

# ST ANNE'S-ON-THE-SEA TOWN CENTRE STRATEGY & MASTERPLAN

## What is this consultation about?

Fylde Council has appointed a team of consultants to explore the potential regeneration and sustainable development of St Anne's. The town centre strategy and masterplan will be used by the Council as a framework for future investment and interventions in St Anne's Town Centre. BDP are leading the team of consultants which includes planning, transport, retail, property, and visitor economy experts.

Following a primary stage of evidence gathering and consultations with key stakeholders, we have identified some initial ideas that have the potential to provide positive change for the wider community and the economy and tourism sectors.

We need your feedback to ensure that the masterplan reflects the views of those who live, work, and visit the area, and that the proposals are the right ones to enable the long-term prosperity of St Anne's.

## We want you to give us your feedback!

You can find information about our initial ideas in this exhibition. Please provide your comments via our online questionnaire by 25 March 2022. Once all the feedback has been considered a final town centre strategy and masterplan will be developed for completion by Summer 2022.

Please scan the QR code or visit us at: <https://new.fylde.gov.uk/stannesregen/> to find out more information and comment via our online questionnaire.

SCAN ME FOR



MORE INFO!

## OPPORTUNITY AREAS

### 1. Station Gateway

Improving the sense of arrival by train and car to this area of the town centre.

### 2. The Square

Enhancing the main focal point of the town centre.

### 3. Pier Link

Creating a stronger link between the pier and town centre.

### 4. The Pier

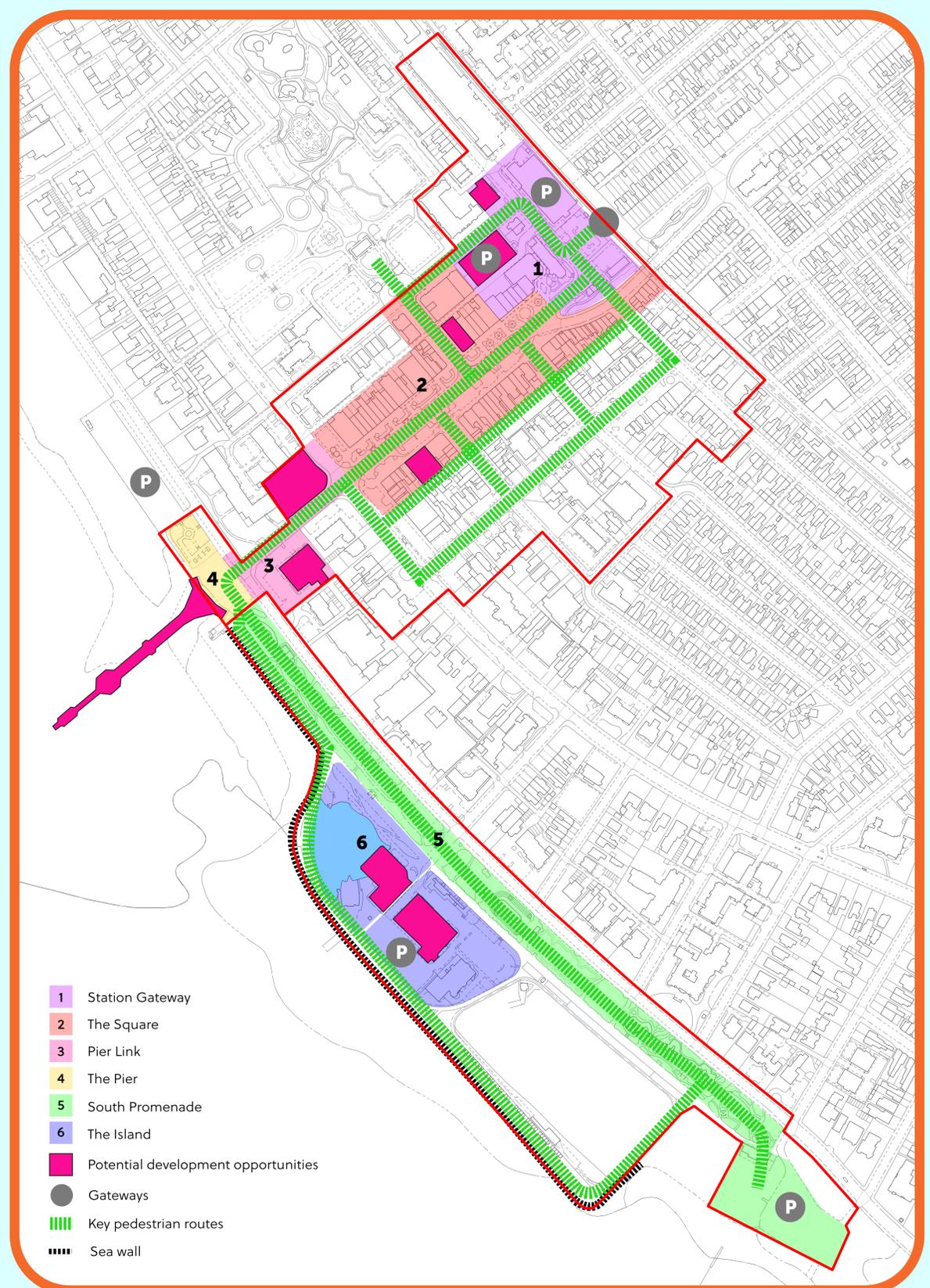
Improving this key asset and forming a new events space.

