provision of a hotel on the Seafront. Therefore a balance needs to be found between being aspirational and being realistic.	Recreational uses tend to provide a specific concentration of linkages, often being land intensive uses - this is already in evidence at the Seafront.	Leisure is a divisive land use, with facilities often split between public and private provision. The need to ensure general accessibility and affordability to the public in Fleetwood will have to be weighed against the need to appreciate the burden such facilities can put on the Wyre taxpayer, making leisure and recreational uses a limited option for the Seafront.	Where economically feasible and physically acceptable, the development of leisure and recreational facilities on the Seafront has to be viewed as extremely desirable.
Offices	The Seafront has never been a hub for offices other than those ancillary to other uses. Office development will not enhance the area's unique environment.	Office development is unlikely to gain much public support and in commercial terms the setting may be attractive but accessibility and development costs will undermine interest.	Office development on the fringe of Fleetwood Town Centre is strategically desirable, but the unique nature and catalytic value of the Seafront reduces the likelihood that office development here would lead to wider urban regeneration.	Office development can provide footfall and security. However the overall nature of offices - generally very limited interaction with neighbouring uses - would not support the area's prime role as a leisure and civic hub, possibly acting as a specific deterrent.	Office development is unlikely to be economically or politically acceptable on the Seafront given the site's importance for other uses and the number of preferred locations for employment elsewhere.	Office development tends to be well integrated into local transport nodes and adjoining retail and leisure offers - strategically however the value of office development on the Seafront for the Town Centre is less apparent.	The Council's portfolio would be better served by concentrating office use on other sites across the Borough.	Whilst not the deeply unattractive neighbour that industrial land use represents, there are no clear benefits in allowing office development on Fleetwood Seafront.

STAGE 1: STRATEGIC ASSESSMENT

What land uses meet the objectives of the Regeneration Framework?

