

Existing

Classic resort core

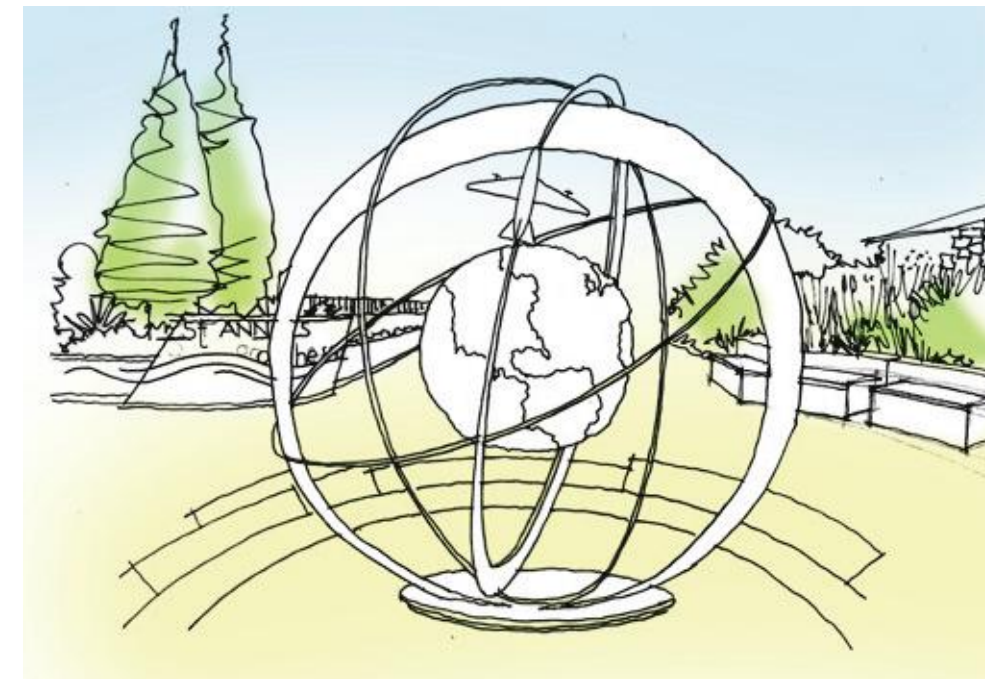


This corridor comprises the main resort frontage including the Pier, and Promenade Gardens.

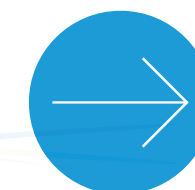
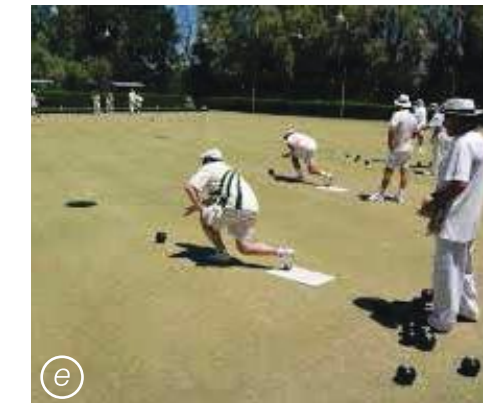
Adjoining land uses	Current design issues	Key design solutions/ requirements
<p>Between Lighburne Avenue in the South and Beach Road in the north, the character of the corridor becomes predominantly resort with predominantly hotels and 4 and 5 storey modern apartment/ holiday apartments along the eastern edge.</p> <p>There are a number of large open car parks, semi formal and formal promenade gardens, and rough dunes.</p> <p>The formal Promenade Gardens includes Victorian shelters and bandstand, and has mature shrubbery but no large specimen trees. The park is of national importance and is included on Historic England's Register of Historic Parks and Gardens.</p>	<ul style="list-style-type: none"> given that this is the main resort frontage the character seems traditional but "tired", there are few high quality features apart from low level sandy dunes, hotels car parks are open and unlandscaped and there are no specimen trees 	<ul style="list-style-type: none"> specific public realm and other design interventions should be informed by a detailed "Seafront Masterplan" as recommended by the Lytham St. Anne's '2020 Vision' (2010). Possibly procured through an international competition public realm more classic seaside themes, e.g. Southport rather than traditional resort Blackpool? refurbishment of Promenade Gardens contemporary public realm, public and beach art



Revitalised resort core



Revitalise promenade park, enhance public realm on promenade with contemporary designs and artwork.



