

# St. Anne's on the Sea

A garden town by the sea

## Design Guide

Supplementary Neighbourhood Plan Document

# Neighbourhood Development Plan



*This document was prepared by St. Anne's Town Council with assistance from Envision,  
the Halsall Lloyd Partnership and Planning Aid:*



**Halsall Lloyd Partnership**  
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# Part A: Introduction and background

Please note: Images and illustrations marked (e) are exemplar, all remaining are taken within or are of St. Anne's





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The developers were convinced that the new Victorian middle classes, who had become wealthy as a result of the Industrial Revolution, would want to holiday in and retire to a pleasant resort and set about developing St. Anne's on the Sea into a planned 'garden town by the sea'.

*Source: Lancashire Historic town Survey-Lytham St. Anne's" - Lancashire County Council (2006)*

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## A1. Introduction

This design guide and prospectus has been prepared as part of the St. Anne's Neighbourhood Development Plan (NDP).

St. Anne's is one of the most attractive, popular places to live in the North West of England. As one of the key urban centres in Fylde it is facing significant pressures for growth.

The preparation of the St. Anne's NDP has given the community an opportunity to take stock of the character and quality of the built environment of the town. As a community we appreciate that a key element of the attractiveness of St. Anne's by the Sea, as a place to live and visit, is the quality of its built environment, and in particular its core Victorian heritage.

Analysis of the historic development and built character of the town set out in the St. Anne's Neighbourhood Profile has shown that as the town has grown, particularly in the post war periods, the quality and design of much of the new residential development has generally not reflected that of our core Victorian heritage. In far too many instances, the adoption of standardised housing designs and layouts has been inappropriate and has eroded the character of our town. When taken as a whole and in particular when approaching the town through its key gateways there is little visual evidence that you are entering a quality seaside resort.

With the planned further growth of the town, the community considers that an important stage has been reached in our town's development. To ensure the special character of the town is preserved, action must be taken such that future residential, commercial development and public realm contributes to reinforcing the design quality of St. Anne's.

This does not necessarily mean that we want to see pastiche Victorian copies. Indeed we will welcome high quality contemporary design in appropriate locations. The challenge is to ensure that the design of new development embodies a common high quality theme which reinforces our town's special identity as a 'garden town by the sea'.

## Purpose of this document

This document is intended to assist in realising the vision of the St. Anne's Neighbourhood Development Plan as a 'garden town by the sea' by:

- providing supplementary design guidance to policies set out in the St. Anne's Neighbourhood Development Plan with the intention of achieving the highest possible quality of design in the town
- identifying key corridors and gateways where specific design and environmental interventions could assist in enhancing the distinctiveness of the town
- identifying potential supplementary actions which the town council could pursue through the Delivery Strategy
- providing an aspirational prospectus of exemplar ideas to inform and challenge the public and private sector bodies involved in the development of St. Anne's

Whilst there is some detailed design guidance, on the whole, it seeks to be aspirational not prescriptive.

## Coverage and status

The guidance set out in this document applies to all relevant development within the boundary of the St. Anne's NDP area (see [Figure A.1](#)). Whilst the design principles are intended to cover all forms of development, there is a particular focus on residential development.

This document supports the adopted policies of the St. Anne's on the sea NDP (see [Appendix 4](#)), the 'saved' policies of the Fylde Borough Local Plan (2005), and any subsequent replacement policies. It is a material consideration in the determination of planning applications for new development in St. Anne's.

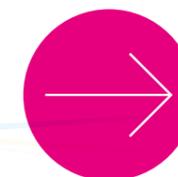
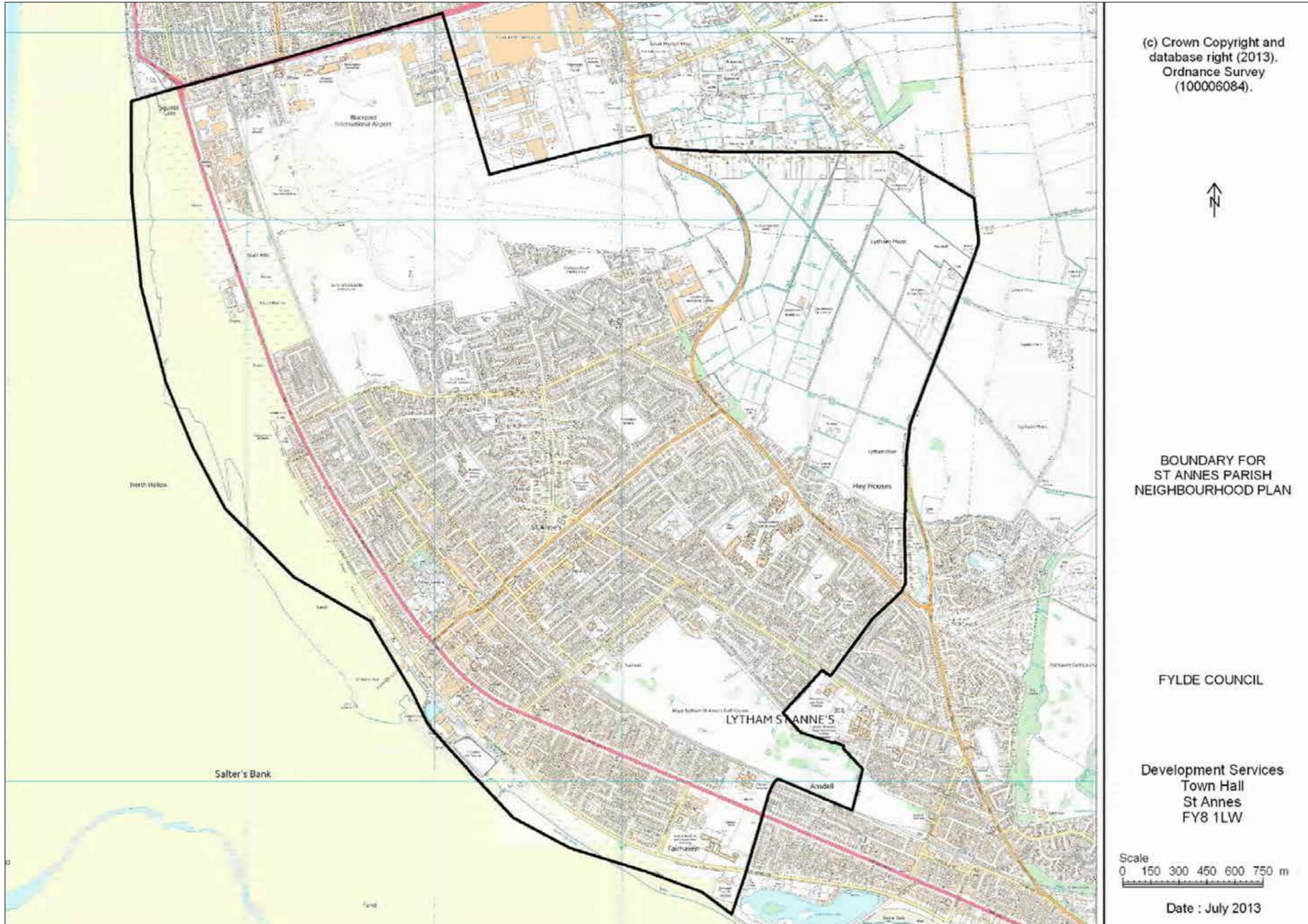


Figure A.1: St. Anne's Neighbourhood Development Plan Boundary



## Structure of this document

The document is structured as follows:

### Part A: Introduction and background

- **Section A1:** Introduction
- **Section A2:** explains the current national and local design policies and guidance
- **Section A3:** sets out a brief summary of the historical development of the town
- **Section A4:** examines key design characteristics of the town

### Part B: Achieving high quality design in St. Anne's

This section sets out detailed design guidance for new development including responding to the challenges of climate change.

### Part C: Getting benefit from this guide

This section sets out how the detailed guidance and design prospectus can be used to shape our town.

### Companion Prospectus: Access corridors and gateways

This annex examines the importance and potential design and environmental interventions for each of the key access corridors and gateways.

## A2. Policy context

### National design policy

Paragraph 17 of the National Planning Policy Framework (NPPF) sets out twelve 'core planning principles', these include:

- always seek to secure high quality design and a good standard of amenity for all existing and future occupants of land and buildings
- support the transition to a low carbon future in a changing climate, encourage the reuse of existing resources, including the conversion of existing buildings and encourage the use of renewable resources (for example by the development of renewable energy)
- promote mixed use developments, and encourage multiple benefits from the use of land in urban and rural areas, recognising that some open land can perform many functions (such as for wildlife, recreation, flood risk mitigation, carbon storage, or food production)

Current national design policy for England is set out in Section 7 of the NPPF. This states:

- the Government attaches great importance to the design of the built environment. Good design is a key aspect of sustainable development, is indivisible from good planning, and should contribute positively to making places better for people
- it is important to plan positively for the achievement of high quality and inclusive design for all development, including individual buildings, public and private spaces and wider area development schemes

- local and neighbourhood plans should develop robust and comprehensive policies that set out the quality of development that will be expected for the area. Such policies should be based on stated objectives for the future of the area and an understanding and evaluation of its defining characteristics
- planning policies and decisions should aim to ensure that developments:
  - will function well and add to the overall quality of the area, not just for the short term but over the lifetime of the development
  - establish a strong sense of place, using streetscapes and buildings to create attractive and comfortable places to live, work and visit
  - optimise the potential of the site to accommodate development, create and sustain an appropriate mix of uses (including incorporation of green and other public space as part of developments) and support local facilities and transport networks
  - respond to local character and history, and reflect the identity of local surroundings and materials, while not preventing or discouraging appropriate innovation
  - create safe and accessible environments where crime and disorder, and the fear of crime, do not undermine quality of life or community cohesion; and
  - are visually attractive as a result of good architecture and appropriate landscaping
- local planning authorities should consider using design codes where they could help deliver high quality outcomes. However, design policies should avoid unnecessary prescription or detail and should concentrate on guiding the overall scale, density, massing, height, landscape, layout, materials and access of new development in relation to neighbouring buildings and the local area more generally



- planning policies and decisions should not attempt to impose architectural styles or particular tastes and they should not stifle innovation, originality or initiative through unsubstantiated requirements to conform to certain development forms or styles. It is, however, proper to seek to promote or reinforce local distinctiveness
- although visual appearance and the architecture of individual buildings are very important factors, securing high quality and inclusive design goes beyond aesthetic considerations. Therefore, planning policies and decisions should address the connections between people and places and the integration of new development into the natural, built and historic environment
- poorly designed development or that which fails to take the opportunities available for improving the character and quality of an area and the way it functions should be refused

## Local Design Policy

### The St. Anne's on the Sea Neighbourhood Development Plan (NDP)

The Design Guide provides additional information and detailed guidance to a number of policies of the NDP. Securing high quality sensitive design which prioritises local distinctiveness and enriches the landscape and built environment is one of the key objectives of the NDP. Relevant NDP policies are set out in [Appendix 4](#).

### Adopted Fylde local plan

Developers should also have regard to other local design policies and guidance as set out below and as advised by the Development Management Team of Fylde Borough Council. The Adopted Local Plan does not contain any general design policies; it does however detail specific (saved) design policies relating to 'housing', which are set out in [Appendix 2](#).

### Emerging local plan

Fylde Borough Council are currently preparing a new Local Plan. At the time of drafting this design guide the Plan was still at an early stage of preparation. It is understood that the new plan will contain design related policies which should be referred to by developers.

The design principles set out in this document are consistent with the emerging Local Plan design policies set out in the Revised Preferred Options (Oct 2015): Policy GD7

Achieving Good Design in Development and Policy M1

Masterplanning the Strategic Locations for Development -see [Appendix 2](#).

### Current supplementary design guidance and other relevant strategies

Fylde Borough Council has adopted a number of Supplementary Planning Guidance Documents of relevance to the St. Anne's Area and should be consulted as appropriate (see [Appendix 3](#)).

The Council has also prepared a number of informal strategies which should be referred to as appropriate. These include (see also [appendix 2](#)):

- the 2020 Vision document that includes specific design policies for the town centre. (This also includes the St. Anne's 'Good Place Guide')
- the Fylde Regeneration Framework which sets out a series of design projects for St. Anne's and in particular the town centre/resort area
- the Fylde Coastal Strategy – includes proposals for the resort of St. Anne's
- the **Fylde Heritage Strategy** sets out proposals for conservation area appraisals and management plans and the compilation of local lists of buildings

## A3. Historical development of St. Anne's

### Initial development of St. Anne's-late 19th century

The land on which the town of St. Anne's now stands was, historically, the "West End" of the ancient Parish of Lytham, where a settlement, centred around the present day town of Lytham, had almost certainly existed since Anglo-Saxon times. The "West End" included the hamlet of Heyhouses which was farmed, by the monks of Lytham Priory, from at least the 14th century<sup>1</sup>.

As early as 1850 the "West End" was viewed by the squire of Lytham, John Talbot Clifton, as land which was 'the raw material from which, like the manufacturers, we are bound to get the greatest return'. And, under the guidance of his land agent, James Fair, a new town was envisaged. In 1862 James Fair was succeeded, as land agent, by his son, Thomas Fair.

<sup>1</sup> Sources -*St. Anne's on the Sea a History: Peter Shakeshaft-(2008) and Lancashire Historic town Survey-Lytham St. Anne's* -Lancashire County Council (2006)

In the following year (1863), the Blackpool and Lytham Railway Company, promoted by interests favourable to and under the influence of the Clifton family estate, began to operate a single track railway between Lytham and Blackpool. It was an essential stage towards the new town's creation. In 1870 the Clifton estate agreed with the railway company where a new station should be located to serve a new town.

A decision had already been made by the Clifton family to build a new church in the area to serve the people of Heyhouses, but it seems obvious now that it was part of a grand plan for the establishment of a new town. On the 4th of June 1872 the foundation stone was laid for this church, which was dedicated to St. Anne. The church thus provided the name for the new town. In the same year a road, the present day Clifton Drive, South, was constructed by the Clifton estate.

