



FYLDE BOROUGH COUNCIL



# Regeneration Framework

September 2010



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## 1. Purpose of the Document

1.1 This document is the Council's Regeneration Framework and as such draws together, in a comprehensive way, the various regeneration projects and proposals known at this time. It is effectively a regeneration vision for the Borough presenting the known schemes whilst at the same time allowing individuals, community groups or town and parish councils to propose new schemes for consideration. This document is to be refreshed at regular intervals to allow for delivered schemes to be removed and new schemes to be included.

1.2 This document is produced in support of the Council's Interim Housing Policy (July 2008) and is the principal means by which 'Declared schemes' are identified by the Council.

## 2. Background

2.1 One of the key virtues of the Borough is the high quality of its physical environment with the attractive towns and villages and a large rural area being important to the quality of life of residents, as a setting for business and its contribution to the visitor economy. Nonetheless there are parts of the area that have been identified as suitable for physical improvement or where there are other opportunities to further enhance the attractiveness of the Borough through the process that might broadly be termed 'regeneration'.

2.2 By far the major source of investment in the physical realm of the Borough is delivered by the private sector, guided through the planning system. However, in some situations it is wholly appropriate for regeneration activity to be undertaken by the local authority as a means of attracting private sector development into particular locations that will have considerable social and economic benefits for residents and local business as well as supporting the important visitor economy.

2.3 Over the last ten years or so the Council has been engaged in elements of regeneration and economic development. This regeneration activity commenced with a series of relatively small environmental enhancement schemes in Lytham (Clifton Square, Clifton Street - and included a joint initiative with the Lytham St. Annes Civic Society to reinstate veranda's and resurface forecourts - as well as new street lighting and some street furniture.) In Kirkham, some relatively small scale improvements took place around the Market Square, Poulton Street and in the environs of the former Safeway store development (now Morrison's). A small scheme was implemented in the centre of Freckleton as a joint initiative between the Borough Council and the Parish Council. Following the decision of the Borough Council to operate an annual environmental improvement programme - albeit a modest one - it initially allocated a fund of £20,000 per annum as a means of funding small scale environmental improvements. By and large the funding was used to enhance or 'top up' other initiatives such as highway or lighting schemes proposed by the County Council.

2.4 In 1999 the focus of regeneration was intensified by the establishment of a small dedicated 'Regeneration Unit' to effectively oversee a major regeneration programme for St. Annes. This involved the formation of a town centre partnership, the adoption of a design guide and master plan and a clear remit from the Council to source external funding to deliver the regeneration programme. With the decline of the town centre of St. Annes,

the regeneration programme was seen as having a time horizon of up to 15 years given the scale of the issues and the estimate of the public and private funding that would be required. The principal component of the regeneration programme for St. Annes was based around a series of 'physical interventions', for the most part refurbishing buildings and public spaces to provide the setting for private sector development in the belief that such action would enhance the vitality and viability of the coastal resort town.

2.5 Some years on the regeneration activity has been relatively intense and the Council has engaged a number of strategic funding partners including the Northwest Regional Development Agency, English Heritage, The Lancashire Tourism Partnership (now the Lancashire and Blackpool Tourism Board), Lancashire County Developments, The County Council and the Heritage Lottery Fund. Significant private sector investment has been attracted to the town centre. In so far as St. Annes is concerned, the Building Refurbishment Programme has recently been brought to a close and a scheme to refurbish Garden Street, which will form an attractive link to the recently refurbished Ashton Gardens and The Square, has recently been completed.

2.6 In respect of Kirkham, the Borough's market town has seen some regeneration activity over the years albeit on a smaller scale to that of St. Annes, as described above. In 2003 the Council was successful in obtaining funding support for the undertaking of a 'Market Town Healthcheck', a Government initiative administered through the Countryside Agency. This involved engaging the community in identifying issues and suggesting proposals and projects to address these issues. Some 41 projects were identified and of these over 20 related - to what might be described - as 'town centre issues'. As a result a plan was commissioned and a summary document Design Plan was completed in April 2007. The Kirkham and Wesham Business Group is actively involved with the Council and Lancashire County Developments Ltd are a funding partner in a building refurbishment scheme.

### **3. Regeneration Need**

3.1 In so far as present activity is concerned, St. Annes and Kirkham remain at the centre of activity. However, there have been calls in other quarters for other 'regeneration schemes' to bolster the economy of particular locations. These include Lytham and Ansdell. In addition, there are a number of 'bottom drawer schemes' and Parish Plans that propose regeneration proposals containing environmental improvement 'ambitions'. The urban regeneration agenda now includes projects fronted by the Local Strategic Partnership, such as 'Shaping the Place' in the St. Albans Road area, where the regeneration team have played a role, preparing an urban design appraisal, concept ideas as well as detailed design work.

3.2 The regeneration activity has largely been based around Council priorities and this has, in turn, been influenced by the potential for external grant aid. Much of the regeneration activity has been based around physical interventions, for example building and public space refurbishments.

3.3 Central Government policies support economic development and of note the sustainability of town centres, which act as a focal point for the community. Likewise, the development of Community Strategies and Parish Plans, have also identified various 'environmental projects'. The Council and its partners success in securing external funding has often been in support of regeneration in town centres and high profile locations. The Council considers that future development should help support focal points of the community, integrating with the existing settlements and bringing economic activity to town centres. The attractions and amenities of town (and village) centres can be enhanced by having in place plans for improvement, which in turn, can be supported by developer contributions and other sources of funding.

## 4. Planning Policy Context

4.1 The Council is currently in the process of producing its Local Development Framework. This consists of a portfolio of documents which once adopted will form part of the development plan for the borough and will replace the saved Local Plan and Structure Plan policies. The Core Strategy is the principle document contained within the Local Development Framework. This will contain policies for the protection and enhancement of the viability of the town centres of the Borough. In light of new housing growth to be anticipated over the forthcoming years it will be appropriate to seek the enhancement of town and village centres to support sustainable development and direct as much of the consumer spending as possible to town centres. To achieve this, a physically attractive centre with a good range of retail and other consumer outlets (in relation to the settlement) with good accessibility and car parking will be essential. These objectives assist the Council in achieving the sustainable economic development goals as set out in PPS4.

4.2 The Interim Housing Policy (adopted, July 2008) of the Council requires contributions towards community infrastructure as part of the granting of applications for housing development that is otherwise acceptable in planning terms. The policy requires contributions to affordable housing, public open space and improvements to the public realm. In the case of the latter, the policy requires a contribution of 2.5% of the open market value of the property to support public realm enhancement, where there is a *declared scheme*. Although the present economic climate has brought housing development to a virtual standstill, it is hoped that in time the situation will improve and that housing development will re-commence to a reasonable level.