### 5. South Promenade

Enhancing the Promenade Gardens and creating a new anchor to the southern end of the promenade.

### 6. The Island

Creating an enhanced destination with improved leisure facilities.



**BDP.**

**Fylde  
Council**



# STATION GATEWAY INTERVENTION AREA ONE

## Introduction

The area around the station, including the St George's car park, is a key gateway to St Anne's. A business case has been submitted that seeks to increase the frequency of rail services, which would help to make rail more attractive when compared to car travel, but the station feels disconnected from the rest of the Town Centre. Two ideas are presented here to enhance the station and the wider connectivity of this area.

## Project Aims

- To promote sustainable travel and the use of the station.
- To improve the sense of arrival and feel of St Anne's town centre.
- To enhance the pedestrian environment and community safety.
- To encourage use of the existing multi-storey car park and reduce the pressure to park on local streets.

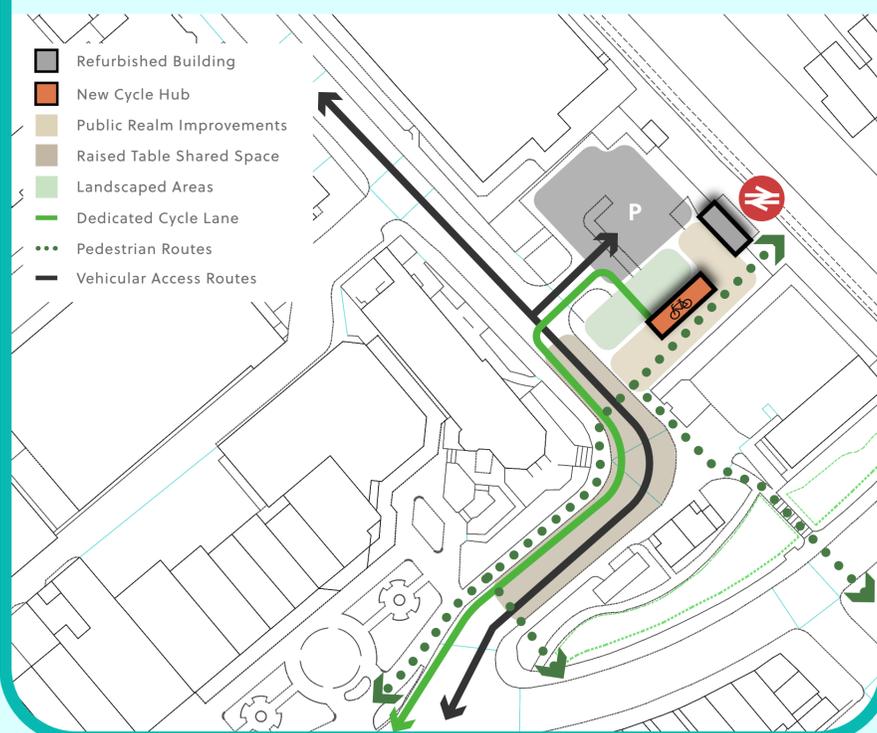
## ST ANNE'S-ON-THE-SEA STATION

This project focuses on enhancing the train station and improving pedestrian and cycling links to the town centre.

Increasing the frequency of train services on the South Fylde line to two trains per hour can be achieved with the construction of a second platform at St Anne's-on-the-Sea station and a passing loop. The station could also benefit from improved facilities such as seating and toilets.

A new cycle hub is proposed that could include secure cycle parking, lockers and cycle hire facilities. It would also connect to the town centre with new cycle routes.

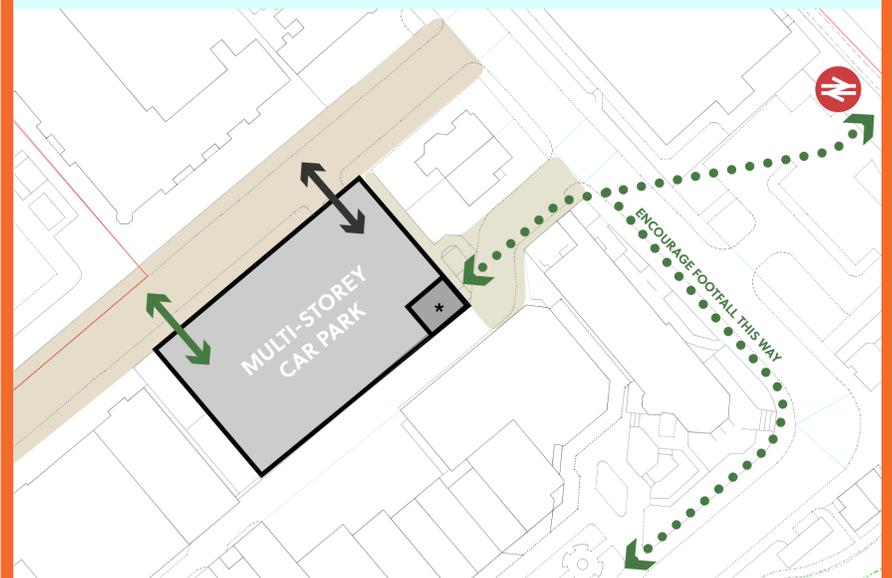
It is also proposed to enhanced pedestrian connections and lines of sight to the town centre with wider pedestrian footpaths, new pedestrian crossings and wayfinding signage on St Andrew's Road North and St Anne's Road West.