Two years later, the Clifton family, reluctant to invest further capital, agreed to lease land to a group of businessmen from East Lancashire, prominent amongst them being Elijah Hargreaves, who acted as "front man" for the group. They formed the St. Anne's Land and Building Company and the first lease of one square mile of land (focused on the railway to the south-west of the church) being agreed, they engaged Messrs Maxwell and Tuke as architects. Long before the days of formal town planning and the garden city movement, this prominent firm of architects envisaged a town of broad streets, running at right angles to each other with high quality housing.

With the linking of the Blackpool and Preston branch lines through Lytham the developers were convinced that the new Victorian middle classes, who had become wealthy as a result of the Industrial Revolution, would want to holiday in and retire to a pleasant resort and set about developing St. Anne's on the Sea into a planned 'garden town by the sea'.

The first building to be erected in 1875 was the St. Anne's Hotel. This was situated near the railway station which was completed soon after the hotel. By 1876 an asphalt promenade had been built, 3,000ft (914m) in length and 180ft (55m) in width. The entire town was planned to be well built and to cater for the middle classes.

The design quality of the resort was a noted selling point in the early twentieth century in a booklet reviewing Britain's seaside resorts..

## The Porritt housing style

As part of the masterplan the businessman William Porritt ploughed the profits from his family's mills into developing the fine stone-built residential villas along North Promenade now known locally as the 'Porritt Houses'. Strict covenants were enforced by the Land and Building Company to ensure all development was of the highest standard. Today, the "Porritt" style has become recognised by locals as a strong, popular high quality architectural vernacular.

## Survival

Much of the nineteenth century development in St. Anne's has never been affected by redevelopment, although along the sea front it has not fared so well, losing some of its key buildings like the Majestic Hotel.

## Inter & immediate post war housing (1918 to c1950)

This character type is spread throughout St. Anne's and mainly comprises large housing estates. These estates tend to feature formal layouts of semi-detached houses and short rows, all with individual front and rear gardens, although there are examples of flats and maisonettes.

## Later post-war housing (c1950 to c1970)

Residential development of the 1950s and 1960s is concentrated in Lytham and is of a tremendously varied character. The larger estates form part of the wider twentieth century suburban development of St. Anne's, and lie adjacent to earlier and later residential areas.

The layouts of the larger estates generally include long avenues, and house-types tend to be homogeneous, although areas of semi-detached houses can include small groups that are detached and vice versa. Houses built in short rows are also present. The detached houses are often set close together. Individual dwellings may have both a front and a rear garden, or may only have a garden only to the rear.

## Late twentieth century housing (c1970 to 2003)

There are a number of late twentieth century housing areas in St. Anne's and these are found throughout the survey area. Some areas contain detached houses, often quite close together, whilst others contain a mix of detached and semi-detached dwellings.

There are also flats, sheltered accommodation, staggered rows of houses or garaging within these areas. This character type includes areas of very recent development, built in the early years of the twenty-first century and estates may extend beyond the defined survey area.

Some areas represent redevelopment of the former sites of industrial premises or terraced housing. The larger estates, situated towards the edges of the survey area, tend to be built on previously undeveloped land.

## Main phases of development

[Figure A.2](#) shows the main phases of historical development of St. Anne's. By the 1840s there had been only scattered and limited rural development; by the 1890s the core of the resort town had been built; with later phases spreading along the coast and inland. The impact of large scale inter war/immediate post war (1918 to 1950s) development can also be seen. [Figure A.3](#) shows a series of historic maps illustrating the growth of St. Anne's.

## Historic and townscape character

[Figure A.4](#) shows the key Historic townscape Character areas of the town. The original core areas of middle class housing and commercial core which contribute significantly can clearly be seen.

## Conservation areas

There are three conservation areas within the defined urban area for St. Anne's ([see Figure A.5](#)).

In St. Anne's, the area of original development, along St. Anne's Road West. The Crescent and immediate surrounding area forms the central town centre conservation area and comprises mainly shops, along with the St. Anne's Hotel.

The St. Anne's Road East conservation area adjoins this to the north-east, and is made up of the late nineteenth and early twentieth century middle-class houses which line the road, as well as St. Anne's Church.

The late nineteenth century area of Porritt Houses and Ashton Gardens is also a conservation area, adjoining the commercial centre to the north-west.

## Listed buildings

There are 19 Grade II Listed structures within the St. Anne's NDP area as set out in [Figure A.5](#) and [Appendix 5](#).

## Locally listed buildings

These are heritage assets of local interest that may not meet the criteria for statutory designation but merit protection (often referred to as 'non-designated heritage assets'). We have identified a 'local list' of such buildings.

## Scheduled monuments

There are no scheduled monuments within the St. Anne's NDP Area.

## Registered gardens

There are two registered gardens within St. Anne's both Grade II. These are Ashton Gardens, laid out in 1874-5, and the Promenade, established as a garden in 1914 ([see Figure A.5](#)).

Ashton Gardens has been the subject of extensive refurbishment and was the recipient of a significant Lottery Grant in addition to funding support from the Council. It is also supported by the community group, The Supporters of Ashton Gardens. The completed scheme is an important and integral element of the broader regeneration programme for St. Anne's on Sea.

The Promenade Gardens, St. Anne's, occupies a pivotal position on the sea front and is an impressive landscape laid out in the late nineteenth century. It contains open landscape, a rockery, grotto and waterfall, formal areas of lawn with bedding and a number of artefacts including decorative shelters, many of which are listed buildings in their own right. In 2008, a restoration and management plan was prepared and approved in principle by the Borough Council. The gardens are very well maintained but the general infrastructure requires restoration and repair. It is intended to fully restore the gardens in line with available resources. The cost of full refurbishment is considerable and could be undertaken on a phased basis.