4.3 The regeneration agenda will be fully developed alongside the Core Strategy and will form part of the Local Development Framework evidence base. As part of the Local Development Framework an Infrastructure Plan will be devised, which is required under the new Community Infrastructure Levy Regulations (CIL) 2010. This Infrastructure Plan would set out the Council's requirements for infrastructure to support new housing (and other development) and would include improvements and enhancements in appropriate locations as set out in this Regeneration Framework. With the likely decline in public spending over the forthcoming years, the development of the CIL will be an important means of delivering infrastructure, including regeneration.

4.4 One of the implications of the new CIL Regulations is that the tests for requesting funding contributions (including the 2.5% public realm contributions), through Section 106 are more onerous and restrictive, where requirements have to be directly related to the particular site. In this regard, negotiations on individual planning proposals will be a matter for Officers and the Development Control Committee. However, this more restrictive approach to the use of Section 106 points to the need to create the Regeneration Framework and develop it alongside the Core Strategy and Infrastructure Plan.

## 5. Declared Schemes

5.1 At the time of publishing the Interim Housing Policy the Council had adopted three public realm improvement schemes; St Annes Town Centre Regeneration Scheme/Classic Resort, Shaping the Place (St Albans Road area, St Annes) and Kirkham Town Centre (Shop Fronts Improvement Scheme). Since then the scale and scope of at least two of those declared schemes has changed and the Council has adopted new schemes. In addition many parish and town councils have published parish plans which contain public realm proposals and these have now been taken into account.

## 6. List of Schemes

6.1 The following compendium of schemes present, in total, a list of declared regeneration or public realm enhancement schemes across the Borough. These are at various stages of development and will be formalised and detailed in due course. The order of presentation does not indicate any form of prioritisation. This will depend on many factors including the availability of specific funding, deliverability of the concept, availability of the site or land and feasibility of the scheme. The Council will, resources permitting, work with various interested groups and the community in general to develop these schemes according to the deliverability of each project. Each project is given a number (1 - 12) as a unique identifying number. The following schemes are considered to be declared schemes in accordance with the Interim Housing Policy (July 2008):

# Project 1 - St Annes Town Centre

## Description

St Annes is the major resort of Borough and has a reputation as a quality destination. The regeneration programme aims to support the sustainability of the town centre to meet the needs of the local population and any new population growth. A vibrant town centre will help support the growing visitor economy.

This project is located on the town centre of St Annes on Sea and comprises numerous improvements to the public realm infrastructure in accordance with the Victorian heritage and the special characteristics of the Conservation Area.

## Background & Objectives

This project continues an eight year programme of physical regeneration of the public realm (including the building fabric) of the town centre. Significant public sector support has been engaged to date (c £5.6m) however much of the original masterplan remains to be implemented.

There is also the need to revise the masterplan in light of the findings of the Visitor Economy Pilot study and the hosting of the Open Golf Championship in 2012.

This project, since its inception in late 1999 has sought to improve the economic circumstance of the town centre through improvements to the public realm.

## Relevant Supporting Documents

St Annes Resort Action Plan (2001)  
St Annes Seafront Masterplan (2008)  
Lytham St Annes 2020 Vision (Draft) (2010)

## Delivery

Numerous areas of the town centre have already been subject to public realm refurbishment.

This project will see the continuation of that scheme. Concept designs and budget cost are in place.

## Cost Estimate

In excess of £1m.





## Project 2 - St Annes Seafront & Promenade

### Description

This project is located along the promenade and seafront of St Annes on Sea. It includes the regeneration of the public realm of the promenade and beach infrastructure, restoration of the historic promenade gardens and all related public realm such as visitor car parks, other footpaths etc.

### Background & Objectives

In 2008 the Council published the Seafront Masterplan which set out broad proposals for the redevelopment of the 'Island site', Promenade and historic gardens. Overall these improvements would greatly enhance the visitor economy of St Annes supporting additional private investment and employment in a key industry for the area.

This project would see the further development and implementation of these proposals.

### Relevant Supporting Documents

St Annes Seafront Masterplan (2008)  
Lytham St Annes 2020 Vision (Draft) (2010)

### Delivery

At present the scheme has been developed to concept stage.

### Cost Estimate

In excess of £1m.



# Extract from St Annes Seafront Masterplan



## Project 3 - Fairhaven Lake

### Description

This project is located around the historic marine lake Fairhaven, St Annes. It includes a comprehensive redevelopment of the leisure facilities as well as the surrounding public realm.

### Background & Objectives

The Council is currently developing a masterplan for Fairhaven Lake as a precursor to a bid to the Heritage Lottery Fund. Further objectives will be known once this study is complete. The overarching ambition is one of improving the leisure facilities available for visitors and residents.

Fairhaven Lake is a local amenity for residents and is also considered to be an important visitor destination (as part of the St Annes and Lytham offer) in the development of the Ribble Coast and Wetlands Regional Park. This is based around the 'development' of the destination offer of the estuary as an internationally significant site of wildlife interest.

This project would see the further development and implementation of these proposals.

### Relevant Supporting Documents

N/A

### Delivery

At present the concept proposals are being developed

### Cost Estimate

In excess of £1m.



## Photographs of Fairhaven Lake



# Project 4 - Lytham

## Description

This project encompasses all of Lytham town centre, The Green, Lowther Gardens, many residential areas (mostly Conservation Areas), Lytham Train Station, Lytham Hall and grounds and other linking streets.

## Background & Objectives

Lytham Hall is currently developing a Heritage Lottery Fund application for a comprehensive redevelopment of the Hall and grounds. This project would support these proposals with appropriate public realm investments.

In addition the area of Lytham outlined above requires a comprehensive plan developing for the preservation and enhancement of the public realm and built heritage. This project would see the further development and implementation of these proposals.

An overarching objective of this project is to enhance the economic viability of Lytham town centre whilst also sensitively enhancing the historic built environment. The Lytham Enterprise Group, which is an amalgam of community interests in the town, have been engaged in discussions surrounding the enhancement of the commercial area of the town centre and the link to Lytham Hall.

