

137 Preston New Road, BlackpoolConsideration of how asset meets selection criteria

Age:

Many early 20th century buildings that are situated in large plots on a main route location - such as this - in Marton have been replaced. This house has survived in its plot and stands as a reminder of the history of the area.

Architectural interest:

The distinctive design with horizontal bias and unusual design features makes it highly distinctive as a stand-alone house, and even more so within the context of less distinctive houses of similar style along Preston New Road. The distinctive style suggests that it was designed to be prestigious house for the newly married son of a successful and long-established ironmonger's business in the rapidly expanding town.

Historic interest:

The reasons for the father having a house built in the town for the son is not known and the assumed intention of growth of the business once the son was married and housed is not known, so there is no correlation to be made between a large and fashionable house that would have been expensive to build and the impact of the well-known business in the town.

The early 20th century saw many advances and innovations in industry and domestic living that would have held up a well-known ironmongers business as being high status; it is reasonable to assume that it was a normal display of prestige in town society that a successful business owner had a prestigious house built for his son and new daughter in law.

Setting:

The conspicuous position on a corner plot contributes to its landmark interest.

Comment on appeal

If the house was being considered for national listing as a 1906-09 Arts and Crafts style house it would matter if the house was originally built as it is now. The question for today is does it meet the criteria for local listing.

The house is aesthetically pleasing, it also has special local interest. The architectural interest analysis indeed raises more questions than answers, nevertheless, how much the appearance has changed over the years is interesting but, ultimately, is not relevant to whether it meets the criteria for local listing or not.

Conclusions

The commentary in the appeal document regarding the Arts and Crafts design influences, the likely building extensions, and the analysis of historical development contributes evidence that strengthens the argument for adding the house to the local list.

The house has age interest, architectural interest, and social/historic interest which rates as special in the context of Marton and Blackpool.

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10/3/2023