RF Objective	OB1	OB2	OB3	OB4	OB5	OB6	OB7	Recommendation
Industrial	The Seafront's unique offer makes industrial use highly unacceptable.	It is highly unlikely any stakeholder would support industrial uses on the Seafront.	Current industrial development proposals exist around Fleetwood and there is no clear benefit in using Town Centre or waterside sites for such uses.	Industrial uses would be poor neighbours for existing users and would significantly reduce local vibrancy, reducing the Seafront's ability to act as a catalyst for regeneration.	Industrial development will require sites with the necessary planning designations and strategic transport links.	A land use so diverse from adjoining uses would act as a barrier restricting internal linkages.	The Council's portfolio would not be best served by a low value use being permitted on one of the Borough's most important sites.	Industrial uses on the Seafront would actively undermine the regeneration of Fleetwood and damage the area's unique character.
Retail	Retailing can provide tourist attractors, footfall and employment opportunities. However unsympathetic or too much retail can permanently undermine the Seafront's character.	Successful retailers are amongst the most locally progressive businesspeople, with a heightened sense of the local customer base - using their skills as part of the wider Seafront team is highly recommended.	The Seafront could act as a unique selling point for retailers as a location - however there has to be an awareness that any retail developed here is not directly competing with the Town Centre.	Retail is oriented towards general custom - i.e. users may not specifically have intended to use these facilities. The provision of facilities open to all is highly vital for the Seafront.	The current economic climate, and Fleetwood's longstanding fragility for retail business means there has to be an above average element of risk on relying on retail ventures to catalyse Seafront redevelopment.	Retail survives by being visible and accessible, and the guidance of retailers should inform the proposed linkages.	Sustainable retail businesses can provide value for key sites, stimulate tourism and spin-off benefits, and increase local entrepreneurship and employment opportunities.	Limited ancillary retail development, if responsive to the local character and the need to not directly compete with the Town Centre, would be beneficial to the Seafront, increasing vibrancy and potentially economic sustainability.
Greenspace	The Seafront (and Mount) has always benefitted from a significant degree of greenspace for landscaping purposes. The 'openness' factor it creates is vital and should be at the very least maintained, unless proposals actively increase its value - e.g. through the provision of a greater recreational dimension.	Greenspace, if well maintained, retains a huge degree of public popularity. Built development can easily be viewed as negative. However some stakeholders recognise that maintenance costs of greenspace require other avenues of development to be explored. Therefore the provision, and future use of, greenspace can occasionally become a disproportionately high profile issue to the detriment of other proposals.	Greenspace can sometimes be viewed as a relatively uneconomical use of sites - however in urban areas where space is less common, and in areas where tourism is an economic driver - it has a much higher value which needs to be recognised when contrasting proposals emerge.	The quality and range of potential uses of greenspace make it a difficult land use to categorise. Greenspace that has no significant recreational benefit may add to the overall character of the Seafront, but would be the underuse of an important asset in tackling Fleetwood's economic and social problems.	Greenspace is relatively easy to deliver - it is the benefits it provides that are more likely to be subject to scrutiny. Greenspace is effectively environmental areas without a specific recreation function, and in some instances it is important to have areas that serve no greater purpose than bounding other uses and increasing the aesthetic quality of the wider area.	Greenspace with clear linkages can be considered effectively recreational space as it is encouraging active usage - and in many instances this will be a suitable aim for the Seafront green spaces. In other instances no specific attempt may be made to encourage human usage (e.g. the grassed areas of the Mount) - however simultaneously there should be no barriers to prevent residents and visitors utilising these spaces should they desire.	Greenspace uses tend to provide little capital or revenue receipt and do not significantly assist the Council's need to reduce expenditure. Greenspace does meet many of the Council's targets to ensure a good living environment for its residents however.	Where there may be a loss of existing greenspace if other uses offer benefits, there should be an attempt to develop other areas for greenspace so as to protect the overall offer. Seafront greenspace should generally seek to offer a recreational dimension and not simply be an under-used element between other uses. Provision of greenspace must never be pursued for simplicity if greater regeneration benefits can be indisputably achieved through allowing other forms of development in the first instance.
Education	Aside from small research and training facilities the Seafront has never been an education hub. The increased footfall and potential spend, as well as the social benefits may suit the area's character, if the proposal(s) has merit.	The provision of education facilities at the Seafront has yet to be tested with the general public. From the policymaker and economic perspective there is an initial degree of support caveated by a need to do further analysis of proposals.	Education could potentially offer a significant contribution to the physical and economic redevelopment of Fleetwood as a whole, and possibly the Seafront. Centres of learning have numerous spin-off benefits and have long been a staple of regenerative schemes elsewhere.	Until further details are known educationally focused proposals are hard to quantify. Generally education provides footfall, turnover and a high degree of vibrancy, but it can often create a relatively self-contained and unapproachable community to outsiders.	Further consideration of the locating of educational facilities at the Seafront is clearly worth undertaking as deliverability of proposals is usually high in the education sector, as the very existence of proposals is generally based on detailed examination of need, catchment and funding.	Educational facilities can often seem closed off to neighbouring uses - and even more so in the perception of users. Good design can mitigate these negative impacts, but it remains a potential concern.	The development of one or more education facilities in and around the Seafront offers potential mechanisms for realising the value of some of the Council's property portfolio and as such requires further investigation.	Of all land uses considered in this assessment the strengths and weaknesses of educational uses on the Seafront are hardest to quantify. It is likely there will be significant numbers of each, so only a thorough evaluation of proposals will provide a definitive answer.