## Relevant Supporting Documents

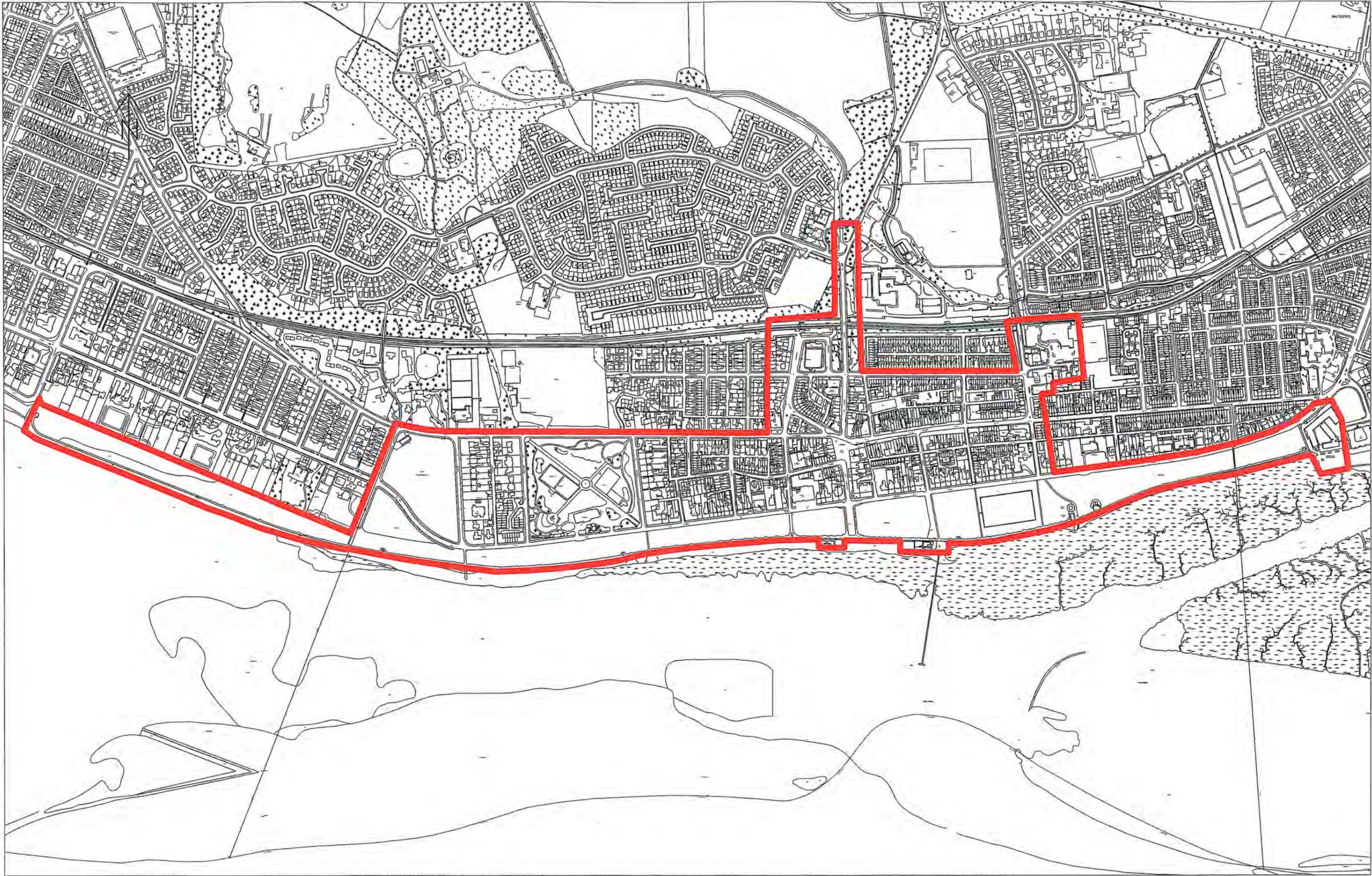
Lytham St Annes 2020 Vision (2010)

## Delivery

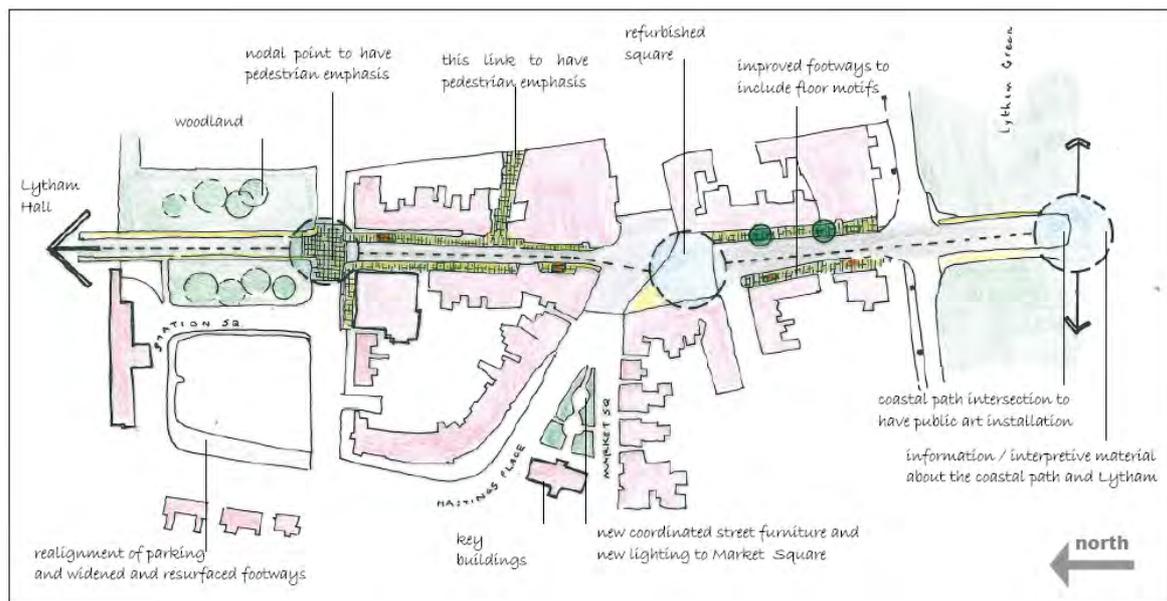
Concept proposals currently needing development.

## Cost Estimate

In excess of £500.000



# Extract from Lytham St Annes 2020 Vision



## Project 5 - Ansdell

### Description

This project centres around Woodlands Road and Ansdell Train Station and would result in investment in the public realm in both locations.

### Background & Objectives

Stemming from the Lytham St Annes 2020 Vision, small scale improvements to the public realm, around the station have been identified, linked to the Open Golf Championships of 2012. However these public realm proposals will also have a lasting value or legacy beyond this event and would also support proposals that have been advanced to create a conservation area for Ansdell.