Existing

Residential beach front living



This corridor compromises the southern part of the beach.

Adjoining land uses

The southern part of the corridor (Inner Promenade) is characterised by the grassed open park area and Dunes to the beach side and the grounds of King Edward VII and Queen Mary School (West Side) to the east.

From the junction with King Edward Avenue, the eastern side of the corridor comprise large executive type houses with large front gardens. The dunes and open recreation area continues to the beach side. The beneficial visual impact of trees is illustrated by the small group of Pine Trees on the beach side. Very few houses have trees (possibly to protect views of dunes but also damage from strong winds?).

Moving northwards, the dunes become less dominant giving way to informal grassed area with more open views to the beach and sea. Again there are no trees in this part for the corridor.

North of the junction of South promenade and Lighburne Avenue, the character to the eastern side changes to predominantly hotels and 4 and 5 storey modern apartment/ holiday apartments.

There is a large open public car park on the beach side in this location. To the north of this is a café and public toilets, with the semi-formally laid out promenade open space. This is generally open with shrubbery.

Beyond the junction of East bank Road and the entrance to the Island Site, are the formal Promenade Gardens. The park includes Victorian Shelters and bandstand, and has mature shrubbery but no large specimen trees.

Fronting the pier is a large open car park.

Current design issues

- southern part of corridor is very open with few trees. This is probably due to the adverse exposed beach side climate
- potential tree planting in this location could impact on views of the dunes from residential properties and may be an issue. Targeted specimen tree planting may be an option.
- exposure to the wind blown sand
- limited leisure activity
- St. Paul's Avenue which links Clifton Drive South and the Inner Promenade is of historic importance. St. Paul's Avenue is a purpose built boulevard, and designed as part of the Fairhaven development landscape proposals, prepared by Thomas Mawson and Sons. It is important to retain historic street columns and central reservation/verges with the possibility of street tree planting to emphasis the 'boulevard' character