## ST GEORGE'S CAR PARK

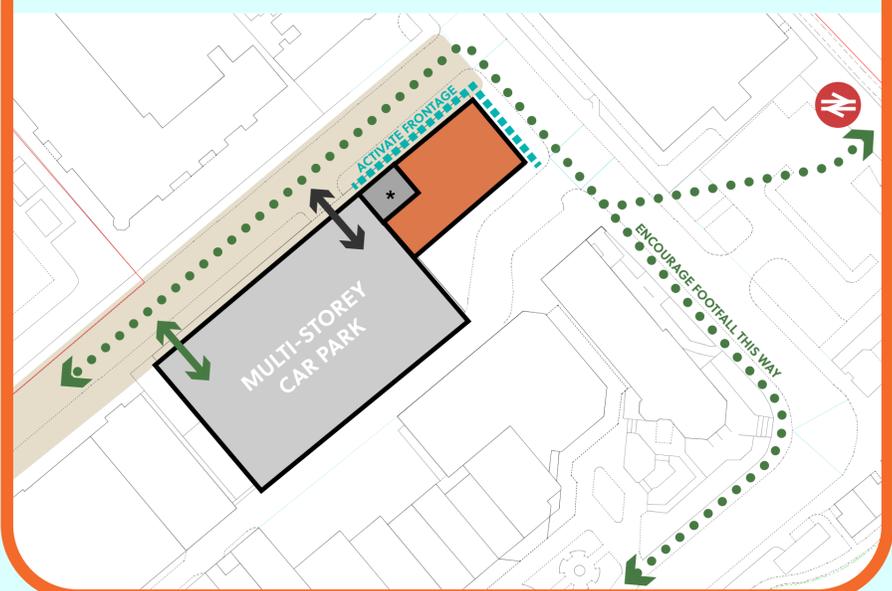
### OPTION ONE

This project proposes enhancing pedestrian circulation within the car park and create a new pedestrian entrance with improved public realm on St George's Road and St Andrew's Road North.



### OPTION TWO

This option involves the extension of the car park with a new structure in place of the existing buildings at 72 St George's Road. This would contain commercial accommodation on the ground floor.



# THE SQUARE INTERVENTION AREA TWO

## Introduction

The Square is the main focal point of the town centre, so the character of this space is important to the overall impression of St Anne's Town Centre. In recent decades the phased upgrade of the public realm and the renovation of buildings and shop fronts that surround the square has enhanced the attractiveness of this key space but there is scope to redesign elements of the square. Ideas presented here focus on creating more flexible space for events, improved pedestrian links and a dedicated cycle route.

## Project Aims

- To enhance pedestrian and cycle environment and promote sustainable travel.
- To create more opportunities for generating economic activity and footfall, including events.
- To improve the look and feel of the town centre.
- To enhance the character of the conservation area.
- To bring empty buildings back into use.

## TOWN SQUARE PUBLIC REALM

The two diagrams illustrate some initial ideas for the square. These include:

- Stripping out some of the existing landscaping and features (e.g. amphitheatre) to create flexible events spaces.
- Introducing a 'fast' walking lane on the north side of St Anne's Road West and a segregated two way cycle route from the station to seafront.
- Providing additional pedestrian crossings.
- Relocating the bus stops closer to the station.

In addition to this, other ideas to enhance this part of the town centre include:

- Improving pedestrian signage.
- Providing shelter options such as canopy structures.
- Architectural lighting of building facades.
- Upgrading Back St Anne's Road West.
- Replacing modern shop fronts and refurbishing building frontages to reinstate lost historic architectural character.
- Bringing back empty floorspace (including upper floors) back into use.