### Relevant Supporting Documents

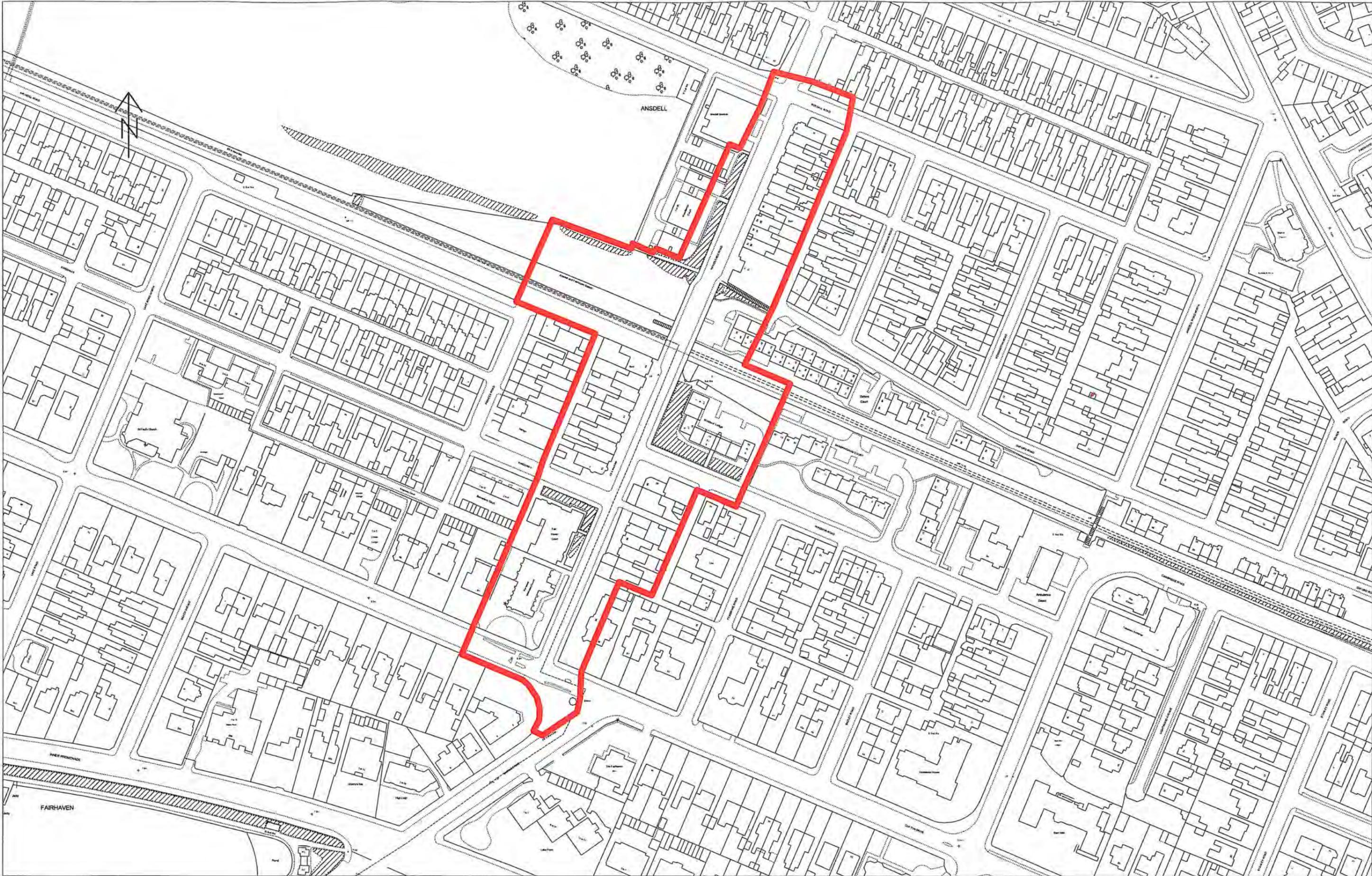
Lytham St Annes 2020 Vision (2010)

### Delivery

Concept proposals currently needing development.

### Cost Estimate

Up to £200,000



## Photographs of Ansdell Station



## Project 6 - Kirkham Town Centre

### Description

This project is located in Kirkham town centre and would see investment made in the public realm and buildings.

### Background & Objectives

Kirkham was the subject of a 'health check' and 'action plan' in 2004/5 which required the completion of a design guide and masterplan. In addition there is currently an active building refurbishment grant scheme in operation (Kirkham Renaissance). All interventions are based upon the objectives established in the 'health check' of preserving and enhancing the historic characteristics of the town and improving the economic vitality and viability of the town centre.

### Relevant Supporting Documents

Kirkham & Rural Fylde Partnership Health Check (2004)  
Kirkham & Rural Fylde Partnership Action Plan (2005)  
Kirkham Urban Design Study (Draft) (2006)  
Kirkham Renaissance Building Refurbishment Grant Scheme (2008)