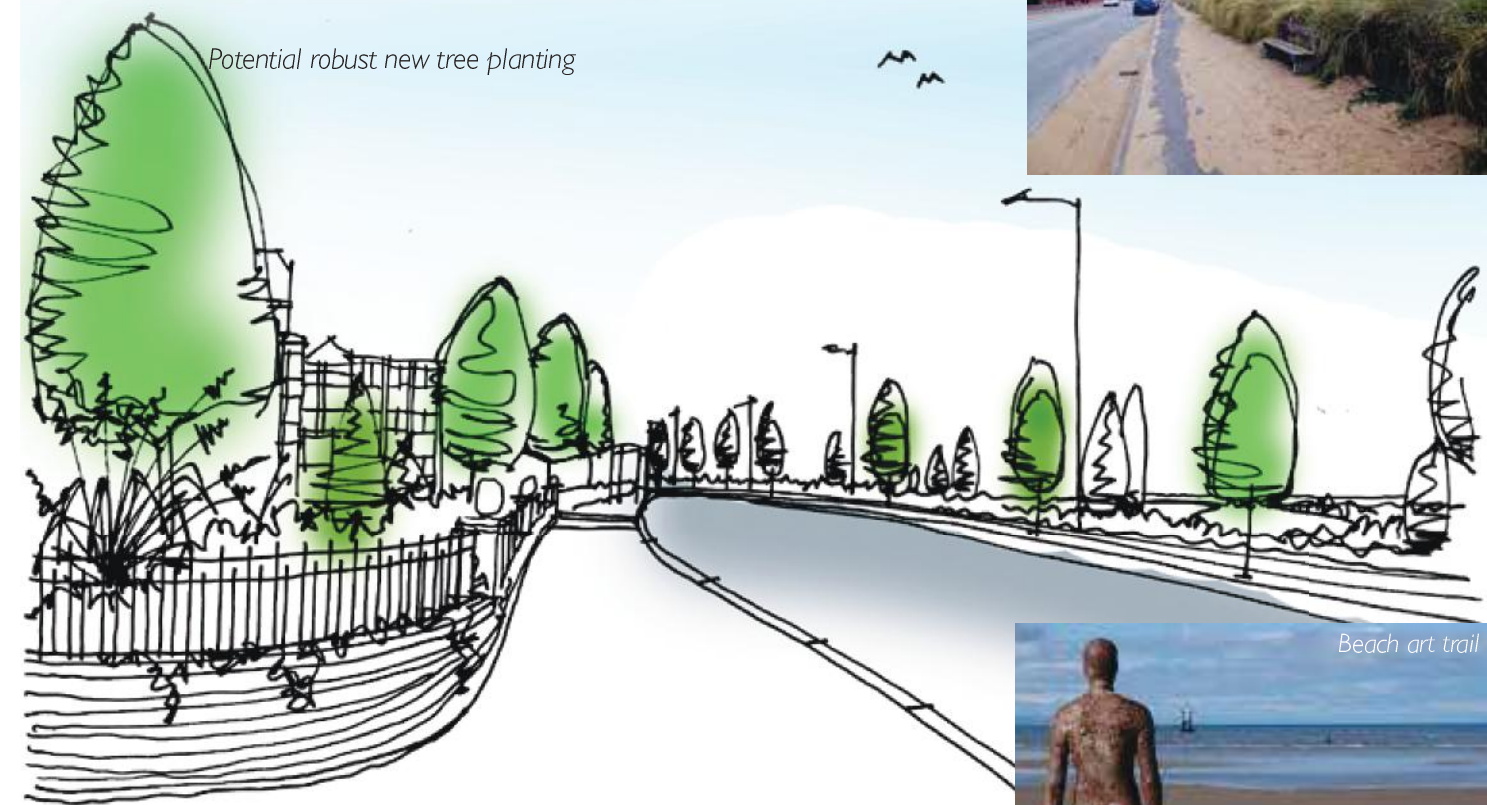
Key design solutions/ requirements

- specific public realm and other design interventions should be informed by a detailed "Seafront Masterplan" as recommended by the Lytham St. Anne's '2020 Vision' (2010). Possibly procured through an international competition
- encourage garden improvements with palette of appropriate dry garden salt tolerant plants
- improve access to beach and managed use of dunes through boardwalks
- beach and dune interpretation signage
- beach art
- consider bespoke LED street lighting
- contemporary shelters
- consider appropriate tree planting along dune edge and front gardens (subject to consideration of ecology and microclimate)
- opportunity for contemporary beach-side homes
- improved pedestrian and cycle links