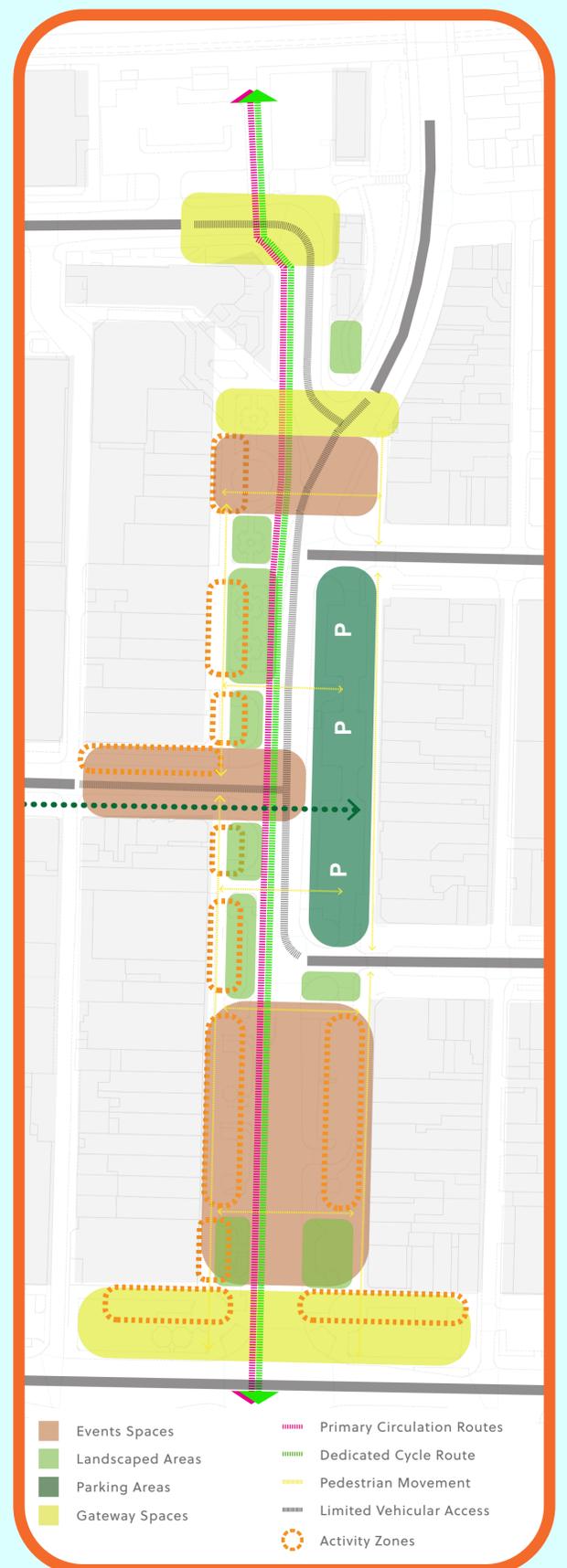
Consideration was given to the full pedestrianisation of The Square as a result of the full or partial closure of St. Anne's Road West. This would, however, require the diversion of traffic from a key route through the town centre that provides access to valuable short stay car parking and for buses that link St. Anne's with local areas and beyond. It would also result in additional traffic diverting onto neighbouring streets, with the added need for these streets to be made one-way only in order to cater for the additional traffic.

The same disbenefits would not be so severe were The Square to be closed on a temporary basis for special events, assuming the impacts would be for a short period of time and attract large numbers of visitors to St. Anne's. Careful consideration would still be required to provide sufficient temporary signage and to re-route buses around The Square.

## MOVEMENT STRATEGY



## LANDSCAPE STRATEGY



# PIER LINK

## INTERVENTION AREA THREE

### Introduction

The beach and associated promenade is a key visitor destination but poor links between the beach and town centre don't encourage opportunities for linked visits. This undermines the potential to increase footfall and associated visitor spend in the town centre. Ideas presented here focus on improving the link between the Promenade and Clifton Drive and two key sites that address that link - the Lord Derby and Town Hall.

### Project Aims

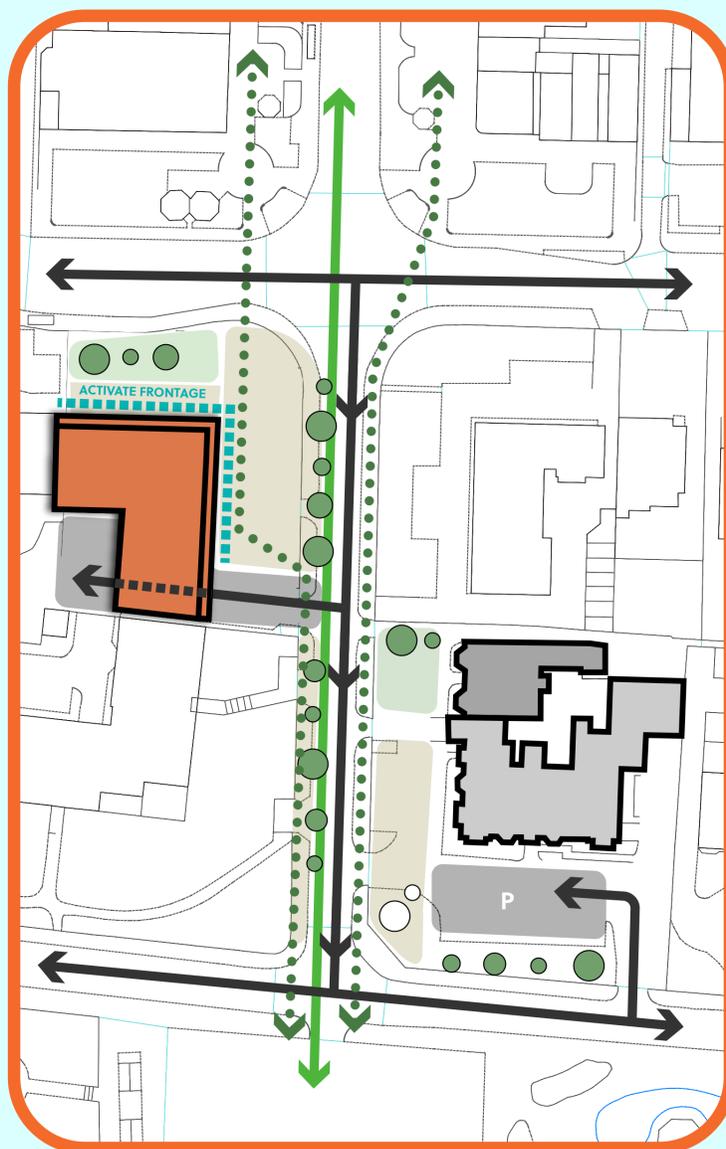
- To enhance pedestrian connectivity between the seafront and town centre, creating more opportunities to increase town centre footfall and economic activity.
- To enhance pedestrian and cycle environment and promote sustainable travel.
- To improve the look and feel of St Anne's.
- To create an enhanced visitor experience.