STAGE 1: STRATEGIC ASSESSMENT								
What land uses meet the objectives of the Regeneration Framework?								
RF Objective	OB1	OB2	OB3	OB4	OB5	OB6	OB7	Recommendation
Civic and Cultural Facilities	The Seafrost has long been a centre for community activities and the enhancement and provision of further facilities should be encouraged.	The provision of civic facilities based around a rejuvenated Marine Hall has long been recognised as the most strongly supported option for the Seafrost following the work of the Town Centre Masterplan.	Whilst the Seafrost needs to act as a destination and host some civic facilities, coastal town centres can sometimes suffer if the coast usurps the centre as the natural focus of the town's citizens. A balance will need to be found to ensure that the regeneration of the Seafrost is not achieved simply through displacement of Town Centre facilities.	Facilities that are primarily focused on community and visitor use are fundamental to the character of the Seafrost, and Fleetwood's appeal as a wider destination will be heavily influenced by the vibrancy and attractiveness of this area - therefore it is indisputably clear that civic facilities contribute towards achieving this objective.	Many civic facilities, particularly in smaller urban areas or those that are relatively isolated such as Fleetwood (therefore having a reduced potential catchment) struggle to make civic facilities economically viable. Whilst it is the duty of the public sector to provide a range of services and attempt to stimulate socio-economic progress in the Town, it is also apparent that a Seafrost strategy that relies on civic uses in its entirety will not be deliverable, and certainly not sustainable.	Civic facilities tend to act as the hub - along with good retail and leisure - and also can provide a sense of constancy lacking in commercial ventures. Linkages at the Seafrost are relatively weak at present, but the potential is extremely high.	The provision of civic facilities can be relatively costly for local authorities. Much has already been done to reduce expenditure at the Seafrost, but it is inevitable future proposals will be undermined if they are seen as excessively expensive. By looking at the Seafrost as a broader entity with a range of uses, less-profitable uses such as civic facilities can be offset by allowing higher value uses. The key is ensuring this balance does not result in proposals detrimental to the unique character of the area.	Where economically feasible and physically acceptable, the development of civic facilities on the Seafrost has to be viewed as extremely desirable.

Key

- Use assists in the delivery of the Objective
- Use has an overall neutral effect on the Objective
- Use fails to meet the Objective

Appendix 2 Assessment of Projects

STAGE 2: PROJECT ASSESSMENT					
How do component projects meet the objectives of the Regeneration Framework?					
RF Objective	OB1	OB2	OB3	OB4	Recommendation
Project	Ensure the Seafront's heritage and environment be protected and enhanced;	Develop physical and economic proposals that assist in the rejuvenation of the Seafront	Maximise the future vibrancy and sustainability of uses on the Seafront	Improve linkages between the Seafront's key areas	What is the estimated overall value of the component project for Fleetwood's Seafront in terms of both the area's development and its role in rejuvenating the Town?
1 Picnic and Children's Play Area	Project encourages greater use of an area well suited to providing public recreation.	There is no significant change to the present use, but proposals aim to encourage greater footfall which should benefit the wider Seafront.	Benefits may be relatively small, but important. Picnicking and play areas encourage social events and represent low cost uses open to all members of the community.	The project will not only seek to encourage use of the area it is based within, but will also act as a gateway to exploring the Wyre Trail.	Whilst not a major project, the inclusion of picnicking and play facilities helps define the Seafront's general character as a place for recreation and relaxation.
2 Adventure Sports Clubhouse	The Clubhouse will require significant levels of new development which must respect the Seafront's character. Sympathetically done it has the potential to enhance the environment as seen at the Marine Hall.	Assuming that businesses operated from the Clubhouse are economically viable, the increased choice of events and facilities at the Seafront will represent a step-change for the area that could and should complete its rejuvenation.	The potential diversity of uses at the Clubhouse is vast, and if well-managed, maintained and marketed, could attract users to the Seafront who previously would not consider visiting the area, as well as providing greater choice to existing users.	The Clubhouse will most likely operate as a destination in its own right. Linkages to surrounding related facilities will be important, and though visits that combine use of this facility with others such as Marine Hall or the Mount may be relatively infrequent, it will be important to cross-sell and raise awareness of the wider offer.	The project is potentially the most catalytic of all proposed. An opportunity exists to provide an iconic building that attracts interest and visitors from a regional and even national hinterland.

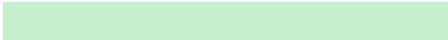
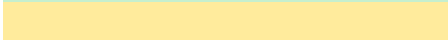