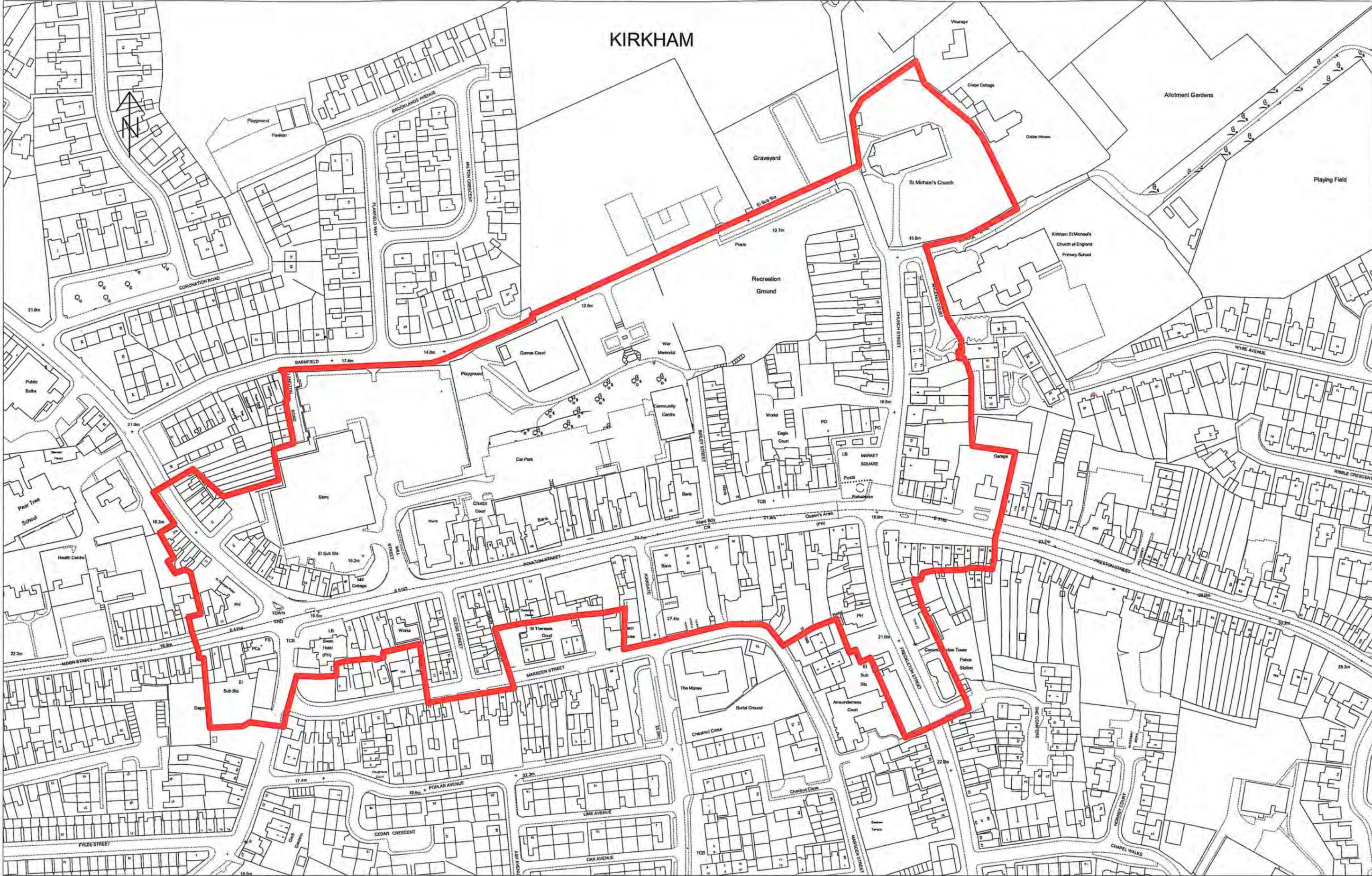
### Delivery

Concept proposals currently needing development for public realm, building refurbishment grant scheme currently operating an extendable or expandable.

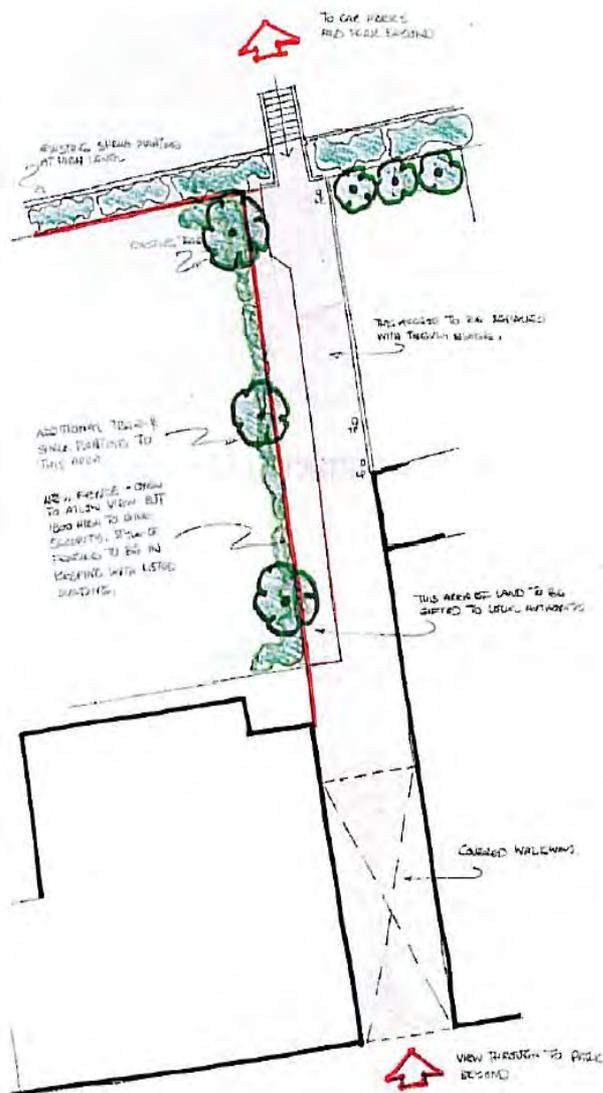
### Cost Estimate

circa £750.000

# KIRKHAM



CASE STUDY FIVE - EASE OF MOVEMENT - CONNECTIVITY



Kirkham town centre has a series of interconnected streets and public spaces and there are, similarly, a number of key connections between the car parks and the commercial areas. In order to maximise the use of these connections, a number of them require physical improvement as well as ensuring that they are safe and secure.



Important Link to Car Park and Memorial Gardens (adjacent Lloyds Bank)

# Project 7 - Elswick

## Description

This project is located in the settlement of Elswick and is aimed at enhancing the feeling of having a centre to the village through the development of a village green and associated public realm. Also additional tree planting has been identified.

## Background & Objectives

This project is derived from the Elswick Parish Plan and Village Design Appraisal and is concerned with enhancing the sense of being in a traditional village through improvements to open space and public realm respecting the traditional character of the area.