### LORD DERBY

The current public house could be replaced with a new building that better reflects the character and scale of the area. A commercial leisure use to the ground floor with active frontages would animate this important corner and spill out into the adjacent public realm whilst the upper floor could be a hotel or residential.

### PIER LINK PUBLIC REALM

An extension of the town square public realm improvements between Clifton Drive and the Promenade is proposed. This would include new surfacing, lighting, signage and landscaping. It is proposed to create more space for pedestrians and cyclists by restricting vehicles to one-way (west). Linkages would further be enhanced with new 'super-crossings' on Clifton Drive and the Promenade.



- Retained Building
- Refurbished Building
- New Building
- Trees
- Public Realm Improvements
- Parking Provision
- Landscaped Areas
- ⋯ Pedestrian & Cycle Routes
- Vehicular Access Routes
- Dedicated Cycle Route

### TOWN HALL

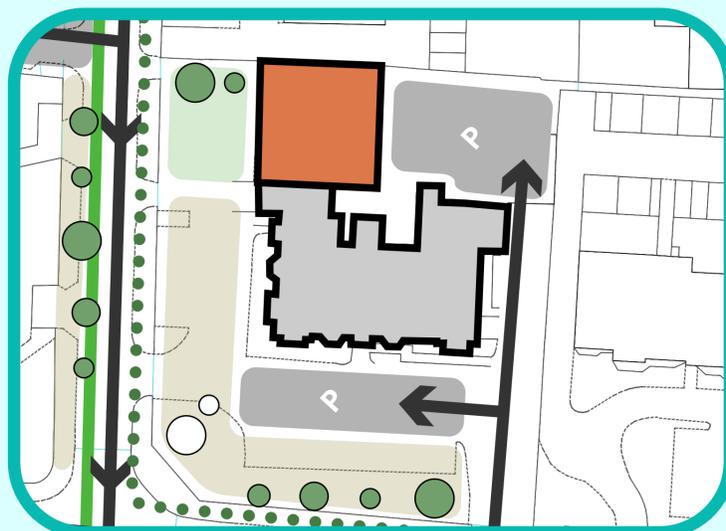
#### OPTION ONE

Car parking could be reduced in this prime spot, allowing room for a new civic space in front of the town hall on St Anne's Road West.

Given changes in working habits there may also be scope to better utilise the Town Hall. If all functions could be relocated into the main building the annexe could be utilised for other uses such as hospitality or commercial offices.

#### OPTION TWO

As in option 1, should it be possible to vacate the annexe, it could potentially be redeveloped for other activities such as commercial or residential.



# THE PIER

## INTERVENTION AREA FOUR

### Introduction

The Pier is of historical and communal significance to St Anne's but it could offer a much better experience than it does today. The Pier itself is diminished from its former glory and the space in front of the pier is dominated by cars rather than being an active pedestrian space. The ideas on this board consider how the pier and the space in front of it could be improved.

### Project Aims

- To enhance the setting and appearance of a key listed building.
- To create an enhanced visitor experience.
- To create a high quality space for events.
- To enhance the pedestrian environment and improve connectivity between seafront and town centre.

### PIER APPROACH

This project proposes a new events space in front of the pier to replace the existing car park. It could feature hard and soft landscaping, street furniture and lighting and would also need to incorporate the necessary infrastructure to host events (e.g. power, water). A new building on the northern elevation of the square (on the site of the southern wind shelter) is proposed. This would provide an active ground floor use / business opportunity such as a café. There is also scope to consider relocating the Les Dawson statue to the new square and expanding the North Promenade car park on to the current area of the gardens (effectively creating a land swap with the existing pier car park).