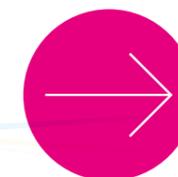


Figure A.2: Historical urban development phases of St. Anne's

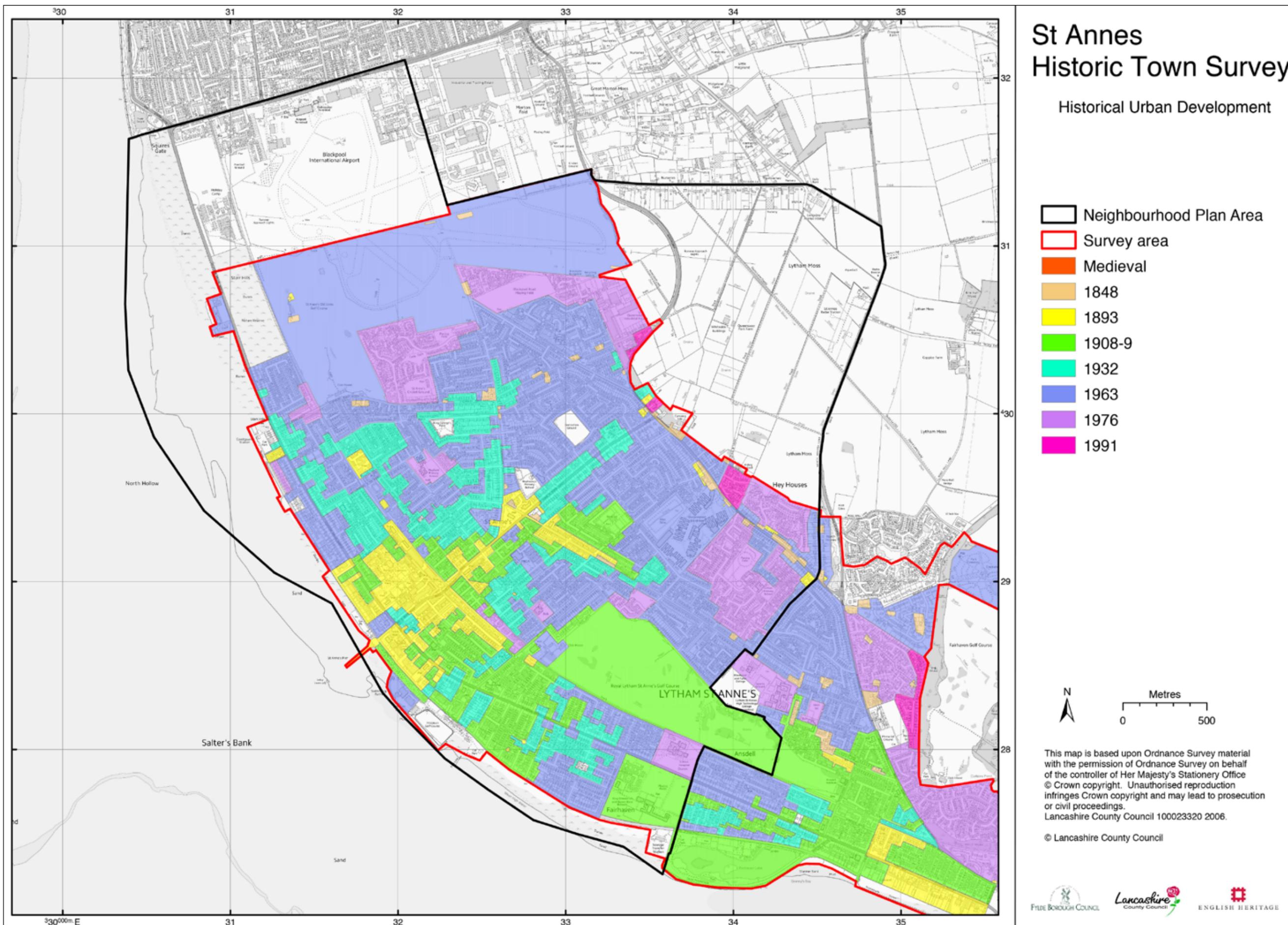


Figure A.3: Historical maps showing development of St. Anne's



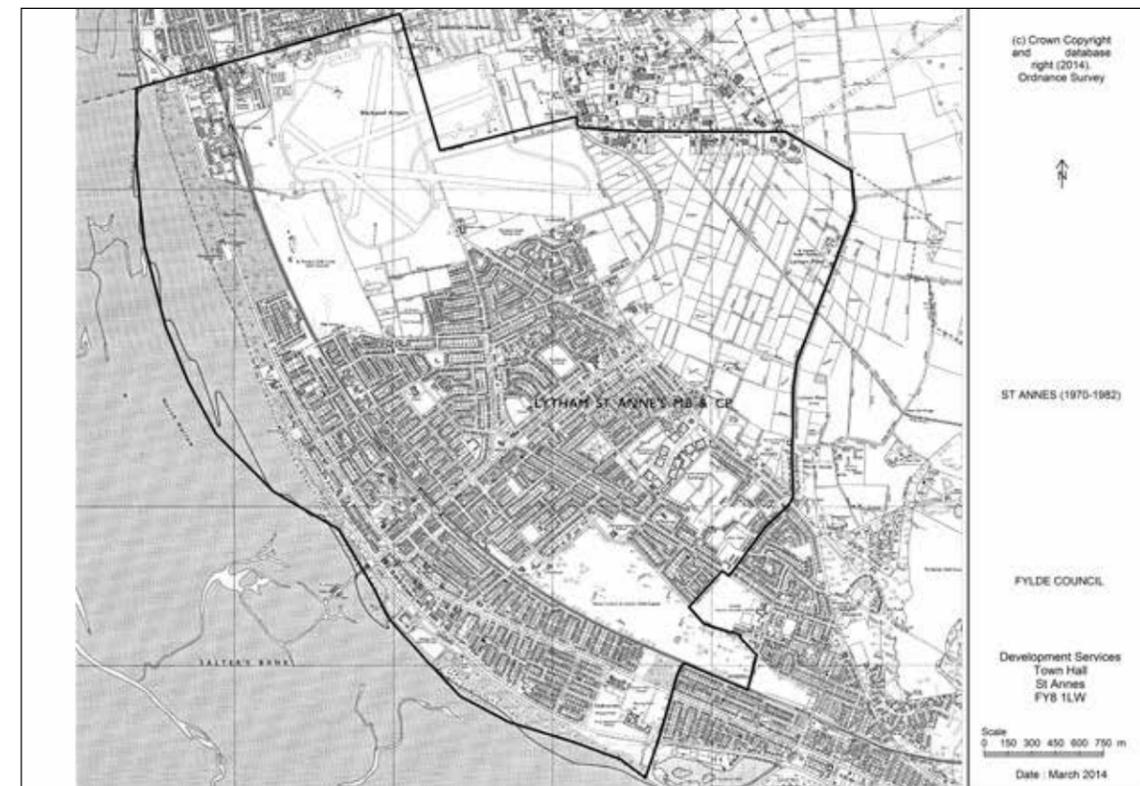
1912-14



1930-33



1955-56



1970-82



Figure A.4: Historic character types and areas

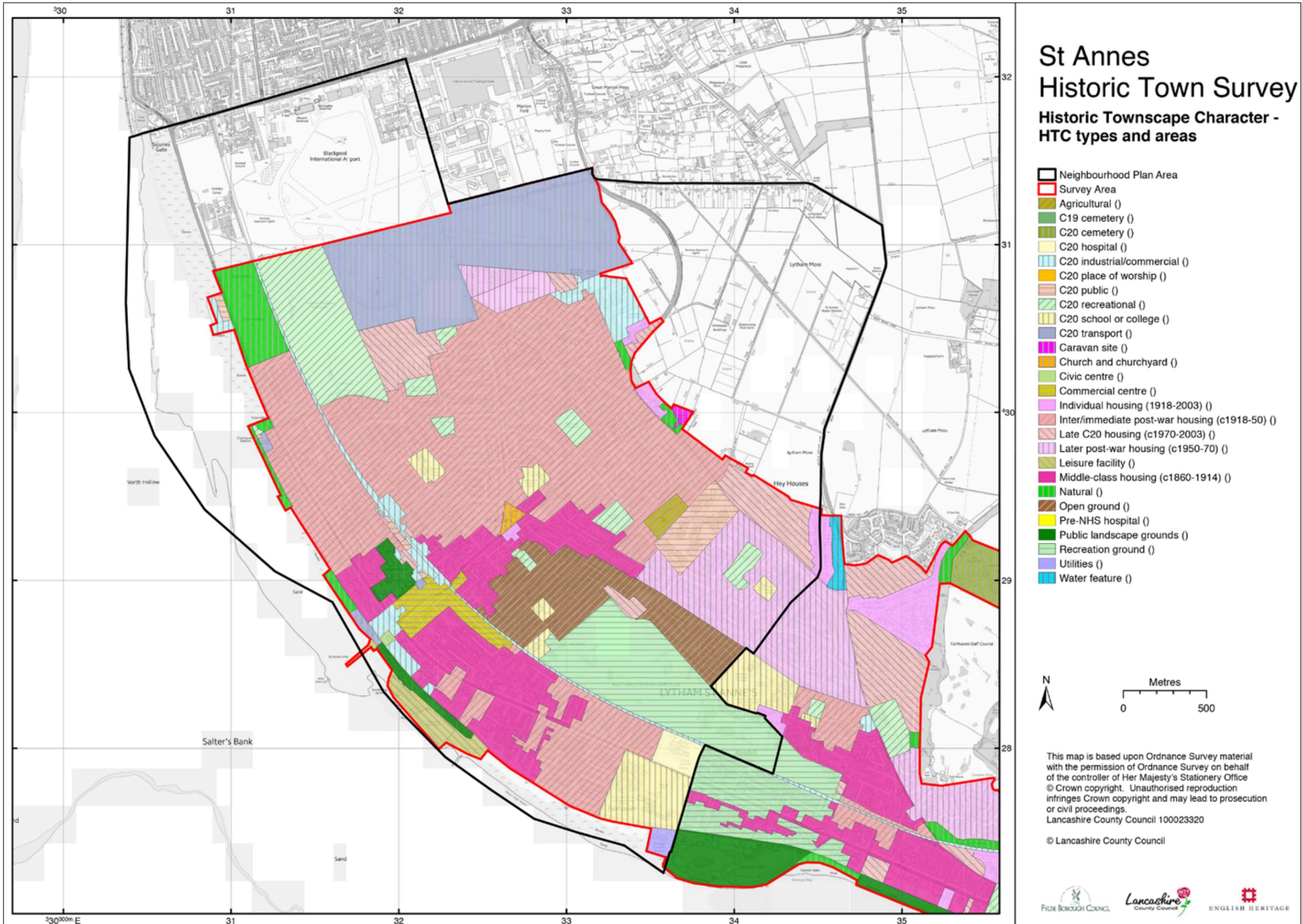
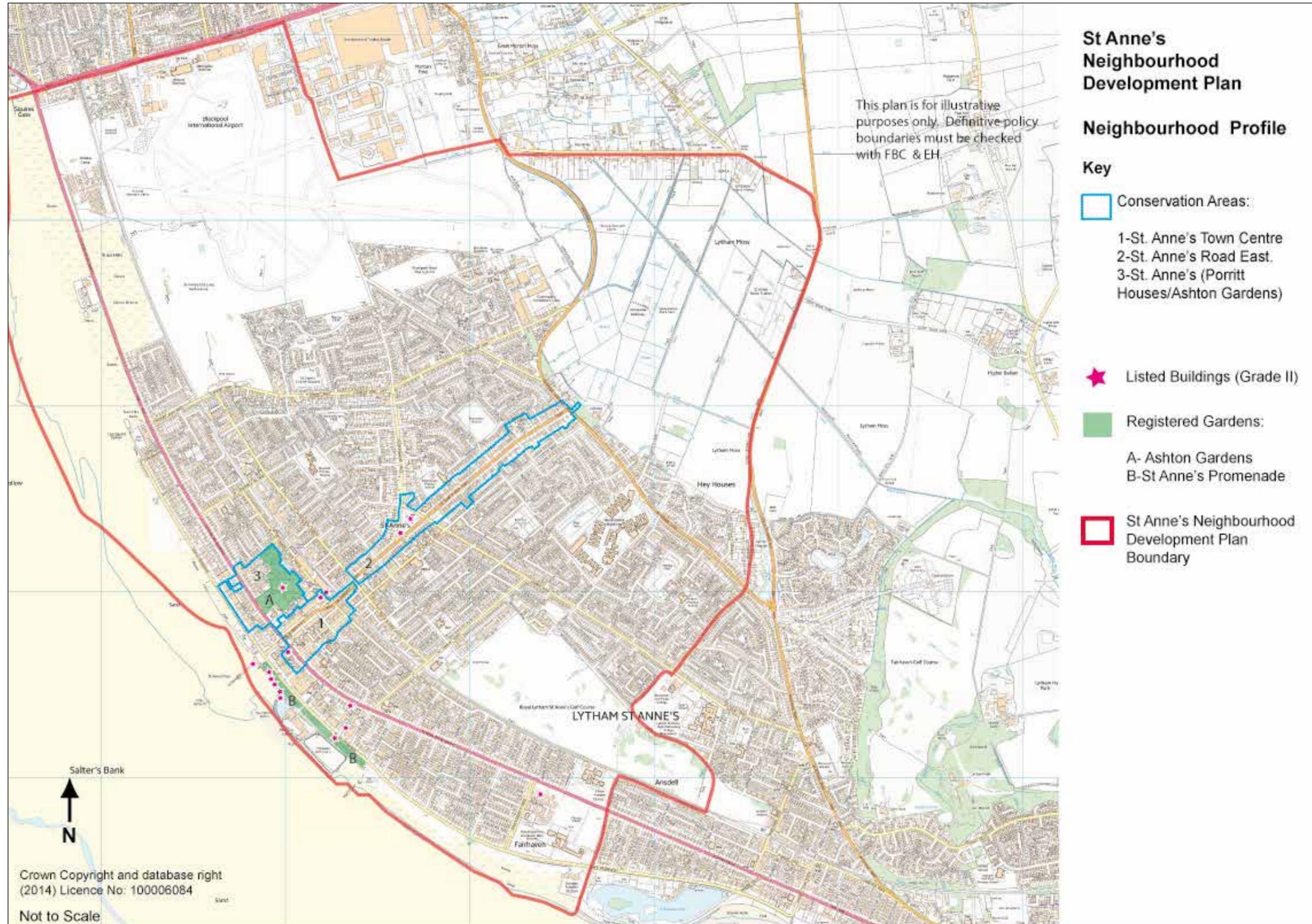


Figure A.5: Historical assets



## A4. Existing key design characteristics

St. Anne's has a rich and varied built environment, including sites and buildings of historic and architectural interest. Our heritage assets are important to the town's character and the economic and social wellbeing of our residents. They help make St. Anne's an attractive place to live and to visit.

St. Anne's is a planned town, the original core of the town which focuses around St. Anne's Square is based on a grid pattern with long straight vistas, either East/West or North/ South (see Figure A.6). The two key vistas are of the Pier from the Square and of Ashton Gardens from The Square and Garden Street. The Victorians were good at dealing with junctions visually and creating identifiable spaces through the clever use of massing and scale. This appears to be a skill we have lost in our towns today and they often become bland and uniform once they leave the older, traditional core. St. Anne's suffers from this once we leave the main thoroughfares of the town and move into the newer developments.

St. Anne's Road East is a good Victorian example of an excellent strong route with grand houses and trees used to great advantage. There are several areas in St. Anne's, for example St. Thomas's Road where strong visual design, key buildings for example, the library, the old Technical College and the Grand Hotel form a critical mass of excellent design which again creates a strong sense of place before we arrive at the town centre proper. Again this is a direct linear route from Church Road to the Promenade Gardens and the sea.

Another such route is the East/West Heyhouses Road /Church Road route which again has a critical mass at the junction, this includes the Victoria Pub, the Church Road Methodist Church, St. Anne's Parish Church and the Parish Rooms. Again these buildings create a sense of place before we arrive at the town centre.

Another very strong feature is the sea/ land juxtaposition and the way in which this occurs. The use of 'promenades' for vehicles creates a physical barrier which has to be overcome, but in doing so we arrive at the pier, the water gardens, the Pleasure Island Development and also important but outside St. Anne's town boundary, Fairhaven Lake. All these destinations create strong desire lines which can be mapped into the routes from within the town itself. The St. Anne's Road East/ Pier route is a good Victorian example of this particular desire line as is St. Thomas's Road.

When it comes to particular issues of design there is the obvious use of red Accrington brick throughout much of the town and also the use of cobbles and pebbles as decorative elements within elevations and walls. Earlier buildings are typical of their era and incorporate many design features such as bay windows, turreted corners, porches, interesting elevations and in particular the use of design to address the corner plots and the junctions of roads. They did not rule out standard plans for all plots but modified them in interesting ways at these corner junctions.

The Porritt houses and buildings, with detailed stone front elevations and red brick banded yellow brick side and rear elevations are very distinctive and indicative of the high quality of design and materials which were used in the early development of the town.

Other decorative features frequently used include the use of dressed stone as window surrounds and decorative terracotta brickwork, particularly in the more civic buildings. There was a hierarchy of use of materials which altered the quality of the visual environment often in a subliminal way.

There are three major approvals for housing in the town, the Pontins Site, the Heyhouses Site and the Queensway site. These are all large areas and provide significant opportunities to create that sense of place through the use of strong design and to create landscaped areas through which we drive/ walk/cycle to reach the core. The use of landscape is important and also provides the opportunity to create green corridors through which people can move towards the town and the sea.<sup>1</sup>



1 Source : Marion Coupe, Lytham St. Anne's Civic Society

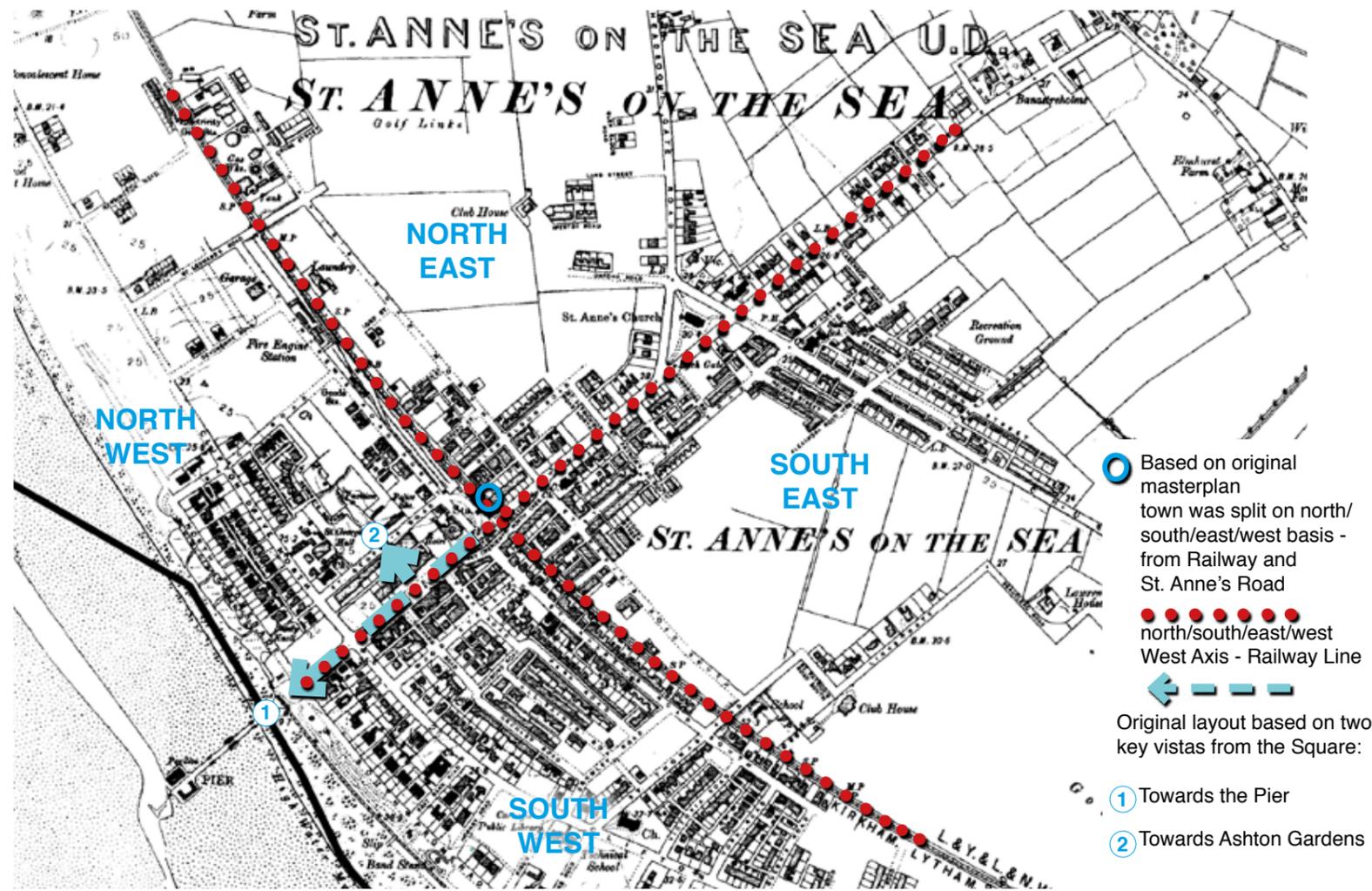
## A5: Recent Design Interventions

Fylde Council have initiated a number of important projects and programmes over the last 15 years, with a particular focus on the Town center which have led to improvements to the public realm and buildings and contribute to the "Garden town by the sea" vision.

Design interventions include:

- restoration of buildings including traditional architectural features including the reinstatement of original shop fronts, windows and architectural detailing in line with the period in which the buildings were constructed
- reinstatement of features such as boundary walls to re-create an improved definition to streets and forecourt areas
- extensive planting with a maritime theme
- the subdivision of spaces to create micro climate areas of varying character for public benefit
- public art as a key component part of the regeneration programme to create gateways and focal points to support the original classical town plan for the town.
- art works and street furniture being bespoke with seaside, floral and leaf motifs as a distinctive feature. Also supporting shapes and themes of the town's architecture
- a limited palette of high quality materials
- a consistent colour theme

Figure A.6: Original planned vistas and town segments



◀ Accrington red brick is a key design characteristic of the original town ▼



# St. Anne's on the Sea

## Neighbourhood Development Plan





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Good design should not mean only pastiche and the design of buildings which cannot be discerned from an earlier era. Sometimes this is totally appropriate but on many other occasions, particularly in a new housing environment there is the opportunity to provide high quality modern design using the latest materials and the latest technology.