Enhance interface between dunes and corridor with contemporary low key art

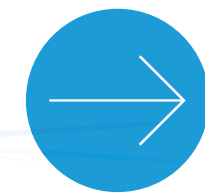


Potential robust new tree planting



Beach art trail

Contemporary beach front living

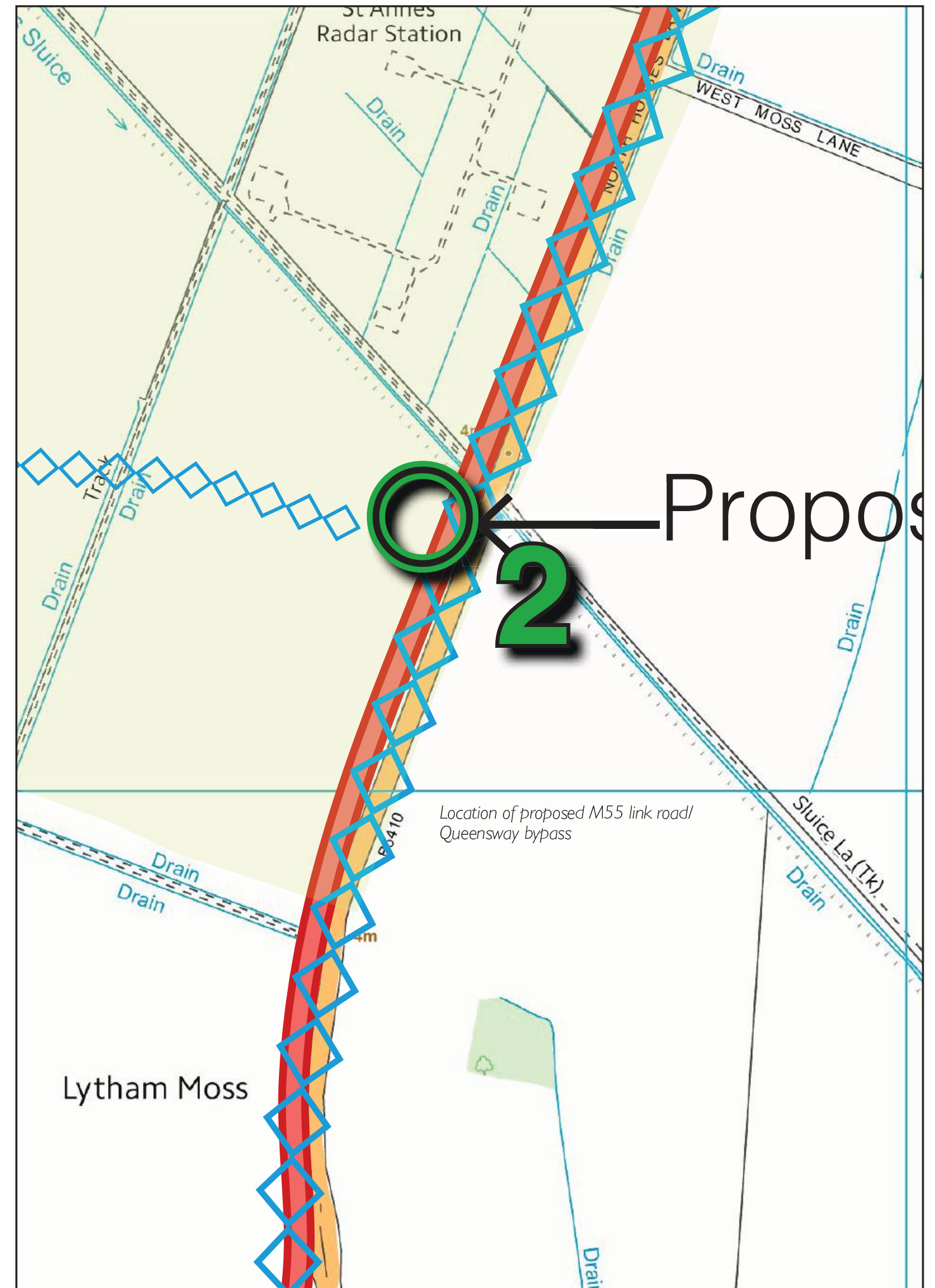


F - Proposed M55 to Heyhouses link road

When constructed this major link road to the M55 will become the main strategic link to St. Anne's from the North.

Adjoining land uses	Current design issues	Key design solutions/ requirements
Open Countryside.	<ul style="list-style-type: none"> N/A 	<ul style="list-style-type: none"> structural tree planting, lighting and signage consider similar requirements along the 'old road' if retained for pedestrian/cycle/equestrian links