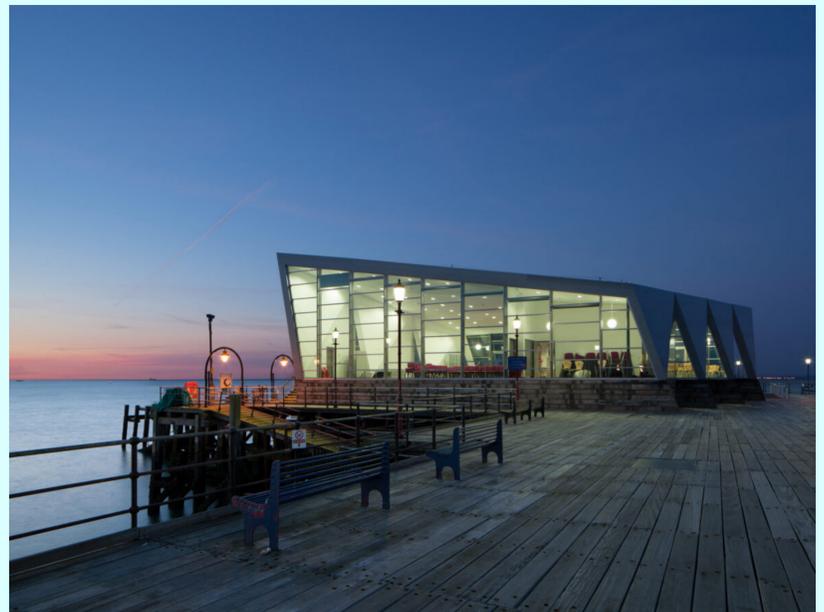


Bournemouth Pier Approach - an example of how the space in front of St Anne's pier could be re-imagined

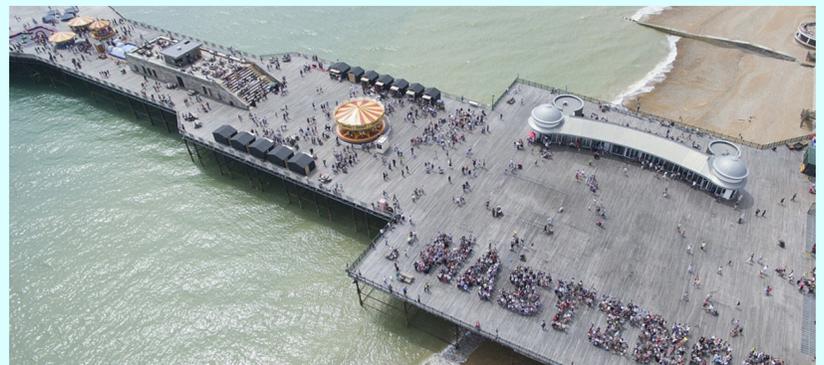
### THE PIER

Renovations to the pier could include:

- Enhancement of the land side building and signage to improve its architectural appearance.
- Upgrades to the pier structure to ensure its longevity.
- Re-purposing of pier itself to incorporate new and enhanced attractions potentially including opening up the pier, extending the pier or adding new structures to offer new and enhanced indoor and outdoor space for food and drink, events and visitor / leisure attractions.