*Source: Marion Coupe, Lytham St. Anne's Civic Society*

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## Part B: Achieving high quality design in St. Anne's





*Vacant former Pontins site - a blank canvass for innovative beach side design*

## B1: Introduction

The town council is committed to promoting high quality design in St. Anne's.

The intention of this guide is to help all those involved in development in our town to contribute to making it a sustainable place, that provides a great quality of life for the people that live, work and visit here. Good design and sustainability are inextricably linked. The NPPF tells us that well-designed buildings and places can improve the lives of people and communities. Good design will underpin a successful future for our town and its people.

We want to avoid the harmful effects of poor design, which is costly, inefficient, detrimental to quality of life and therefore not sustainable.

The design and construction of our buildings has a direct impact on the environment, for example in terms of energy efficiency. The design and layout of our town will have a significant impact on our patterns of behaviour, movement and transport. We want to make sure that the right design choices are made. National policy requires that planning policies seek to mitigate against and adapt to climate change. To achieve this, the NDP includes measures to achieve this through the design of new development.

The design principles set out in this document complement the policy objectives set out in the NPPF. They embrace the principle of sustainable development, not as a separate 'add on' but as integral to this guidance.

## B2: Principles of good design

The Neighbourhood Development Plan has a number of policies which encourage and promote a high quality of design and local distinctiveness in new development ([see Appendix 4](#)). Developers of major developments are required to submit supporting evidence to illustrate and explain how their designs will contribute to meeting the aspirations set out in these policies.

It is important to stress that the town council does not want to be overly prescriptive, but wants to encourage developers and designers to produce the best quality design appropriate to its setting and representing an excellent example of its era.

Good design does not always mean having to accurately reflect the past. Sometimes this is totally appropriate but on many other occasions, particularly in a new housing environment there is the opportunity to provide high quality modern design using the latest materials and the latest technology. Is not a new housing development a wonderful opportunity to make the houses as energy efficient as possible and to create as little impact on the existing overloaded drainage systems as possible?<sup>1</sup>

Developers and designers should consider and respond to our aspirations as set out in [Sections B3 to B6](#).

<sup>1</sup> Source : Marion Coupe, Lytham St. Anne's Civic Society



## B3: St. Anne's - key design criteria

When submitting planning applications for residential, commercial or mixed use schemes, developers must provide adequate supporting information to address the following key questions.

### St. Anne's design criteria

A range of design criteria are set out overleaf which developers and designers should consider. These are based on Building for Life 12 (BfL 12) housing design principles, but amended to apply to all types of development as appropriate. It should be noted that only those criteria relevant to a particular type of development should be considered. For instance criteria 4: Meeting Local Housing Requirements will not apply to commercial development.

*We shape our buildings; thereafter they shape us*  
*Winston Churchill*

*Architecture should speak of its time and place, but  
yearn for timelessness*  
*Frank Gehry*

## Design criteria

### I: Connections

Does the scheme integrate into its surroundings by reinforcing existing connections and creating new ones; whilst also respecting existing buildings and land uses along the boundaries of the development site?

## Discourage

- ✗ bland new "identikit" Architecture
- ✗ connections as an afterthought
- ✗ poor mixed signage

## Encourage

- ✓ respond to adjoining land-uses, key buildings, corridors and gateways
- ✓ links to the existing and proposed footpath and cycle network, nearby facilities and the towns key hubs including, the town centre, railway station, the beach (NDP Policies TR1, and TR5)
- ✓ provide connections to key nearby community facilities, recreation areas, e.g. parks, shops, beach and along the coast
- ✓ provision of internal network of safe footpath/ cycle routes
- ✓ high quality signage (consistent with proposed St. Anne's signage strategy)
- ✓ architecture which respects existing buildings and land uses where appropriate
- ✓ encourage schemes designed around high quality, safe pedestrian and cycle friendly environments
- ✓ key modern gateway buildings
- ✓ encourage clear connections to key community facilities and natural assets including the sea front

### Commercial:

Remember, subject to security and safety considerations, connections are important for employees and visitors



## Design criteria

### 2: Facilities & services

Does the development provide ( or is it close to) community facilities, such as shops, schools, workplaces, parks, play areas, pubs or cafes?

### 3: Public transport

Does the scheme have good access to public transport to help reduce car dependency?

### 4: Meeting local housing requirements

Does the development have a mix of housing types and tenures that suit local requirements? Meeting local housing requirements.

## Discourage

- ✗ development of sites remote from public transport connections or where linkages are unviable

- ✗ high number of apartments

## Encourage

- ✓ access to adequate community infrastructure on or off site to meet the requirement of new residents? (Policy CHI)

### Commercial:

Access to local shopping and leisure facilities

- ✓ schemes on or within easy walking distance to existing bus (tram ) stops/ railway stations
- ✓ for large schemes-facilitate bus access in layout
- ✓ good pedestrian and cycleway connections to public transport stops and nodes
- ✓ development of sites within the existing urban area within easy reach of existing public transport
- ✓ improved routes/pathways to and from existing transport links
- ✓ new cycleways and secure cycle storage facilities at key public transport stops/ nodes serving new development

### Commercial:

Access to public transport is key element of transport plan for major commercial development

- ✓ mix of housing types and tenures that suit local requirements as set out in the NDP housing policies
- ✓ flatted development within levels set out in the NDP
- ✓ consideration of alternative tenures, ownership and management models
- ✓ a varied housing mix to meet existing and future needs



## Design criteria

### 5: Character

Does the scheme create a place with a locally inspired or otherwise distinctive character?

New developments should have their own contemporary character reflecting the garden town or neighbourhood theme. For new housing, picking out small details to incorporate into a new design can easily become pastiche. One approach would be to try and avoid estates which are too large, to perhaps have different architects design smaller sections. This might avoid the style of a particular developer dominating.

### Commercial

Contemporary designs with mix of traditional materials including steel, brick, wood.

## Discourage

- ✗ open palette of materials
- ✗ standardised street furniture used in other cities /towns
- ✗ badly designed landscaping schemes

- ✗ standardised design and build square sheds

## Encourage

- ✓ locally inspired architecture or otherwise creating a distinctive character
- ✓ consideration of historical and local context
- ✓ design response to adjoining key character areas, such as parks, town centre, beach, corridors and gateways (see Part C below), along with landmarks (NDP Policy DH2)
- ✓ adoption of Garden Village or Neighbourhood Design principles for larger developments. (NDP Policy HOU5)
- ✓ design features which reflect the existing local character or reflect particular historical themes, for example :
  - use of red Accrington brick
  - use of cobbles and pebbles as decorative elements within elevations and walls
  - the local micro climate, e.g. strong prevailing winds
- ✓ tree planting along key avenues/roadways
- ✓ feature landscaping at key locations suited to site and conditions
- ✓ quality street furniture
- ✓ a selective palette of materials for hard landscaping – street works
- ✓ design which reflects our seaside location

- ✓ contemporary Designs with mix of traditional materials including steel, brick, wood
- ✓ designs to reflect our seaside/ immediate landscape and garden town theme context



## Design criteria

### 6: Working with the site and its context

Does the scheme take advantage of existing topography, landscape features (including water courses), trees and plants, wildlife habitats, existing buildings, site orientation and microclimate?

## Discourage

- ✗ over development
- ✗ bad nondescript architecture (spec building design)
- ✗ inappropriate materials for location

## Encourage

- ✓ incorporating existing topography landscape features, trees, plants, wildlife habitats, existing buildings, site orientation and microclimate

Does the scheme :

- ✓ preserve or enhance the character or appearance of our conservation areas and listed buildings and their settings?,
- ✓ respect of the special interest of non-designated heritage assets, including buildings on the local list. (NDP Policy DHI)
- ✓ preserve or enhance the character and appearance of the historic parks and gardens (NDP Policy DHI)
- ✓ promotion of public art and public realm works within the town
- ✓ high quality contemporary designs which respond to but respect our historic assets
- ✓ protection and enhancement of existing natural attributes – sand dunes/beach/coast/local countryside
- ✓ encourage and protect existing wildlife habitats
- ✓ improve appropriate access to the above e.g. managed access (boardwalk/nature trails)
- ✓ active beach front/beach front/promenade – not just for walking – promoted as activity zone (healthy living)
- ✓ use of robust materials to withstand our seaside microclimate over time
- ✓ provision of landscaping which meets the requirements of NDP Policies EN5 and EN6 and uses species which are appropriate for the seaside microclimate
- ✓ better signage/information to access beach/local countryside and other natural assets

see also the Flyde Council document  
'2020 Visio'n - St. Anne's Good Place Guide



## Design criteria

### 7: Creating well defined streets and spaces

Are buildings designed and positioned with landscaping to define and enhance streets and spaces and are buildings designed to turn street corners well?

It is essential to understand the distinctive roles in urban design terms between public, semi public and private spaces and make the distinction in design responses.

For instance, consider the potential 'privatisation' of corner plots through the enclosure by fences, which were originally designed to have a design function within the street scene.

### 8: Easy to find your way around

Is the development designed to make it easy to find your way around?

Will the scheme create legible places where people can find their way and move around easily, regardless of whether or they are disabled, and will they feel safe ?

Will they meet the needs of those with dementia?

## Discourage

- ✗ blank façades
- ✗ front boundaries that block or inhibit views of the street
- ✗ exposed rear garden fences or walls
- ✗ streets without soft landscape and trees structure

- ✗ cluttered streetscape and street furniture
- ✗ extensive street furniture
- ✗ winding pedestrian movement
- ✗ discourage bland nondescript architecture/ building (create identity)

## Encourage

- ✓ buildings designed and positioned with landscaping to define streets and spaces and turn corners well.
- ✓ standardisation of materials for boundaries – walls and railings.
- ✓ selective tree planting to enhance streetscape.
- ✓ encourage a sense of place through civic art/quality landscape and feature architectural buildings
- ✓ encourage clear readable signage and street furniture to create identity
- ✓ well integrated, safe and secure car parking
- ✓ avoid prominent views of rear elevations/side elevations and rear garden areas within important street scenes

### Commercial:

Attractive entrance roads, common areas ,with clearly demarcated parking, pedestrian and cycle routes

- ✓ designing the outside environment to make it easier to find your way around
- ✓ clear readable signage
- ✓ public civic art as a tool to define to identify spaces and areas
- ✓ use of lighting specific to area and use
- ✓ encourage pedestrian friendly environment. Cars to be given less dominance
- ✓ consider the needs of all groups including those with dementia
- ✓ good quality information and directional signage including list of company occupants



## Design criteria

### 9: Streets for all

Are streets designed in a way that encourage low vehicle speeds and allow them to function as social spaces?

### 10: Car parking

Are streets designed in a way that encourage low vehicle speeds and allow them to function as social spaces?

### 11: Public & private spaces

Will public and private spaces be clearly defined and designed to have appropriate access and be able to be well managed and safe in use?

### 12: External storage and amenity

Is there adequate external storage space for bins and recycling, as well as vehicles and cycles?

## Discourage

- ✗ uncontrolled on-street parking
- ✗ car dominance

- ✗ large areas of car parking
- ✗ poorly overlooked areas of parking
- ✗ over dominant in-curtilage car parking to the front of properties
- ✗ large, open car parks o commercial developments

- ✗ cluttered streets. remove unnecessary street furniture
- ✗ discourage poor quality, poorly located landscaping

## Encourage

- ✓ designing streets in a way that encourage low vehicle speeds and allows them to function as social spaces
- ✓ tree planting to help reshape existing street views
- ✓ better street lighting
- ✓ street/road calming where appropriate
- ✓ accessibility for all ages/disabilities
- ✓ better street furniture

#### Commercial:

Provide appropriate levels of car, HGV and cycle parking allow safe access by pedestrians and cyclists

- ✓ mix of car parking provision with emphasis on off street, within curtilage parking
- ✓ curtilage parking not to dominate front gardens/ streetscape
- ✓ secure, well overlooked car parking

#### Commercial:

Landscaped car parking, ideally away from main corridors and gateways, electrical charging points

- ✓ clearly defining public and private spaces designed to have appropriate access and be able to be well managed and safe in use
- ✓ encourage civic/public art
- ✓ encourage quality street furniture
- ✓ encourage thoughtful landscape schemes – easily management
- ✓ encourage robust definable walls utilizing a selective palette of materials/railings
- ✓ create better links between key locations – station/town centre/ pier

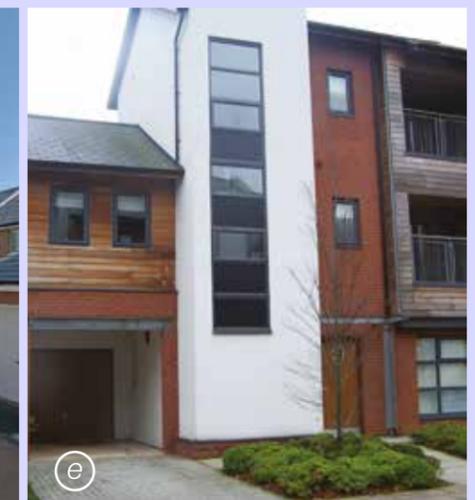
#### Commercial:

Provide “break out” space for employees

- ✓ provide attractive screening for bin storage
- ✓ consider external storage requirements suitable for modern living, including cycles, garden and equipment

#### Commercial:

Storage areas and external equipment to be screened



## B4: Sustainable design and responding to climate change in St. Anne's

Ensuring new schemes incorporate sustainable design principles and respond to climate change issues.

Our town is located on the Lancashire Coast and is therefore potentially at risk from rising sea levels. Our coastal location also presents special micro climate challenges in the design and construction of our homes in the form of strong prevailing winds, driving rain, and "sand blast" erosion.

We want St. Anne's to be a model town for adopting and promoting sustainable design which contributes to the national response to mitigating the effects of climate change, and at the same time helps shape our distinctive architectural character as a "garden town by sea".