Existing

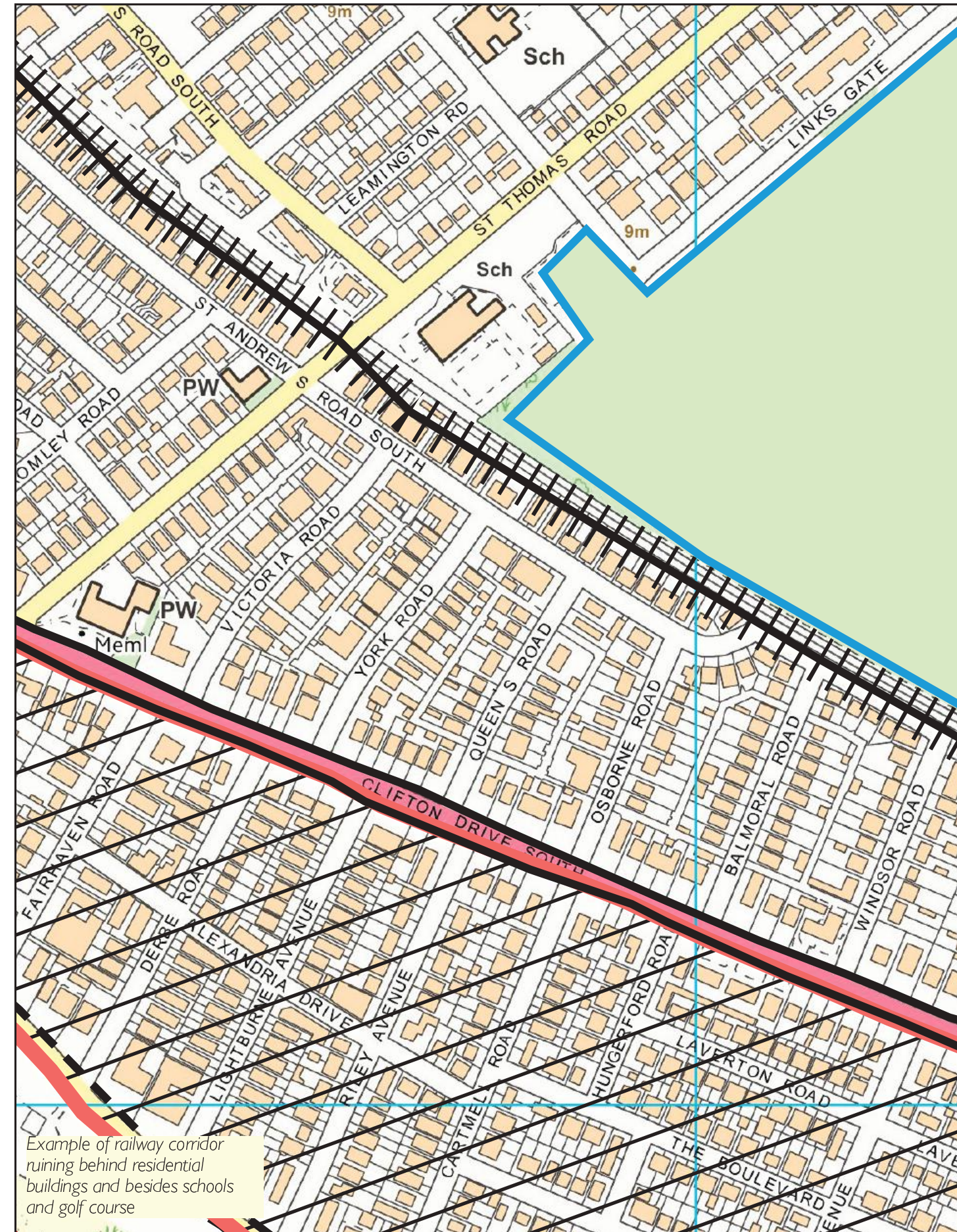


Analysis

The South Fylde railway corridor passes through a narrow corridor and was the original main means of access to the town. The railway remains a key public transport access route to the town.

Adjoining land uses	Current design issues	Key design solutions/ requirements
Rear gardens/ schools, golf courses, commercial and employment areas.		<ul style="list-style-type: none"> consider appropriate landscaping/ habitat creation. The south Fylde railway corridor passes through a narrow corridor and was the original main access to the town. The railway remains a key public transport access route to the town rear gardens/ golf course/ employment/ retail variety of rear gardens/ employment uses/ golf courses and wing to operational railway requirements interventions limited to landscape enhancement e.g. wild flower; selective tree planting, signage, improvements of rear boundary fencing

Existing



Poorly defined gateways are missed opportunities to shape the character of St. Anne's



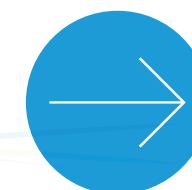


Companion Prospectus 3: Poorly defined gateways

Gateways are important in defining places, their character and quality and sign posting key zones or areas within a town. Currently, the gateways into St. Anne's are poorly defined and give few clues that you are arriving at or entering a coastal town.