## Relevant Supporting Documents

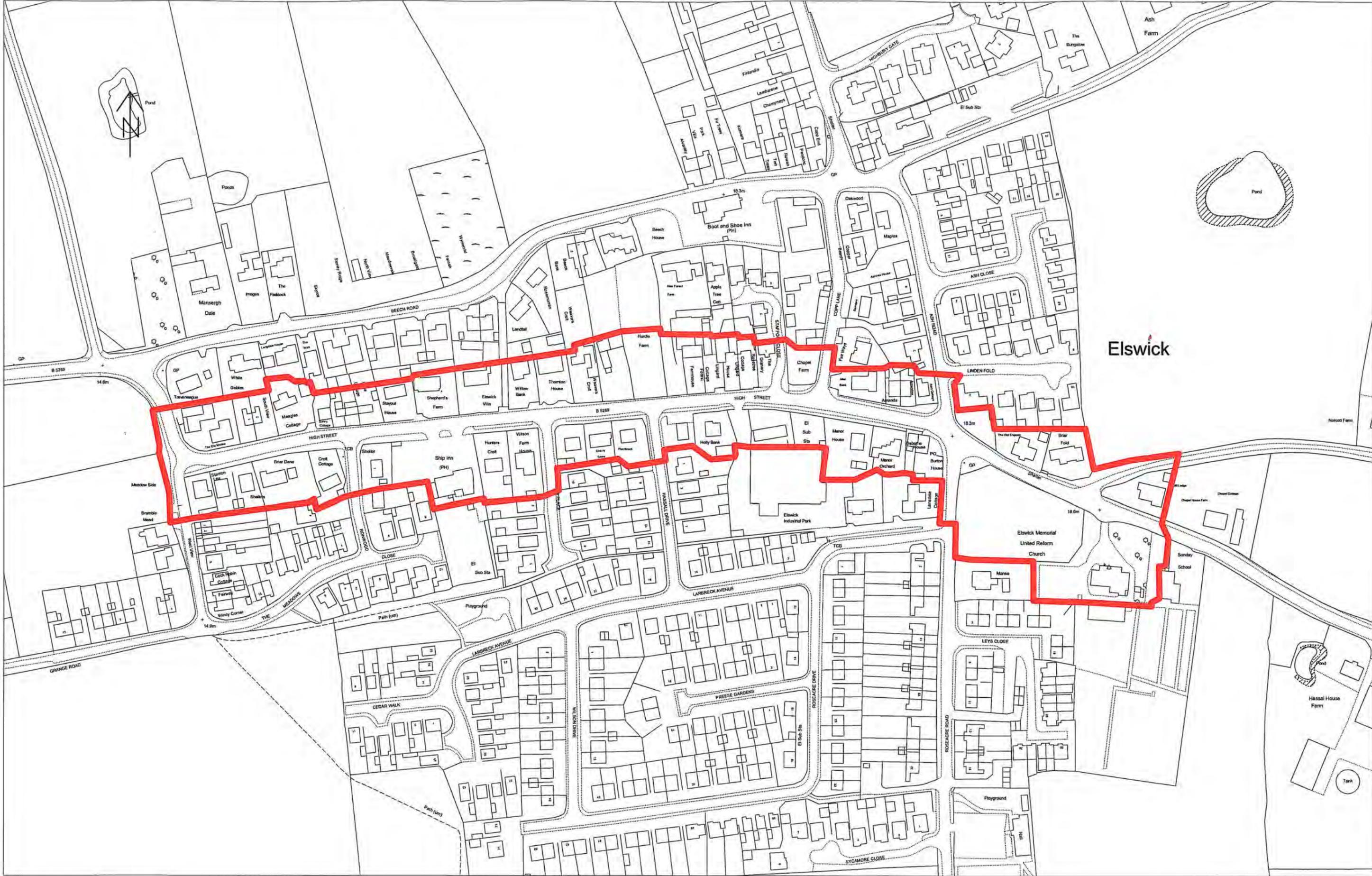
Elswick Parish Plan  
Elswick Village Design Appraisal

## Delivery

Concept proposals currently needing development.

## Cost Estimate

circa £100,000



# Elswick village design appraisal

## Priority Project Village Centre



Formation of new public space at village centre to incorporate new seating, information panel, all enclosed beneath existing landmark tree



### Urban Design & Regeneration Unit

# Elswick village design appraisal

## Priority Project Industrial Unit



Conceptual forecourt enhancement scheme, industrial unit, High Street.

Whilst we accept this building is an important employment generator, there is scope to reinstate the lost boundary treatment to screen the blank wall and improve the soft landscaping

### Urban Design & Regeneration Unit



## Project 8 - Wrea Green

### **Description**

This project is concerned with the refurbishment, replacement and enhancement of street furniture and the public realm in the village.

### **Background & Objectives**

This project is derived from the Wrea Green Parish Plan.

### **Relevant Supporting Documents**

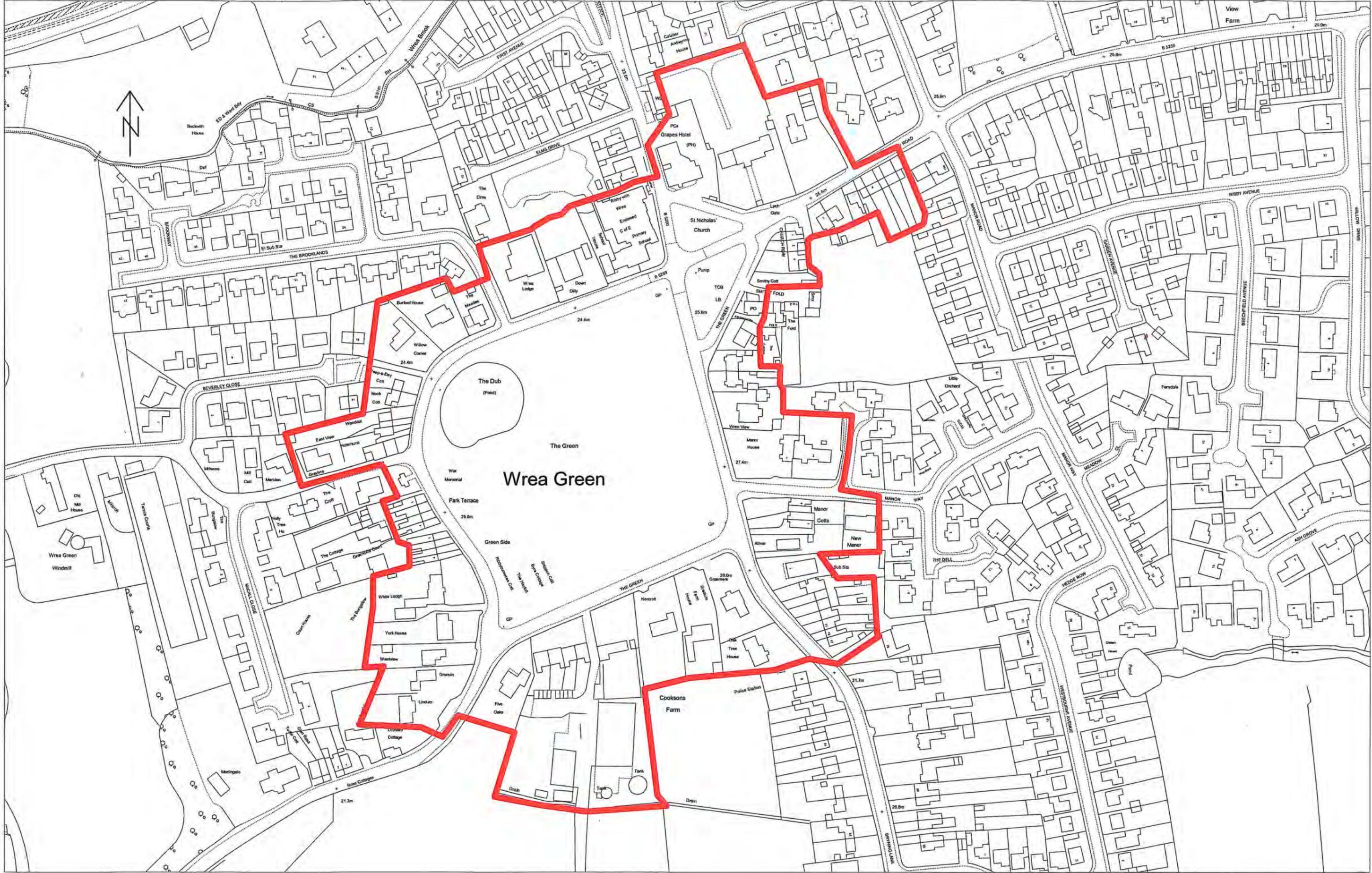
Wrea Green Parish Plan

### **Delivery**

Concept proposals currently needing development.