Salt Cafe Southend Pier - an example of a new addition to the pier



Hastings Pier - an example of how a pier can become a major public space



# SOUTH PROMENADE INTERVENTION AREA FIVE

## Introduction

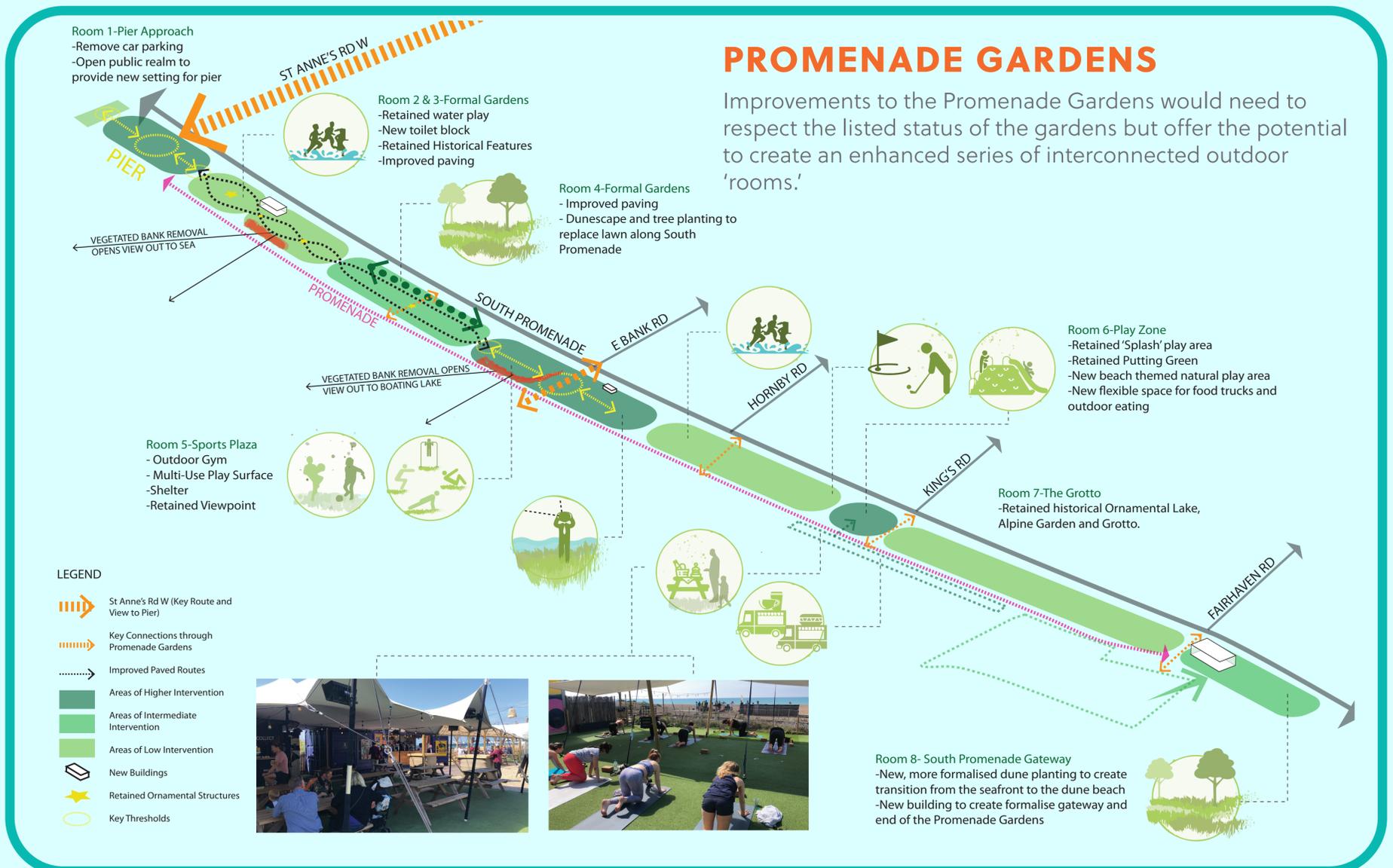
The Promenade Gardens are a significant heritage and environmental asset. The gardens provide seafront shelters, ornamental features, water fountains and display bedding. Unlike the Green Flag Ashton Gardens, however, some aspects of the gardens are looking tired and in need of investment. The ideas presented on this board consider opportunities to improve the gardens and create a new gateway building at South Promenade car park.

## Project Aims

- To enhance pedestrian and cycle connectivity between the Island and Town Centre and promote sustainable travel.
- To improve the look and feel of St Anne's and the character of the listed gardens.
- To improve a key gateway to St Anne's with an enhanced visitor experience.

## PROMENADE GARDENS

Improvements to the Promenade Gardens would need to respect the listed status of the gardens but offer the potential to create an enhanced series of interconnected outdoor 'rooms.'



## SOUTH PROMENADE GATEWAY

This project comprises the creation of a new anchor attraction for the Promenade Gardens. The proposal could include:

- Development of a new building that could incorporate a visitor attraction, café, toilets etc.
- Setting of the building in natural dunescape planting, extending the Promenade Gardens.
- Relocation of the vehicular access / egress to the car park to the southern access point, freeing up the northern access point to become an enhanced pedestrian entrance.



Rye Visitor Centre - example of the type of building that could be built at the South Promenade car park



Lepe Country Park - example of the type of building that could be built at the South Promenade car park



# THE ISLAND INTERVENTION AREA SIX

## Introduction

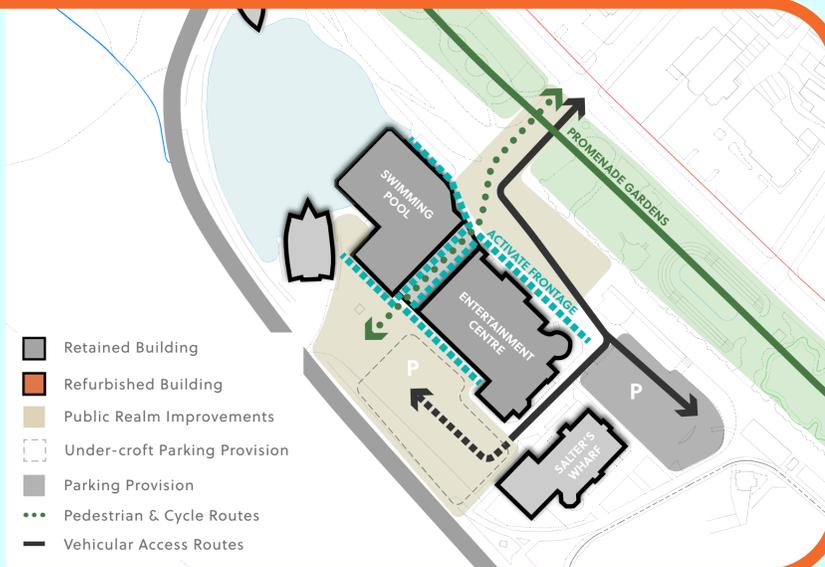
The Island site hosts a number of important attractions but the overall quality of this destination could be much better. Existing buildings are inward looking and fail to optimise sea and lake views, whilst the spaces between buildings are dominated by car parking. The new sea wall will change the character of this area and provides an opportunity to reconsider this area. Three options are presented below.