STAGE 2: PROJECT ASSESSMENT					
How do component projects meet the objectives of the Regeneration Framework?					
RF Objective	OB1	OB2	OB3	OB4	Recommendation
3 Wheels Park	Wheels Parks can cause concerns over their fit with adjoining uses and measures to mitigate impact will need to be explored. However the natural terrain of the site does lend itself to a track based use.	There is an apparent need for such a facility in the sub-region, and it has the potential to provide a boost to the area's image amongst a key demographic that is presently poorly served by existing facilities.	Assuming the strategic fit of uses is well managed the Wheels Park will encourage use of the Seafront by younger people and potentially draw regular use from those training or competing at amateur and professional levels.	The Park should link with some neighbouring uses in an economic and administrative sense, though it will not necessarily be the most permeable area in strategic terms.	The Wheels Park, along with the Clubhouse, offer the opportunity to modernise the Seafront's offer and provide developments that will gain recognition and interest from a wider area that in turn will be to the advantage of less high profile elements of the Seafront redevelopment.
4 Discovery Centre	The built form of a centre focused on energy has the potential to innovate and actively enhance the Seafront's environment.	As noted in OB1 an innovative facility can actually increase the physical diversity of the Seafront in a positive manner. A genuinely successful facility would also attract new users raising awareness of the wider Town and Seafront offer.	The appraisal of the Seafront's potential land uses suggested that some form of educational use could assist more dominant uses in providing a sustainable localised economy.	The project may increase footfall and if well designed should enhance permeability, but has no significant benefits with regard to linking key areas in its own right.	As yet one of the most undefined projects as further feasibility work is required. However it is clear that such facilities have proven effective elsewhere and it offers a unique use unlikely to be replicated elsewhere in the sub-region.
5 Seafront Restaurant	New built development needs to be sympathetic to the area's character.	A successful private enterprise could stimulate potential further retail growth and create a small amount of new employment. The additional footfall and activity will also increase security and reduce negative perceptions of the Seafront aiding adjoining uses.	The Seafront requires greater diversity of uses to encourage more visitors and increased usage at different times of the day - proposals such as a restaurant meet these requirements and provide additionality for the offer of other uses in the area.	The project may increase footfall and if well designed should enhance permeability, but has no significant benefits with regard to linking key areas in its own right.	Whilst this project would be run as a private concern the legitimacy of branding the Seafront as a tourist and visitor attraction is exponentially enhanced by the presence of places to eat and drink, especially in the presently moribund local evening economy.

STAGE 2: PROJECT ASSESSMENT					
How do component projects meet the objectives of the Regeneration Framework?					
RF Objective	OB1	OB2	OB3	OB4	Recommendation
6 Marine Hall Events Area	The events area will involve the loss of historic greenspace but will provide new community-oriented facilities.	This project aims to tackle an area that is failing to reach its potential. Fleetwood, and in particular the Seafront, needs a natural civic hub, that can be used for a variety of purposes. Developing it in the heart of the Seafront clearly offers the best chance of stimulating wider rejuvenation of the area.	The potential for an ongoing programme of events that maximises use (and therefore income) of the area is clearly apparent.	By acting as a visual focal point, and by ensuring signage and desire lines exist between this area and the rest of the Seafront, this project can act as hub for encouraging exploration of other areas.	This project represents a possible 'early-win' - a highly visible transformation of an area that presently under performs.
7 Marine Hall , Cultural and Conference Centre	The Marine Hall is the most iconic structure on the Seafront and acts as the centrepiece for the entire area. The proposals in Project 7 seek to protect its most distinctive features whilst addressing its weaknesses, such as the lack of sea views, poor layout, and inability to finance its own upkeep.	The proposal is to address the entry and viewing points of the Hall, and potentially develop extensions to the main building, whilst protecting the historic dome and Art Deco design of the structure.	The Marine Hall is well used at present, particularly in the evenings, but remains quiet and under-used during most days. This project will increase the types and frequency of uses, which will in turn provide greater visibility of the Seafront's wider offer to a larger audience.	The project will significantly increase footfall both throughout the day and evening and throughout the year.	This project forms the core element of all Seafront proposals, in social, economic and physical terms. Without addressing the slow decline of the Marine Hall Fleetwood's Seafront cannot ever be truly rejuvenated.
8 Children's Play Area	Project encourages greater use of an area well suited to providing public recreation.	The potential to develop a landmark play-related structure that has visibility from Euston Park and the former Pier site has been recommended, and if deliverable could raise the visibility of the wider area. Such proposals would need to be carefully assessed to ensure that they enhance rather than damage the character of the Seafront.	Benefits may be relatively small, but important. Picnicking and play area's encourage social events and represent low cost uses open to all members of the community.	At present this area is attractive and well-maintained but lacking in visibility, especially from the Town Centre/Euston Park.	This project does not in itself offer an opportunity for catalytic change but it does assist in the development of a balanced range of uses, balanced in terms of user costs, types of user and frequency of use. Given the considerable distance between this play area and that proposed in project 1, they can be viewed as complimentary rather than competitive.