### **Cost Estimate**

Up to £20,000



## Project 9 - Freckleton

### Description

This project is concerned with the refurbishment, replacement and enhancement of shop facades.

### Background & Objectives

This project is derived from the Freckleton Parish Plan. An enhancement scheme, carried out in conjunction with the Parish Council has resulted in partial pedestrianisation, car parking and new street furniture, creating a village centre atmosphere - notably by the removal of through traffic - with the opening of the by-pass. Freckleton could play an important role in the development of the Ribble Coast & Wetlands Regional Park, as it is located within the park boundary.

### Relevant Supporting Documents

Freckleton Parish Plan

### Delivery

Concept proposals currently needing development.

### Cost Estimate

Up to £30,000



# Project 10 - Wesham

## Description

This project is concerned with the refurbishment, replacement and enhancement of the public realm of Wesham, termed Wesham Renaissance Project.

## Background & Objectives

This project is derived from the Medlar-with-Wesham Parish Plan, and proposes a number of physical enhancements to the centre of the settlement. These include re-paving, planting and general environmental works.

## Relevant Supporting Documents

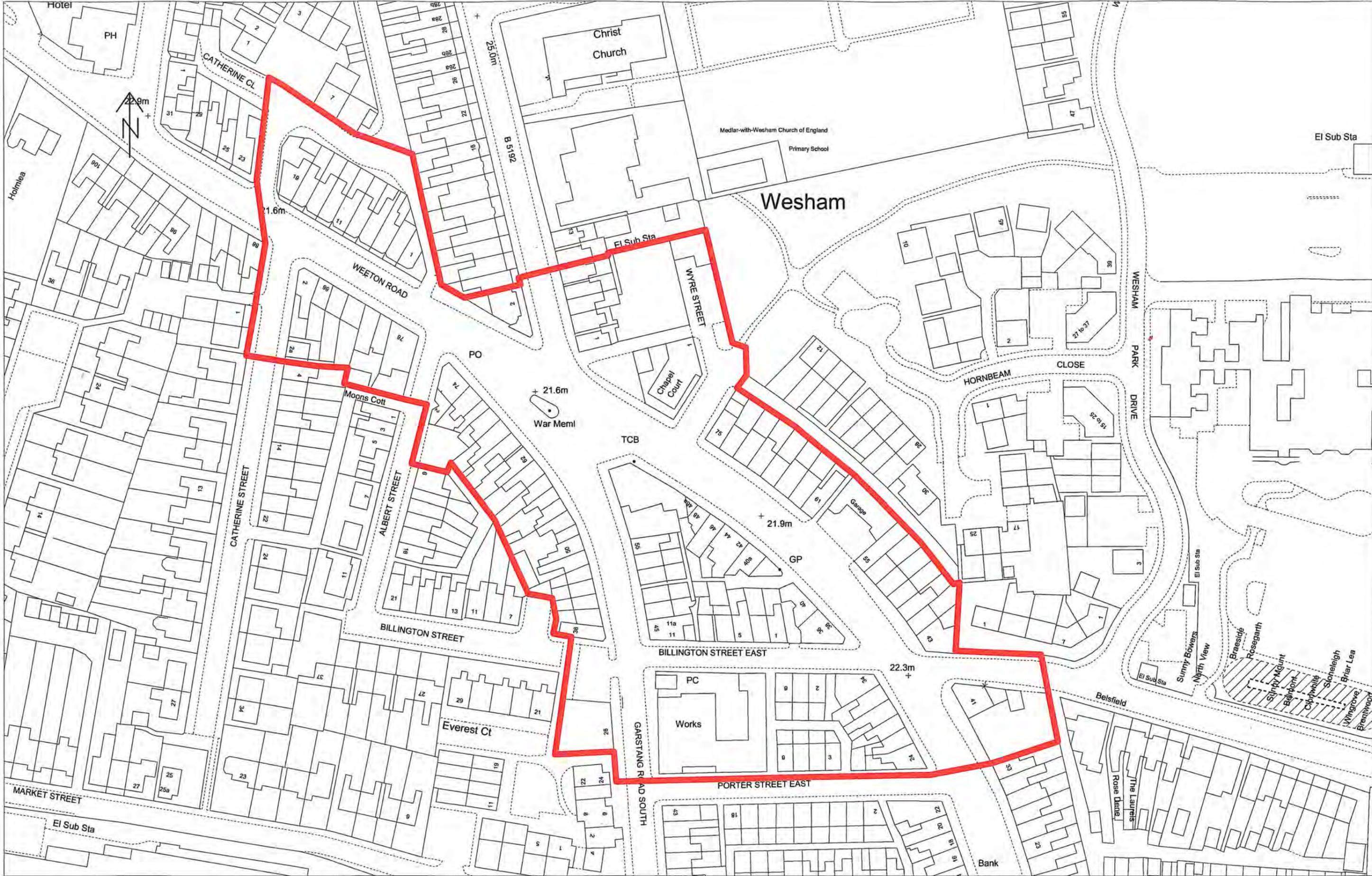
Medlar-with-Wesham Parish Plan

## Delivery

Concept proposals currently needing development.

## Cost Estimate

Up to £250,000



## Project 11 - Singleton

### Description

This project related to a Village Design Statement centred on the settlement of Singleton.

### Background & Objectives

This project is derived from the Singleton Parish Plan and has also emerged through discussions with the Village Trust and Parish Council and the proposals to create a village design statement.

### Relevant Supporting Documents

Singleton Parish Plan

### Delivery

Concept proposals currently needing development.

### Cost Estimate

Up to £20,000



# Project 12 - Warton

## Description

This project is centred on the entrance to the BAE Systems site on Lytham Road, Warton.

## Background & Objectives

In the future there may be development issues around the BAE Systems site that may propose significant changes to land use. However the use of this site in planning policy terms is to remain as employment land and therefore these proposals centre around enhancing the key entrance to the site which should also enhance that area's potential to act as a village centre.