The Neighbourhood Development Plan sets out policies dealing with sustainable development  
(see [Appendix 4](#)):

SU1: Incorporate Sustainable Urban Drainage into new development

SU2: Decentralised energy networks and district heating systems

In line with national policy and guidance for residential development the requirements in relation to housing standards, energy and water efficiency will be set out in the relevant Building Regulations and National Housing Standards.

We would encourage developers to consider addressing these issues as set out in Table B1 overleaf. Requirements will be determined by appropriate current Building Regulations and National Housing Standards, which may change from time to time.



*Strong coastal winds and driven sand are local climatic issues which should influence design*



The choice of sustainability measures and how they are implemented may vary substantially from development to development. However, the general principles of sustainable design and construction should be applied to all scales and types of development with minimum standards as set out in the Building Regulations and National Housing Standards.

Table B.1: Sustainability - Key points to consider See Figure B.1

Issues	Comments
<p>Climate change adaptation: All developments should be designed to be adaptable to our changing climate, both in terms of building design and their wider landscape setting</p>	<p>How adaptation design measures have been incorporated into scheme design from building to neighbourhood scale. The measures that can be incorporated will vary from scheme to scheme. Some examples are shown below. (see also Town and Country Planning Association's Climate change adaptation by design. A guide for sustainable communities (2007))</p>
<p>Carbon reduction: All development should be designed to minimise carbon and other greenhouse gas emissions associated with new development</p>	<p>The approach taken to:</p> <ul style="list-style-type: none"> <li>• minimise the energy demand of new buildings see (Policy SU3: Improving energy efficiency)</li> <li>• utilise energy efficient supplies energy from new, renewable energy sources (see Policy SU2: Decentralised energy networks and district heating systems).</li> <li>• improving linkages to public transport, foot path and cycling networks</li> </ul>
<p>Design and orientation of buildings to maximise solar gain</p>	<p>Explain how you have incorporated solar gain principles your layout and building design</p>
<p>Improving the environment</p>	<p>How, design features will lead to improvements in the local environment in terms of protecting or creating new habitats.</p>
<p>Water management: To introduce high levels of water efficiency in new developments</p>	<p>How the building or development design incorporates opportunities for efficient water use, reuse and recycling, including integrated water management and water conservation.</p>
<p>Waste management: All new development should be designed to reduce construction waste and to make it easier for future occupants to maximise levels of recycling and reduce waste.</p>	<p>How developments have been designed to reduce the amount of construction waste, and maximise the reuse and recycling of materials at all stages of a development's life cycle. How waste storage will be incorporated in an attractive, and functional way which balances the requirements of waste collection with convenience for residents and minimises impact on the street scene.</p>
<p>Encouraging cycling</p>	<p>Provision of adequate cycle parking and storage</p>
<p>Reducing flood risk</p>	<p>How the development responds to the latest flood risk assessment issued by the Environment Agency. How Sustainable Urban Drainage SuDs will be incorporated including long term maintenance. (See Figure B.2)</p>
<p>Responding to our micro climate Our local micro climate presents significant challenges to buildings, layout designs, and landscaping. Innovative high quality aesthetic design if of little use if it is not robust and cost effective to maintain.</p>	<p>How individual building design, and scheme layout, material choice and landscaping has been designed to meet the challenges of our seaside climate, including wind and "sand blast" erosion.</p>
<p>Design flexibility for future uses</p>	<p>Explain how the design provides flexibility for future uses</p>

## B5: West Coast Garden Neighbourhoods

In accordance with NDP Policy H7 any large scale residential development in excess of 10 residential units should be based on "West Coast Garden Seaside Neighbourhood" design principles. These are based on the principles set out the town and Country Planning Association publication "Creating Garden Cities and Suburbs Today" (2012).

The idea of garden neighbourhoods reflects the character of our original development, but also moves us towards the adoption of modern sustainable objectives and reflects our local micro climate challenges.

### Key design features

- a well planned layout structure with efficient definition of blocks for development and routes for movement
- larger development blocks with substantial enclosed areas of green space for gardens, allotments or recreation
- green, tree-lined streets, characterised by a section comprising road, parking, tree-lined verge, footway, soft boundary treatment, front garden, and home
- well designed groups of homes within the street (including excellent three-dimensional development of the masterplan into quality first-class domestic architecture and landscape design)
  - mix of homes (in accordance with NDP Policy H2 and H3)
  - appropriate small scale employment on site (could be small scale office units or home work units)
  - links to proposed footpath and cycle network-links to bus routes
  - windbreak tree planting on larger sites
  - adoption of renewable energy
  - agreed design code (at application stage)
  - opportunities for self- build

### Other key features:

- consideration of community ownership and management of public land and assets

Figures B.3 and B.4 overleaf illustrate potential low and higher density concepts for the seaside garden neighbourhood.

## B6: Small scale residential remodelling and redevelopment

The majority of frontages along the key corridors have already been developed. However, the refurbishment/remodelling of existing buildings including front elevations will provide opportunities to improve local design distinctiveness.

Some of larger 1970s era private apartment blocks may be re-clad in the future to improve energy efficiency- that will present an opportunity for an appropriate high profile contemporary design statement .

Small scale redevelopment and remodelling of existing properties can have positive impact on street scene and can contribute to the garden town concept.

Designers and owners should review the ideas set out in [Figure B.2a: Low Density Garden Neighbourhood Development](#)



High quality contemporary design in small scale redevelopment and remodelling can have a positive impact on existing corridors

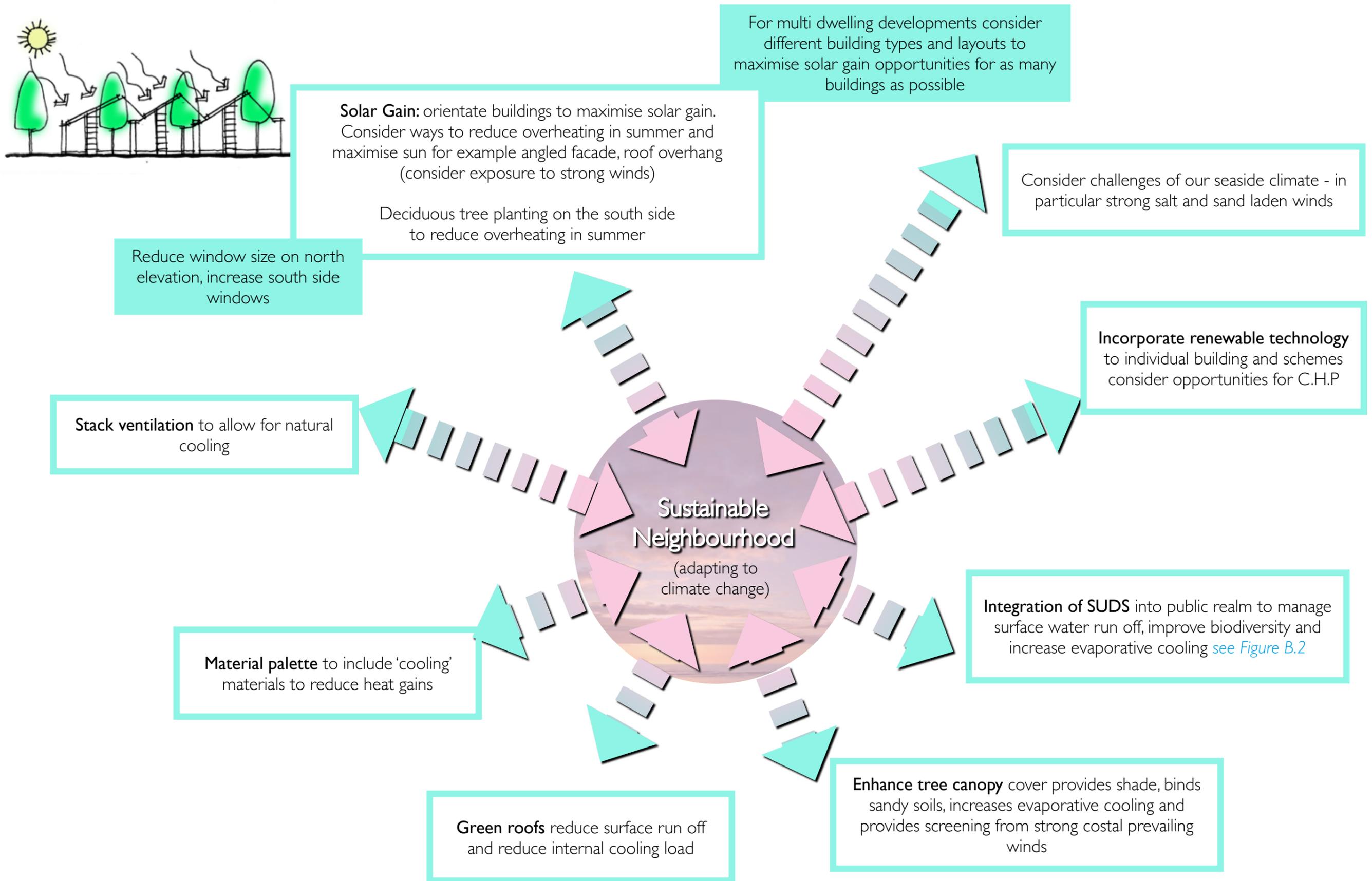


Refurbishment offers opportunity for thermal cladding with contemporary timber and render cladding

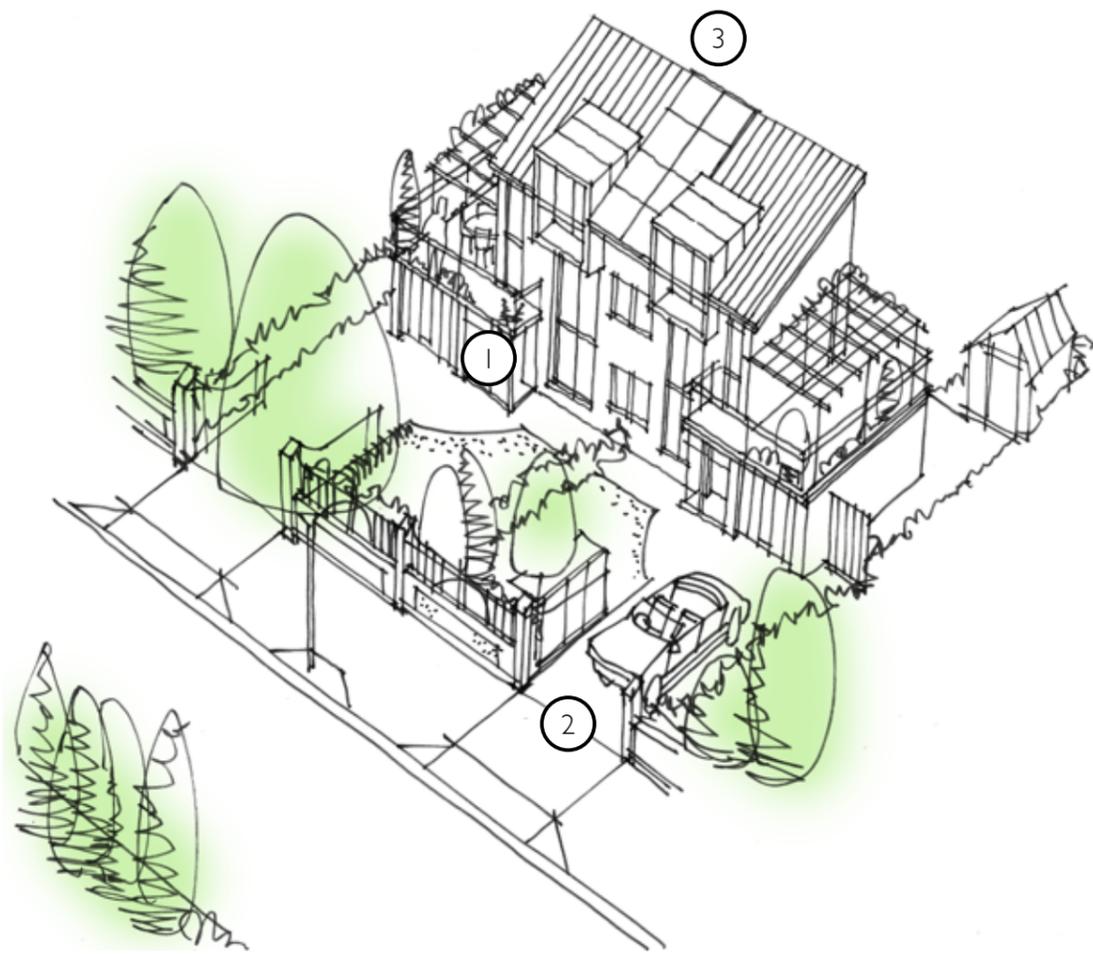


# Figure B.1: Design approaches - adapting to climate change in non residential development

(for residential development please refer to Building Regulations and National Housing Standards)