STAGE 2: PROJECT ASSESSMENT					
How do component projects meet the objectives of the Regeneration Framework?					
RF Objective	OB1	OB2	OB3	OB4	Recommendation
9 Euston Park	Euston Park is the public realm centrepiece of Fleetwood's historic quarter, surrounded by the Listed structures of North Euston Hotel and the two Lighthouses. The project is focused on protecting and enhancing this area without changing its character.	Whilst the project is focused on the redevelopment of the Park opposite the iconic North Euston Hotel, it is also seeking to precipitate a change in the quality of the public realm in all areas between Albert Street and the Old Pier site. With the right interventions this area has the potential to act as a gateway to the Seafront for pedestrians and tram users in the Town Centre.	Euston Park is a relatively small and presently quite isolated area. Its redevelopment will raise the image of a historic quarter of Fleetwood but is unlikely to significantly increase the vibrancy of the Seafront in its own right - if successfully enhanced it can provide an important gateway, and potentially an attraction to those interested in architecture, heritage and the shipping industry.	Euston Park and the surrounding areas represent the most logical pedestrian and vehicular link between the Seafront and the Town Centre and the main gateways into Fleetwood. This site is effectively the gateway to all the key areas of the Seafront and should be afforded the level of priority this role signifies.	Whilst sat slightly outside the prime Seafront area, it is a long held view of the Town's Masterplan that the redevelopment of the Seafront is primarily sought to assist in the broader regeneration of the entire urban area. Consequently it is of upmost importance that the physical links exist so as to allow the Seafront's rejuvenation to impact on the Town Centre.
10 Mount Gardens	Set slightly back from the main Seafront but undeniably a vital element in its character, the project will ensure that this unusual and attractive feature of Fleetwood is protected in the long-term.	No significant change to the area is proposed besides environmental upgrades and the seeking of a viable use for the Pavilion building - therefore it is unlikely that this project will stimulate the rejuvenation of the Seafront in its own right, but will assist other projects in doing so - i.e. the detrimental impact on the views and setting of Marine Hall if the Mount were lost must be considered.	Mount Gardens offers the perfect opportunity to provide formal and peaceful recreation space in contrast to the more active uses proposed and existing elsewhere in the Seafront area.	Set slightly away from the Seafront so the Mount cannot be deemed as a vital link between key areas. What it is however is a vital link between the Seafront and the residential and retail areas at the heart of Fleetwood.	The importance of Mount Gardens is based on environmental rather than economic factors. As the centrepiece of Burton's design of the Town, and a key link to the area's history prior to the development of the Seafront, they must be protected for future generations.

STAGE 2: PROJECT ASSESSMENT					
How do component projects meet the objectives of the Regeneration Framework?					
RF Objective	OB1	OB2	OB3	OB4	Recommendation
11 Promenade	The core of the Seafront experience is the Promenade and upgrading the quality of the environment significantly enhances the attraction of the whole area.	The Seafront would cease to be a coherent identity without the Promenade, and any failure to maximise the quality of this key artery would clearly undermine the economic health of other projects.	Aside from the economic benefits noted in OB2, this project offers the opportunity to improve the usage of the Promenade by increasing visual quality, and providing lighting to aid security. This will hopefully lead to greater footfall and the development of the area as a hub of social activities.	The Promenade is, and will remain, the single most important link between all the Seafront's key areas.	There can be no Seafront without a front, and the health and attractiveness of seaside resorts is often defined by the quality of its Promenade. Therefore in image terms, as well as in practical terms, the upgrading of the Promenade is a project of upmost importance and value.

Key

-  Use assists in the delivery of the Objective
-  Use has an overall neutral effect on the Objective
-  Use fails to meet the Objective