## Relevant Supporting Documents

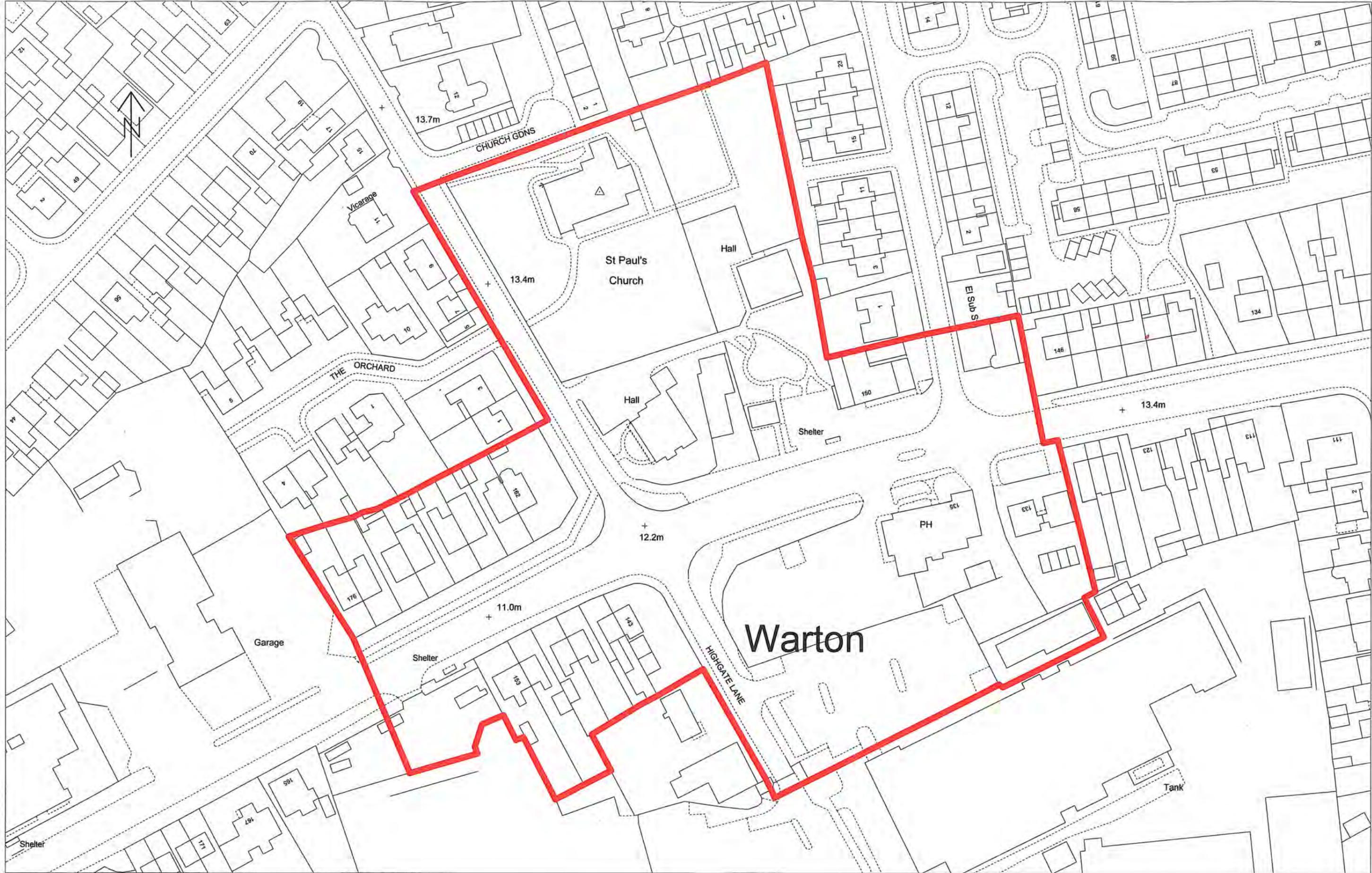
N/A

## Delivery

Concept proposals currently needing development.

## Cost Estimate

Up to £75,000



## **7. Proposal Pro Forma**

This Regeneration Framework is intended to be a document that is capable of being regularly updated by the communities of the Borough. Therefore the following pro-forma is provided for community groups or other community representatives to provide information to the Council on town centre/public realm schemes which they feel may be suitable for inclusion in the Regeneration Framework.



## Regeneration Framework Project Proposal Form

Please use this form to submit proposals for Public Realm projects in accordance with the Regeneration Framework.

<b>Project/Document Title</b>
<i>Please give a short title to your project or document. If the project is part of a larger project, programme or scheme then put that title here e.g. St Annes Town Centre Master Plan.</i>
<b>Sub Project (where relevant)</b>
<i>If this proposal relates to a project which forms part of a larger project or scheme then please give the specific title for your project e.g. Orchard Road Improvement Scheme.</i>
<b>Description</b>
<i>Please describe your project in approx. 50 words.</i>
<b>Scheme Objectives</b>
<i>Please give the objectives your project is seeking to deliver.</i>
<b>Corporate Objectives Delivered</b>
<i>Please describe how your project relates to the Council's Corporate Objectives.</i>
<b>Partner Organisation Objectives Delivered</b>
<i>Please describe how your project relates to any objectives of other organisations.</i>
<b>Relevant Development Plan Policy</b>
<i>Please describe how your project relates to relevant Development Plan Policies.</i>
<b>Sustainable Communities Strategy Objectives</b>
<i>Please describe how your project relates to the Sustainable Communities Strategy.</i>

<b>Area(s) of Influence</b>	
<i>Projects will vary in size and therefore areas of influence. Please give an indication of the area(s) of influence for your project e.g. a street, an area of housing, a village, a neighbourhood shopping centre, a town centre, across the District, County or Region.</i>	
<b>Readiness of Project to be Delivered</b>	
<i>It is important that the Council is aware of the readiness of your project to be delivered. Please give enough information for this to be assessed. E.g. is planning permission needed, have sketches been drawn, has a document been published which contains the project or is it a concept or idea needing further evaluation.</i>	
<b>Cost Estimate</b>	
<i>Please give an indication of the amount of funding necessary for your project. If detailed costs are available then please provide these, if not a 'best guess' will be sufficient.</i>	
<b>Land Ownership</b>	
<i>Public realm projects will more often than not relate to land or buildings. Please list all landowners which you suspect may have an interest in your project. Typical bodies with an interest in land and buildings will be Lancashire County Council, Fylde Borough Council, a Parish Council, Private Individuals or Businesses. Please also give an indication of your engagement with these bodies in relation to the proposed project.</i>	
<b>Is Other Funding Available</b>	
<i>Funding provided through the Regeneration Framework may be insufficient to fully fund your proposal. Please give an indication of possible funding partners to which you have spoken to or have identified as potentially interested e.g. Heritage Lottery Fund, Regional Growth Fund or Parish Council.</i>	
<b>Community Engagement</b>	
<i>Please explain how the community has been/will be involved in the development of your proposal.</i>	
<b>Project Proposer and Supporters</b>	
<i>Please provide details of the person(s) and/or organisation(s) proposing this project and person(s) and/or organisation(s) supporting this project.</i>	
<b>For Office Use Only</b>	
<b>Date added to Regeneration Framework</b>	
<b>Unique Project Reference Number</b>	
<b>Date Completed</b>	

V1.3 August 2010



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