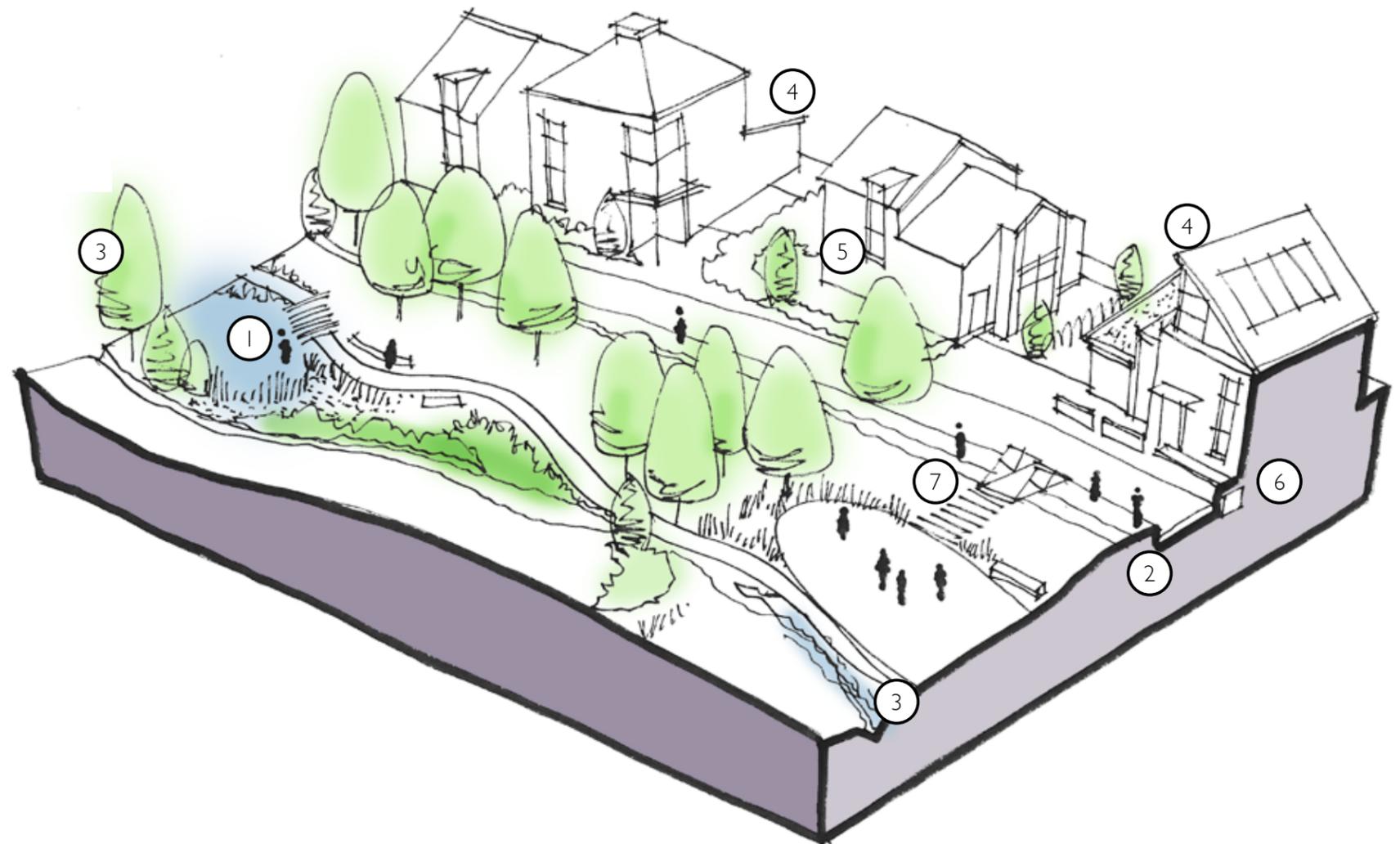
## <<<<<<<< Figure B.2a: Incorporating SUDS principles in new development



- ① rainwater collection and storage
- ② permeable surfaces
- ③ single buildings

## Figure B.2b: SUDS in low density development >>>>>>>>

- ① wetland areas within large open space
- ② permeable paving within residential street/mews
- ③ natural waterway
- ④ green roofs
- ⑤ rainwater collection from roofs in front rain gardens/water butts
- ⑥ rainwater harvesting
- ⑦ roadside swale



Source: Dicke S, McKay, G, Lons L, Shaffer, P (2010) Planning for SUDS - Making it happen, CIRIA C687, London (ISBN: 978-0-86017-687-9)





# Figure B.3: Low Density Garden Neighbourhood development



Figure B.4: Medium Density Garden Neighbourhood development



# Part C: Getting benefit from this guide





“

Key questions that designers and developers should address when submitting a planning application:

1. does the scheme contribute to the St. Anne's vision as a 'garden town by the sea'?
2. does the scheme address the St. Anne's design criteria including respecting and responding to its local context, including our key natural and historical assets, including the beach and dunes, parks, golf courses, conservation areas, listed buildings, corridors, and gateways?
3. does the scheme represent a good example of its architectural style?
4. does the scheme improve connections within the town?
5. does the scheme embody sustainable development principles, including meeting the challenges of our coastal micro climate?
6. does the scheme consider durability of materials, ease of maintenance and future management?
7. if the scheme adjoins or impacts on a corridor or gateway identified in the companion document does it contribute to the design aspirations set out in that document?

”

## C1: Applying the guidance

The town council has prepared this document as a tool to support developers, design professionals and agents to recognise the town council's commitment, and vision, to make St. Anne's a 'garden town' by the sea, to encourage high quality design in any proposals subsequently submitted for planning permission.

It is also intended for use by local authority officers, councillors and communities to facilitate and inform design discussions and assist them in the delivery of high quality, sustainable places to live and work.

## C2: Making a planning application - achieving good design and local distinctiveness in St. Anne's

The Neighbourhood Plan will become part of the Development Plan for the area. The Design Guide will provide detailed guidance and will be a material consideration to inform decisions on planning applications.

Supporting information for major applications will be expected to address the following key questions:

1. how does the scheme contribute to the St. Anne's Vision as "a garden town by the sea"? If appropriate, for residential developments how does it apply the "West Coast Garden Neighbourhood" principles as set out in B5?
2. how does the scheme respond to the St. Anne's design criteria including respecting and responding to its local context, including our key natural and historical assets; the beach and dunes, parks, golf courses, conservation areas, listed buildings, corridors, and gateways?
3. does the scheme represent a good example of its architectural style?
4. does the scheme improve connections within the town?
5. does the scheme embody sustainable development principles, including meeting the challenges of our coastal micro climate?

6. does the scheme consider durability of materials, ease of maintenance and future management. New buildings and spaces, public realm and landscaping materials should consider the importance of durability, maintenance and future management having regard to our coastal location, particularly in the resort/town centre area. This forms part of the classic resort accreditation concept and is important in respect of maintaining the quality and resultant reputation of St. Anne's
7. if the scheme adjoins or impacts on a corridor or gateway identified in the companion prospectus does it contribute to the design aspirations set out in that document?

### Applying the St. Anne's design criteria

Applications will be assessed against the St. Anne's Criteria using the same "Traffic Light" approach as set out in BfL (12):

- green shows the design of the scheme has responded positively to the question
- red elements identify aspects of proposals that need to be changed and where the scheme design at the time of assessment fails to respond to the question positively
- amber is used where there is clear evidence of local constraints on the scheme beyond the control of the design team that prevent it from achieving a green

As with BfL 12, the criteria should be used at all stages of the development process, guiding design related discussions with the local community, local authority and other stakeholders.

Any ambers and reds should be identified early so that a suitable design solution can be found where possible.



Applicants should show evidence of how their development performs against each question, justifying either a green or amber outcome. Any ambers should be those where sub-optimal solutions are unavoidable because of the particular circumstances of the scheme beyond the control of the applicant (and where there is evidence to support this).

A well designed scheme should perform well against all 12 of the new criteria – the top score being 12 Greens (adjusted for non residential schemes).

### C3: Design review panel

To assist in encouraging the highest possible standard of design and to ensure that an appropriate review process is put in place early, the town council, proposes that a Design Review Panel is established, with cooperation and involvement by the Fylde Council and other relevant stakeholders. This will be explored through the Delivery Strategy which accompanies this Plan.

Alternatively, the town council will explore with Fylde Council the option of using an established independent Design Review process, for example the Design Review Service already provided across the NW by Places Matter <http://www.placesmatter.co.uk/design-review/>

### C4: Complementary strategies

*Appendix 1* sets out a range of complementary strategies and design intervention actions which the town council will seek to pursue through the NDP Delivery Strategy.

It is hoped that together with the guidance, these actions will help ensure that the town council's aspirations for a 'garden town by the sea' can be realised.



# Appendices





## Appendix I: potential complementary actions

### AI.1 Introduction

The analysis set out in the Corridor and Gateway Companion Prospectus, has revealed that landscaping (robust microclimate specific tree planting), and the adoption of standard designs of signage, public lighting and street furniture will have a major role to play in helping to create and define the future character of St. Anne's as a 'garden town by the sea' and a distinctive place to live, visit and work.

The use of these key place making tools in particular along the key corridors and at gateways could have a dramatic impact on defining the character of St. Anne's.

The exemplar images set out in the Companion Prospectus, have illustrated how such an approach could have an impact.

Specific actions for the following will be explored as part of the NDP Delivery Strategy:

### AI.2 St. Anne's Seafront Masterplan (Corridors D3, E1, E2 and E3)

Lytham St. Anne's '2020 Vision' (2010) states that:-

By 2020 St. Anne's would be fully developed in line with the 'Classic Resort' ambition. The 2012 public realm proposals would have resulted in a high quality setting for retail, entertainment and culture. A series of key private sector developments would expect to have been completed. The resort would be a high quality destination within the Fylde Coast and Regional context and be a hub for the Ribble Coast and Wetlands Regional Park.

Some of the key projects will include the preparation and implementation of a 'master plan' for the seafront area probably through an international design competition and will include the restoration of the historic Promenade Gardens".

### Action:

The town council will explore through its Delivery Strategy whether such a masterplan can be commissioned and its proposals implemented. If this is not feasible then the Council will work with Fylde Borough Council, and other organisations to develop a programme of public realm improvements to the sea front including potential lighting, public art (including beach art), and signage.

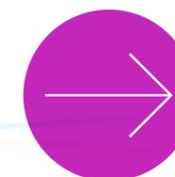
### AI.3 Developing coordinated approaches to the improvement of corridors, gateways, landscaping, public realm and art, signage and lighting.

As part of the NDP Delivery Strategy The town council will work with Fylde Borough Council, Lancashire County Council (as Highway Authority) and other bodies to develop a comprehensive or series of linked guidance documents and implementation programmes for:

#### 1. St. Anne's signage and gateway strategy

The introduction of new signage co-ordinated by design and location could have a positive impact on the image of the town. This would include:

- location and hierarchy
- themes
- street signs
- visitor information/ key asset interpretation
- event banners/ flags etc
- pedestrian/ cycle way routing
- (linked to local mapping online information)



2. A community based tree Planting Programme for corridor, gateway street tree planting (subject to agreement with land owners, Lancashire County Council Highway Department , and the local community)

3. Design of street lighting as part of any future replacement programmes, including encouragement of low energy solutions, bespoke column design, lighting of key buildings, enhancement of corridors/ places/ features

4. Public Art including a Beach Art Trail (subject to environmental considerations)

5. Development of Landscaping and Street Furniture Pallet  
Local Guidance on Tree Planting and Landscaping A key proposal for corridor and gateway enhancement is the planting of new street trees.

In order for any such planting programme to be effective it should be based on a local mini guide which would encourage the use of a limited range of robust and attractive tree species suitable for our microclimate , soils and water table.

The use of a limited range of species would contribute to the local distinctiveness. Advice could also extend to appropriate shrub and other plants to be used in landscaping. *Figure A.I.1:* shows a potential palette of trees which would be suitable for this coastal location. The palette includes specimens suitable as street trees and as larger landmark trees. As part of the Delivery Strategy, the Council will work with Fylde Council, Lancashire County Council and other bodies to develop an appropriate detailed tree pallet, planting guide for various locations including highways, and management and aftercare.

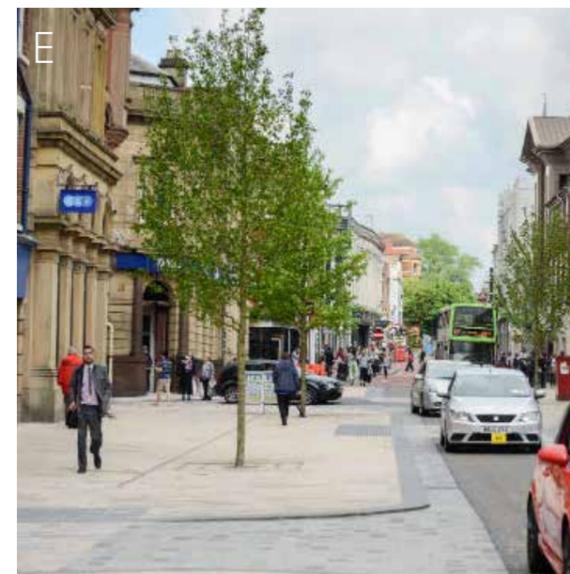
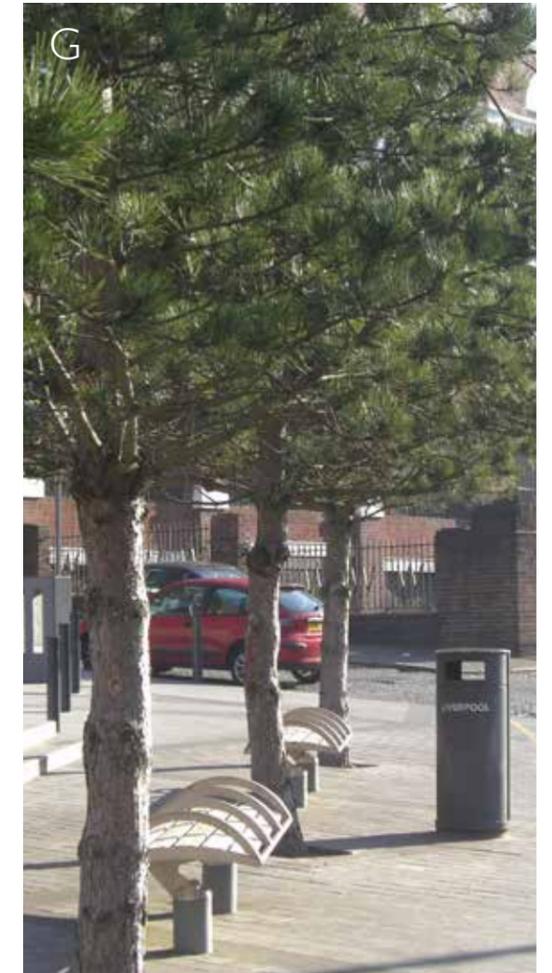
It is recognised that many of the corridors would have had trees, and that many were removed to minimise damage by roots to pavements.

It will be necessary to liaise closely with Lancashire County highways to develop an acceptable street tree planting design approach which addresses potential root damage to pavements and services and an agreed maintenance regime.