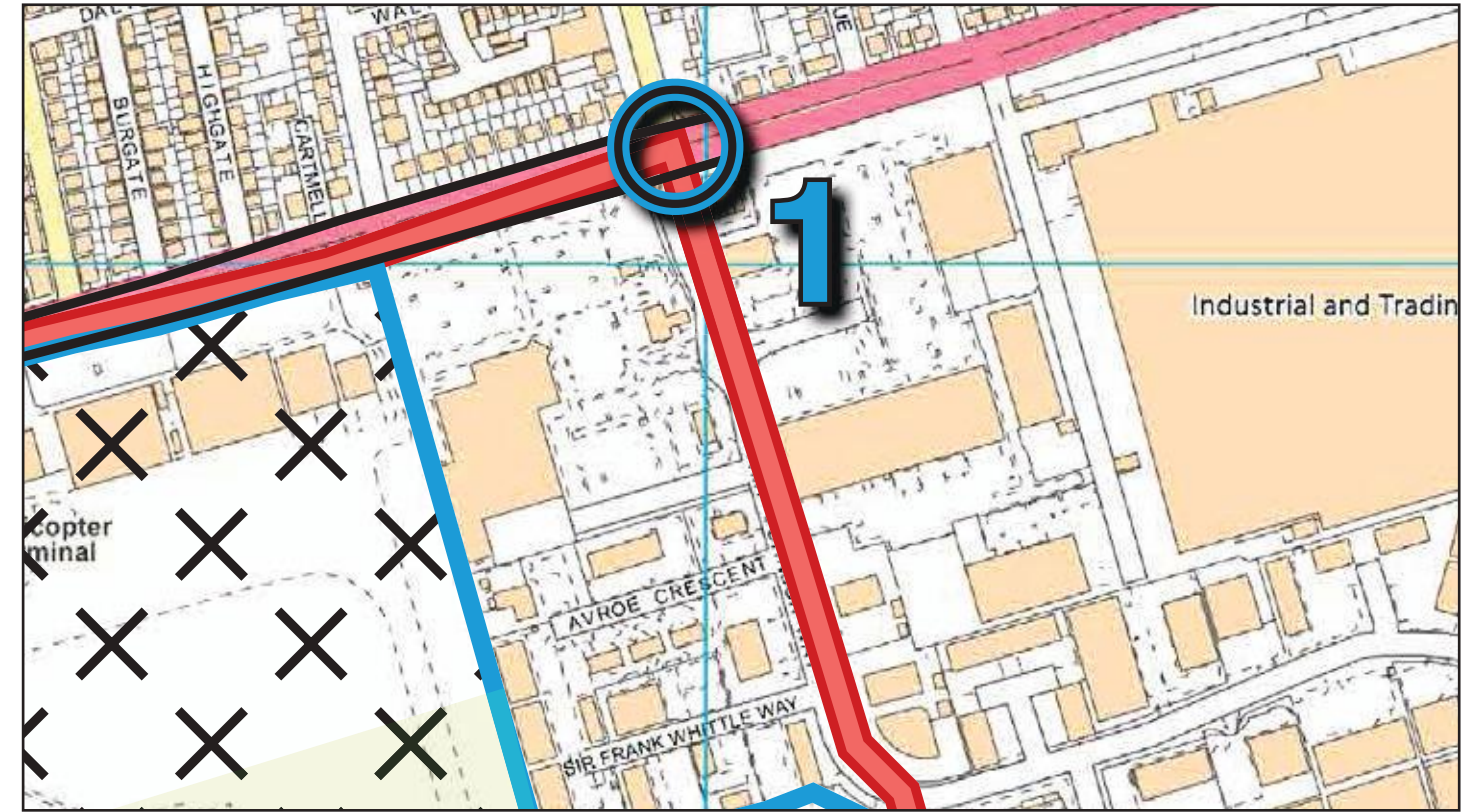
Through a coordinated and themed approach to gateway improvements there is now an opportunity to help shape the future character of St. Anne's as a 'garden town by the sea'.

The following pages identify the key gateways which would benefit from improvement indicative ideas. These are not prescriptive but intended to inform a future Gateway Strategy to be prepared by the town council and its partners. This will set out details of the approach to signage design, themes, hierarchy and procurement.





I - Squires Gate Lane (A5230) Amy Johnson Way
Secondary: First gateway to St. Anne's from M56 East



2 - Blackpool Airport Terminal

Secondary: Air travel gateway to St. Anne's (and Blackpool)

The Blackpool Airport terminal (including large car park and transport infrastructure) is a key gateway – arrival and departure point.

The landscaping and public realm fronting the airport terminal poorly defines this area as an important gateway.

Improvement could include:

- boundary treatment to Squires Gate Lane
- landscaping and public realm
- thematic signage/ public art/ lighting