## Project Aims

- To improve the look and feel of St Anne's.
- To create more opportunities for generating economic activity and footfall.
- To create an enhanced visitor experience.

### Option 1

- Retain the existing swimming pool and Pleasure Island buildings and enhance their visual appearance.
- The two buildings could be connected via a covered arcade.
- Enhance the spaces around the buildings including a new decked area fronting on to the sea wall with car parking retained below.



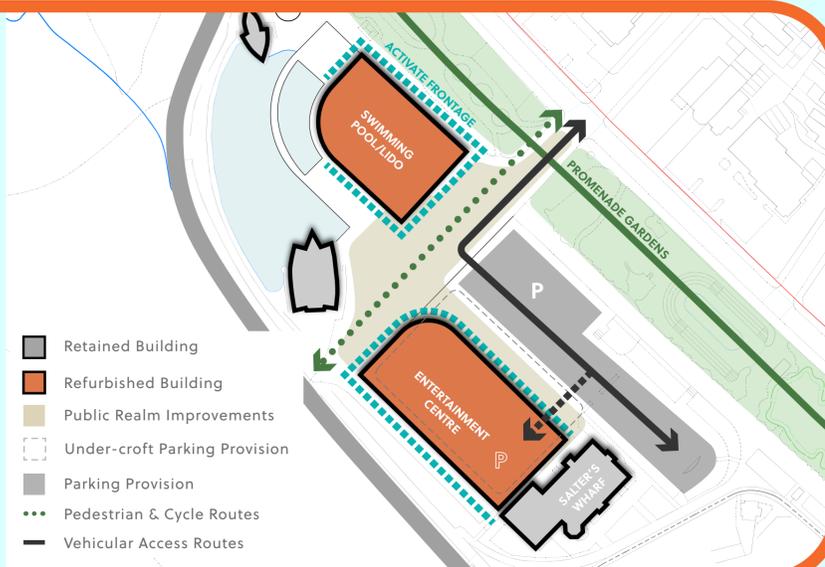
South Shields Promenade - example of how the promenade could be enhanced



Boxpark, Croydon - example of how the existing buildings could be enhanced with a new arcade between them

### Option 2

- Redevelop the existing swimming pool and Pleasure Island buildings.
- A new water park complex is proposed on the site of the existing pool including a decked area and open air pool (lido) within the boating lake.
- A new entertainment complex that could house a cinema and other leisure attractions replaces Pleasure Island and is positioned alongside the new sea wall.



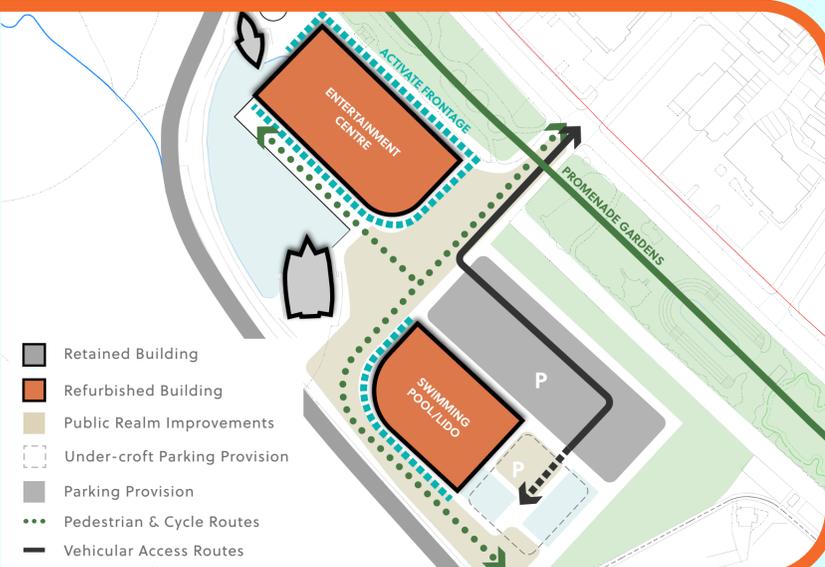
Elwick Place, Ashford - example of modern cinema and public space



Vestre Fjordpark, Denmark - example of an outdoor pool / lido

### Option 3

- Redevelop the existing swimming pool, Pleasure Island and Salter's Wharf pub.
- A new entertainment complex that could house a cinema and other leisure attractions is proposed on the site of the existing pool and includes a waterfront deck.
- A new water park complex including outdoor pools replaces Pleasure Island and is positioned alongside the new sea wall.



Slough Leisure Centre - example of a modern leisure centre.



Carolus Thermen, Germany - example of water park and spa complex