It should be remembered that many of the corridors have large front gardens which could accommodate trees subject to agreement with owners and appropriate precautions taken against long term root damage.

## Figure A.I.1: Suggested tree palette

(NB: these include street trees and larger landmark species)





## St. Anne's on the Sea - Potential street tree and landmark specimen palette

Species	English Name	Image ref
<i>Alnus x spaethii</i>	Alder	A
<i>Betula albosinensis</i> Fascination	Birch	B
<i>Carpinus betulus</i> 'Frans Fontaine'	Fastigate Hornbeam	C
<i>Liquidambar orientalis</i>	Sweet Gum	D
<i>Liquidambar Styraciflua</i> 'Red Star'	Sweet Gum	E
<i>Metasequoia glyptostroboides</i>	Dawn Redwood	F
<i>Pinus nigra</i> 'Austriaca'	Austrian Pine	G
<i>Pinus radiata</i>	Monterey Pine	
<i>Pinus sylvestris</i>	Scots Pine	H
<i>Pinus pinea</i>	Stone Pine	I
<i>Sorbus intermedia</i> Brouwers	Swedish Whitebeam	J
<i>Tilia tomentosa</i> 'Brabant'	Silver Lime	K
<i>Ulmus</i> 'Lobel'	Lobel's Elm	L
<i>Populus tremula</i>	The aspen	M
<i>Quercus ilex</i>	The holm oak or evergreen oak	N

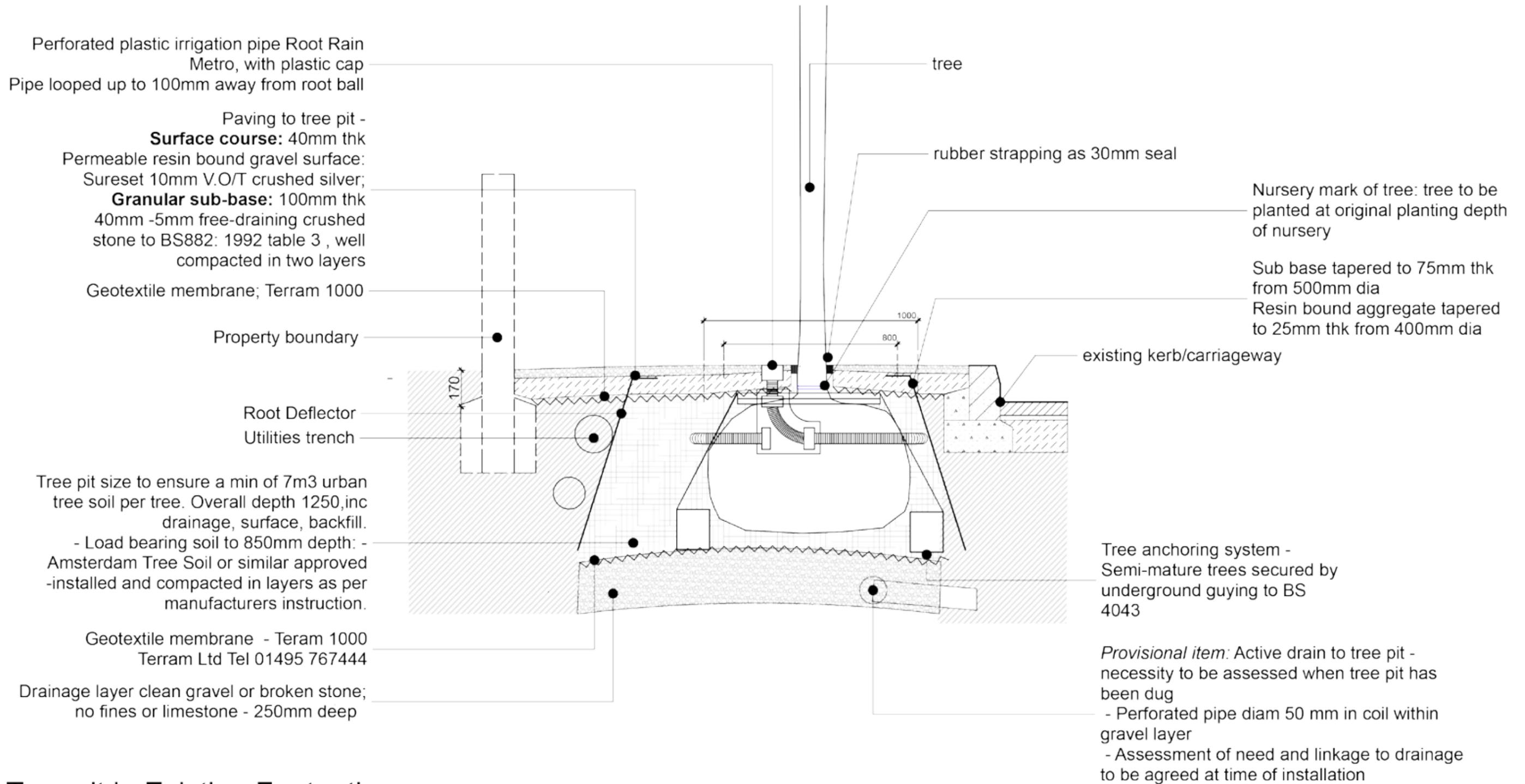
Reference should be made to 'Trees in Hard Landscape' - A Guide for Delivery-tdag.org.uk and 'Creating Civilised Streets': Lancashire County Council 2010

*NB: this is for illustrative purposes only. A final palette of tree species together with specifications, planting details (including within footways), aftercare etc will be agreed as part of the Delivery Strategy. The town council will work with a qualified arboriculture adviser and appropriate partners including Fylde Council and Lancashire County Council (Highways) to undertake this work.*



## Figure A.1.2: Tree planting in footpaths

This is for illustrative purposes only and details of street planting specification should be agreed with Lancashire County Council as part of Delivery Strategy



### Tree pit in Existing Footpath

## Appendix 2: Other relevant local design policies

### Saved Policies of the Fylde Local Plan 2009

NB-these policies will be replaced by the new emerging local plan and developers should check with the council as to relevant design policies

### Policy HI2

Planning applications for housing will only be permitted where the development:

1. is acceptable in principle and is compatible with nearby and adjacent land uses
2. would be in keeping with the character of the locality in terms of scale, space around buildings, materials and design
3. would be developed at a net density of between 30 - 50 dwellings per hectare net with greater intensity of development (ie more than 50 dwellings per hectare net) at places with good public transport availability
4. would not adversely affect the amenity and privacy of neighbouring properties
5. maintains or enhances bio-diversity in the locality and retains or replaces within the scheme important features and habitats including trees, hedgerows, woodlands, ponds and watercourses
6. takes into account the archaeological and historic features within the site having regard to other policies of the development plan on these matters
7. is in a sustainable location having regard to the local availability of shops, schools, employment sources, public transport and other community facilities
8. would not prejudice the future development of a larger area of developable land

9. would have satisfactory access and parking and would not have an adverse effect on the safe and efficient operation of the highway network, either individually or cumulatively with other permitted developments

10. would not overload existing essential services, including drainage; and

11. where development involves the subdivision of a garden, both the existing and proposed dwellings have adequate amenity space, commensurate with the size and scale of the buildings

Previously developed sites (including the conversion of existing buildings) should be developed before greenfield sites, in accordance with the sequential approach set out in paragraph 32 of ppg3.

### Policy HI5

House extensions will be permitted provided the following criteria can be met:-

1. the proposal in terms of its scale, design and external appearance is in keeping with the existing building and does not adversely affect the street scene
2. the amenities of adjacent and nearby residents are not unduly prejudiced by loss of privacy, loss of sunlight or daylight, or by the creation of dominant or overbearing development
3. sufficient garden area remains to serve the reasonable needs of the occupants of the dwelling
4. the proposal does not reduce the availability of private off-street car parking to a level below the currently adopted car parking standards
5. the proposal does not prejudice the safety of vehicular access to the site

Proposals for other forms of development within the curtilage of a dwelling including garages, garden sheds, greenhouses, animal houses, swimming pools etc will be permitted subject to the above criteria.

### Policy HI6

Well designed housing schemes which respect the character of the area and provide an attractive, safe and crime free environment for residents will be permitted.

Proposals which involve poor designs and/or layouts which would prejudice the character of the area or public safety, or increase the potential for crime will not be permitted.

### Fylde Borough Local Plan Revised Preferred Options October 2015

The Emerging Local Plan Revised Preferred Options document October 2015 contained two policies promoting good quality design:

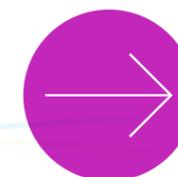
Please note that these policies may change following consultation and during the next stages of Local plan preparation leading to adoption. Please check Fylde Council's web site for most current emerging Local plan policies.

### Policy MI

Masterplanning the Strategic Locations for Development

Masterplans and design codes will be prepared by the prospective developers, with the approval of the Council for each of the Strategic Locations for Development named in policy DLF1. Following approval by the Council, the masterplans will become supplementary planning documents.

*continued overleaf*



The masterplans should include a phasing plan, together with an agreed programme of implementation in accordance with the masterplan and an approved design code.

The masterplans should meet the following criteria:

- a) the Strategic Locations for Development should be looked at as a whole and a comprehensive approach to making every strategic site that make up the Strategic Locations for Development sustainable should be taken
- b) a broad balance and range of housing choice, including both market and affordable housing, in line with the Fylde Coast SHMA, 2014 should be provided
- c) variations in housing density with an overall minimum net density of 30 homes per hectare
- d) high quality design should be included and development should be designed to encourage cohesion within the site and seek to minimise the impact on neighbouring properties
- e) a wide range of local employment opportunities should be provided that offer a choice of jobs and training prospects
- f) an appropriate level of retail, leisure, social, cultural, community and health facilities should be provided that meet local needs of the residents of the development, but does not undermine existing town, district or local centres or neighbouring key service centres or local service centres
- g) additional school capacity for nursery, primary and, where necessary, secondary educational needs should be provided in the short, medium and long-term
- h) appropriate highways access and a comprehensive approach to planning the highway network within and linking the sites which make up the Strategic Locations for Development
- i) access to well-designed, separate but overlooked cycleways (both on-road and off-road), walking routes and bridleways serving the local facilities. Opportunities should be sought for the development of a network of walking, cycling and bridleway routes
- j) housing located within a maximum walking distance of 400 metres of a frequent, viable and accessible bus service

k) safety by design principles should apply in new developments

l) a design led approach to the provision of car parking spaces with the overall aim of reducing dependency on the private car

m) measures to deliver a shift to public transport, away from car use over the plan period. Opportunities should be sought to improve access to public transport and minimise the need to travel by private car

n) a network of green spaces linking the area to the wider Green Infrastructure network that provides for large scale landscape enhancement, the provision of advanced landscape planting, the conservation and enhancement of important environmental assets and natural resources, biodiversity (nature conservation), ecological networks and formal and informal recreation areas

o) ecological connectivity within the site and with the surroundings should be maintained and enhanced through appropriate site layout; the retention of existing important features and their integration within a well-designed landscape with appropriate habitat protection

p) where proposals are likely to have a harmful impact upon the significance of a heritage asset, mitigation measures should be agreed with the Council. However, some harm cannot be mitigated and without the public benefits means that the site may be considered inappropriate for development

q) to confirm the presence or otherwise of sites of national importance or local archaeology, more detailed archaeological studies should be undertaken, prior to development

r) development that respects the environmental character of its surroundings. Particular attention should be given to the creation of a well-designed and defined edge to development and a sensitive transition to adjoining areas in the countryside. Proposals will need to include plans for the long term use and management of these areas

s) the site designs should be informed by appropriate ecological surveys to ensure appropriate mitigation measures are implemented. Potentially damaging effects of development on sites of nature conservation value, especially Natura 2000 sites should be avoided, unless the potential effects can be mitigated

t) ponds, trees, woodland, hedgerows, water features and areas of open space should be retained wherever possible. The provision of public open space should be maximised across the site(s). Provision should be made for landscaping belts and for a Green Infrastructure network to compensate for losses

u) inappropriate development in Flood Risk Zones 2 or 3 will not be permitted. Development in Flood Zones 2 and 3 should be in accordance with the requirements of the national Planning Practice Guidance. Where a strategic development location contains land within Flood Risk Zone 2 and 3, landscaping constitutes an appropriate form of development in these areas

v) developments will be required to include measures to deal with surface water drainage using the SuDs hierarchy

w) health impact screening to be undertaken for all major development proposals on strategic sites. A full independent Health Impact Assessment will be required if the screening demonstrates a need

x) wastewater infrastructure upgrades should be completed and the development of sites should be suitably phased to ensure that any potential adverse impacts are mitigated. Design of the infrastructure should take into account any potential future development

y) local waste management facilities and neighbourhood waste management facilities for the separation, storage and collection of waste, to increase the efficiency of its subsequent re-use, recycling and treatment should be provided

*continued overleaf*

## Policy GD7

### Achieving Good Design in Development

#### Design and Access Statements

Where required, all development proposals should be accompanied by a Design and Access Statement that fully explains and justifies the design approach for the scheme.

#### General Principles of good design

Development will be expected to be of a high standard of design, taking account of the character and appearance of the local area, including the following:

- a) ensuring densities of new residential development reflect and wherever possible enhance the local character of the surrounding area
- b) ensuring that amenity will not be adversely affected by neighbouring uses, both existing and proposed
- c) the siting, layout, massing, scale, design, materials, architectural character, proportion, building to plot ratio and landscaping of the proposed development
- d) taking account of landform, layout, building orientation, massing and landscaping to minimise energy consumption
- e) conserving and enhancing the built and historic environment
- f) being sympathetic to surrounding land uses and occupiers, and avoiding demonstrable harm to the visual amenities of the local area
- g) taking the opportunity to make a positive contribution to the character and local distinctiveness of the area through high quality new design that responds to its context
- h) ensuring parking areas for cars, bicycles and motorcycles are safe, accessible and sympathetic to the character of the surrounding area and that highway safety is not compromised

i) ensuring the layout, design and landscaping of all elements of the proposal, including any internal roads, pedestrian footpaths, cycleways and open spaces, are of a high quality and respect the character of the site and local area

j) creating safe and secure environments that minimise opportunity for crime and maximise natural surveillance

k) protecting existing landscape features and natural assets as an integral part of the development; protecting and enhancing habitats; providing open spaces and linkages to the wider ecological networks as part of the green infrastructure network; and enhancing the public realm

l) making provision for the needs of specific groups in the community such as the elderly and those with disabilities, in line with the Equalities Act

#### National Technical Standards

m) All new housing developments should comply with the National Technical Standards, and be constructed in accordance with the national space standards for new homes

#### Advertisements

u) advertisement designs should respect the character and architectural details of the buildings and location within which they are proposed, and their surroundings, in terms of scale, details, siting and method of illumination

#### Flood Risk

v) inappropriate development in Flood Risk Zones 2 and 3 will not be permitted

#### Highway Safety

n) the development should not prejudice highway safety, pedestrian safety, and the efficient and convenient movement of all highway users (including bus passengers, cyclists, pedestrians and horse riders). The development should not reduce the number of on-site parking spaces available, unless there are other material considerations which justify the reduction

o) all development proposals will need to show that: appropriate provision is made for public transport services; appropriate measures are provided to facilitate access on cycle or foot; where practicable, ensure existing pedestrian, cycle and equestrian routes are protected and extended; and the needs of specific groups in the community such as the elderly and those with disabilities are fully provided for

#### Climate Change

p) development proposals should consider measures to mitigate the effects of climate change by the incorporation of energy and water efficiency in new and existing buildings, 'grey' water and rainwater harvesting and storage for waste and recyclables

q) adaptation to climate change should be achieved through the design and orientation of buildings to maximise solar gain, provide shelter from the elements and take advantage of natural light and ventilation

#### Existing land uses

r) the development should not prejudice or prevent the operation of existing land uses

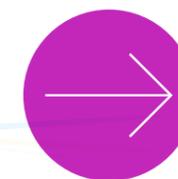
#### Public realm

s) the public realm needs to be designed appropriately,

to reflect the quality of the area including landscaping, street furniture and materials and developments should be appropriately managed and maintained so that they add to the character, quality and distinctiveness of the surrounding area

#### Public Open Space

t) new public open space should be provided in a single central useable facility, which is accessible, of high quality and good design, be visible, safe, using quality materials, including facilities for a range of ages and incorporating long term maintenance; unless it is agreed by the Council that provision is more appropriate on site



## Appendix 3: Current Fylde Borough Council Design Related Supplementary Planning Guidance

(as at March 2015)

NB: General design guidance adopted by Fylde Borough Council is subject to change during the life of this design guide and developers are advised to check with that Council regarding the most relevant and up to date guidance.

### Current Design related Supplementary Planning Guidance

Document	Specific Relevance to St. Anne's	Date	Comments
Policy for New Flat Developments	Borough Wide	Jun-89	Much of guidance still relevant, but in need of update, including modern presentation, legislation and review of success of implementation of guide.
Land Off Queensway Development Brief	Yes	Jan-00	No masterplan requirement-limited design guidance, e.g., elevations, materials, road layout.
Windows, Doors and Architectural Joinery	Borough Wide, particularly Conservation Areas	Nov-01	Update needed in respect reference to Government Policy (new NPPF) and review of success of implementation of guide
Queen Mary School	Yes	Sep-02	Development Complete
Policy for Shop Front Design Guide	Borough wide with particular reference to Lytham Conservation Area	Sep-04	Still relevant, but would benefit from update and review based on review of success of implementation, modern presentation and materials etc.
St. Anne's Renaissance Design Guide	Yes	Sep-04	
606 Clifton Drive North (Revised Development Brief)	Yes	Sep-04	Development Complete
Extending Your own Home	Borough Wide	Nov-07	Much of design guidance still relevant but needs updating to take account of subsequent changes to permitted development/ and sustainability issues.
2020 Vision Guide	St. Anne's and Lytham	2010	This informal design document was prepared by Fylde Council in 2009. It sets out the Council's short and medium term vision for the development of the economy of Lytham St. Anne's, and includes: specific design policies for the town centre a 'Good Place Guide' which sets out six key design principles to be followed by development in St. Anne's.
Fylde Regeneration Framework	Includes specific proposals for St. Anne's	2010	This strategy sets out a series of design projects for St. Anne's and in particular the town centre/ resort area.
Fylde Coastal Strategy 2015-2032	Relates to the whole of the Borough Council coastline but there are specific references to the resort of St. Anne's	2015	
Built Heritage Strategy For Fylde 2014 – 2020	Borough Wide	2014	Sets out proposals for Conservation Area Appraisals which may amend boundaries within St. Anne's and for Local Listings which may impact on planning applications.  Developers should check with the Fylde Council Planning Team on current status of Conservation Area Appraisals and Local Listing which may affect their proposals

## Appendix 4: Relevant policies of the St. Anne's on the sea NDP

### DH1: Creating a distinctive St. Anne's

All development must be of a high quality of design and must be appropriate and sympathetic to the character of the town and its neighbourhoods.

#### St. Anne's as a "Garden town by the sea"

All development must have regard to the principles and general guidance set out in the St. Anne's Design Guide, and contribute to the vision of St. Anne's as a "Garden town by the sea"

Development should create pleasant places to live and work and take into account surrounding scale, density, layout and car parking, as well as achieving high visual standards.

Development design should have regard to the need to promote a sense of community, encouraging and providing access to all, providing opportunities for health and well-being, and meeting the special needs of the young, physically and mentally impaired and be dementia friendly.

### Heritage

Development proposals must preserve or enhance the character or appearance of conservation areas and listed buildings and their settings, must have regard to adopted Conservation Area Character Appraisals and must respect the special interest of non-designated heritage assets, including buildings on the local list. The removal of historic features will be resisted.

Development proposals must preserve or enhance the character and appearance of the historic parks and gardens identified on the Policies Map.

### Supporting information

Developers must provide adequate supporting information to demonstrate how their proposed development has responded to the Design Guide, how it would reinforce St. Anne's character as a "Garden town by the sea", how it would relate well to its site and its surroundings and how it would respond to the specific character of the site and its local surroundings, maintaining or enhancing its strengths and seeking to address its weaknesses. (see also Policy DH2)

### Housing development

For residential development, reference must also be made to Policy HOU5.

### DH2: Corridors and gateways

#### a-St. Anne's corridor and gateway Strategy

The town council will work with partners to develop a strategy for creating distinct high quality access corridors and gateways to the town as shown on the policies map, along with landmarks and areas of design character and quality of land and neighbourhoods adjoining these routes. The strategy will include:

- a corridor and gateway masterplan, including detailed corridor and gateway zones/ sites
- agreed design themes (including lighting, street furniture, landscaping, signage)
- outline costs
- identification of potential funding and maintenance resources
- a phased programme of implementation

Development proposals adjoining these corridors and gateways must respond in design terms and have regard to the principles and detailed guidance set out in the St. Anne's Design Guide and the accompanying Corridors and Gateways Companion Document.

All development will be required to make a positive contribution towards the implementation of the strategy and improvement of the access corridors and gateways.

Developer contributions will be required to make provision towards the implementation of the St. Anne's Corridor and Gateway Strategy. Developer contributions will be made through the CIL. Developer contributions will be made through the CIL.

#### b-Blackpool airport corridor improvement area

The road corridor comprising Squires Gate Lane, in the vicinity of Blackpool Airport, which is identified on the policies map as the Blackpool airport corridor improvement area, is a strategic gateway to St. Anne's and Blackpool.

Any masterplan prepared for the airport site, should include proposals for the comprehensive environmental improvement of this corridor and associated gateways, (see Policy SS1). Delivery, funding and maintenance arrangements should also be set out. This will be informed by the Site Anne's Corridor and Gateway Strategy or vice versa, depending on which progresses first.

The corridor straddles the boundary between Fylde (St. Anne's Parish) and Blackpool Councils, and, where feasible, joint proposals for both sides of the corridor and associated gateways should be set out in the masterplan.

In the absence of a masterplan for airport site, the town council will work with partners to improve the appearance and quality of environment of this strategic corridor as part of the St. Anne's Corridor and Gateway Strategy.

### EN5: Urban trees supply

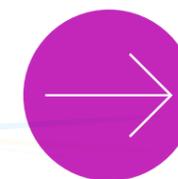
The town council supports the provision of appropriate tree planting. New development should include, wherever possible, the provision of new trees, while proposals causing the loss of trees of arboriculture, biodiversity or amenity value will be resisted. A "palette" of appropriate and recommended tree species suitable for a variety of locations such as street trees in the hard landscape will be set out by the town council, following consultation with key partners.

### EN6: Community tree planting

The town council will work with Fylde Council, Lancashire County Council and other partners to develop a programme for community tree planting, in particular along strategic corridors and gateways as shown on the policies map and as described in the accompanying Design Guide and corridors and gateways companion so as to expand the current stock of trees, benefit the environment and contribute to the character of St Anne's as a 'garden town by the sea'. Developer contributions will be required, to make provision towards the tree planting programme. Developer contributions will be made through the CIL.

### TRI: Accessibility for all

Proposals that improve the accessibility of St. Anne's for all sectors of society, including the elderly and disabled, will be supported.



## TR5: Getting around St Anne's

The town council will work with Fylde Council and Lancashire County Council and other appropriate organisations and land owners to develop and maintain a safe and linked network for pedestrians and cyclists linking key community facilities, green spaces, the town centre, beach and sea front, key environmental resources and the open countryside. It will build on the existing incomplete network of footpaths, bridleways, and on/off street cycle routes and will include:

- appropriate road crossings
- provision of new linkages where feasible
- shared pedestrian/cycling where appropriate
- signage (and mapping promotion), cycle parking, seating and litter bin provision at key community facilities and green spaces, and along the network where appropriate
- safe school routes
- mitigation of potential safety, amenity and nuisance issues
- improvements to cycle routes north to Blackpool including Queensway, Midgeland Road and Wildings Lane
- appropriate access for disabled persons/ wheel chairs/ electric buggies.

New developments will be required to make provision for linking to this network once established (including appropriate maintenance).

Developer contributions will be required, to make provision towards the development and maintenance of the network for pedestrians and cyclists, as set out in points a) to h), above. Developer contributions will be made through the CIL.

## HOU5: Residential design

All new residential development must be designed in accordance with the principles set out in the accompanying Design Guide.

Any planning application for a major housing or mixed use development in excess of 25 dwellings will be required to be accompanied by a masterplan showing the layout and distribution of housing and other uses, proposed vehicular access arrangements, open space, recreation and green infrastructure provision, landscaping, relationship with existing development, proposed pedestrian and cycling linkages to adjoining neighbourhoods and networks (see Policy T5)the , and response to climate change in terms of micro-climate and seaside location.

Any major planning application in excess of 25 dwellings shall be designed on the principles of a “west coast garden neighbourhood” as described in the accompanying Design Guide. Developments below this threshold are encouraged to follow these principles. (see also Policies DH1 & DH2)

The adoption of renewable energy, energy efficiency and water recycling technology will be encouraged. Careful consideration should be given to the orientation of the principal rooms in new dwellings so that account is taken of future climate change, with passive solar gain and energy efficiency maximised

## SUI: Incorporate sustainable urban drainage into new development

New developments must incorporate Sustainable Urban Drainage Systems (SUDS) to reduce the run off of surface water to the maximum stipulated in DEFRA's Non-Statutory Technical Standards for SuDS unless agreed otherwise with Fylde Council and, where applicable, the Lead Local Flood Authority.

The maintenance of such systems must be agreed in writing by the appropriate bodies to minimise the potential for a flood risk to arise as a result of poor or inadequate maintenance arrangements.

Sustainable urban drainage may include features such as ponds, swales, and permeable paving. The SUDS must be designed as an integral part of the green infrastructure and street network, so that SUDS features are positive features of the development. The system should effectively mitigate any adverse effects from surface water run-off and flooding on people, property and the ecological value of the local environment.

Developer contributions will be required for the provision and maintenance of SuDS, where this is not provided as part of the development. Contributions will be made through Section 106 agreements or the Community Infrastructure Levy (CIL), as set out in policy DEL I

## Appendix 5: Grade II Listed Buildings within St. Anne's NDP Area (as at March 2015)

Type	Status	Name	PRN
BANDSTAND	Listed gd II	South Promenade, St. Anne's	18344
BANK (FINANCIAL)	Listed gd II	Midland Bank, St. Anne's Road West, St. Anne's	18353
BOUNDARY WALL	Listed gd II	Grand Hotel, South Promenade, St. Anne's	18345
CHURCH	Listed gd II	Church of St. Anne, St. Anne's Road East, St. Anne's	18351
CHURCH	Listed gd II	Church of St. Thomas, St. Thomas Road, St. Anne's	18354
	Listed gd II	South Promenade, St. Anne's	18347
HOTEL	Listed gd II	St. Anne's Hotel, St. Anne's Road West, St. Anne's	8674
HOTEL	Listed gd II	Grand Hotel, South Promenade, St. Anne's	18346
HOUSE	Listed gd II	Nos 1 and 2, Regent Avenue, St. Anne's	18355
INSTITUTE	Listed gd II	Public Library, Lytham Institute and Hewitt Lecture Room	18280
LIBRARY	Listed gd II	District Central Library, No 254 Clifton Drive South, St. Anne's	18343
LYCH GATE	Listed gd II	Churchyard of Church of St. Anne's, St. Anne's Road East, St. Anne's	18352
OFFICE	Listed gd II	292-294 Clifton Drive South, Lytham St. Anne's	16333
PIER	Listed gd II	St. Anne's Pier, (South West side), South Promenade, St. Anne's	3643
SHELTER	Listed gd II	South Promenade, St. Anne's	18348
SHELTER	Listed gd II	South Promenade, St. Anne's	18349
SCHOOL	Listed gd II	Queen Mary School, Clifton Drive, Lytham	7941
SHELTER	Listed gd II	South Promenade, St. Anne's	18350
WAR MEMORIAL	Listed gd II	Ashton gardens, St. Anne's	18342





St. Anne's on Sea Town Council  
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