

SOUTH SHORE AREA OF SPECIAL LOCAL CHARACTER

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Blackpool Council



Contents

Introduction	3
Policy context	3
South Shore Area of Special Local Character	3
Summary of significance	4
Historical development of South Shore	6
Bond Street	6
Waterloo Road	10
Historic and current uses	13
Materials and construction	15
Archaeological potential	16
Development management	16
Design codes	17
Designated and undesignated heritage assets	17

SOUTH SHORE AREA OF SPECIAL LOCAL CHARACTER

Introduction

Historic England describes Areas of Special Local Character as historically important areas that fail to meet the criteria for Conservation Area designation. The main difference between Conservation Areas and Areas of Special Local Character is that planning permission is necessary for partial or total demolition in Conservation Areas. Permitted development rights in Areas of Special Local Character are not affected, unless article 4 directions are made for individual locally listed buildings. However, an area's special interest will be a material consideration when planning applications which would result in the total or partial demolition, or major alteration, of any building within the area are being determined. Areas of Special Local Character are therefore area-based non-designated heritage assets, which will be adopted onto the Council's List of Buildings of Local Architectural and/or Historic Interest.

Following approval by the Planning Committee in September 2022, a public consultation inviting feedback on the proposal to create a South Shore Area of Special Local Character was carried out from 9 February - 23 March 2023. Information was made available on the Council website, and site notices advertising the consultation were fixed on Waterloo Road and Bond Street. Printed copies of the Area Assessment were deposited in the Blackpool Enterprise Centre, as well as Bickerstaffe House. No objections were received.

Policy context

The National Planning Policy Framework (NPPF) 2021 states that heritage assets range from sites and buildings of local historic value to those of the highest significance, such as World Heritage Sites which are internationally recognised to be of Outstanding Universal Value. These assets are an irreplaceable resource, and should be conserved in a manner appropriate to their significance, so that they can be enjoyed for their contribution to the quality of life of existing and future generations.

The NPPF also states that the effect of a planning application on the significance of a non-designated heritage asset should be taken into account in determining the application. In weighing applications that directly or indirectly affect non-designated heritage assets, a balanced judgement will be required having regard to the scale of any harm or loss and the significance of the heritage asset.

Policy CS8 of the Blackpool Local Plan Part 1: Core Strategy (2012 – 2027) states that proposals will be supported that retain, re-use or convert, whilst conserving and enhancing the significance of, designated and non-designated heritage assets and their setting.

Planning applications will also be assessed against policy DM28 (non-designated heritage assets) of the Blackpool Local Plan Part 2: Site Allocations and Development Management Policies.

South Shore Area of Special Local Character

Bond Street and Waterloo Road are the main historic shopping streets serving the South Shore area. Commercial pressures and poor development management in the past have resulted in the loss of historic shop fronts and architectural features. More recently the economic decline of the area has resulted in high vacancy levels and disrepair.

Nevertheless, there is a significant cluster of locally listed buildings along these streets, plus the grade II listed Holy Trinity Church which, together with some interesting original architectural features on the

SOUTH SHORE AREA OF SPECIAL LOCAL CHARACTER

upper floors of other buildings, merits the 'local listing' of Waterloo Road and Bond Street as an Area of Special Local Character. Such a designation would assist the decision-making process when applications are received which would affect the setting of listed and locally listed buildings, or where proposals would result in further erosion of historic character.



Grade II Holy Trinity Church, Dean Street/Bond Street

Summary of Significance

Bond Street and Waterloo Road developed as the main retail and commercial area of South Shore. Today these streets retain their retail character and are busy thoroughfares which include several locally listed buildings and the grade II listed Holy Trinity Church.

SOUTH SHORE AREA OF SPECIAL LOCAL CHARACTER



Stone cladding and gabled dormers on Waterloo Road

SOUTH SHORE AREA OF SPECIAL LOCAL CHARACTER

Historical development of South Shore

Early mapping of South Shore shows that there were few buildings in the area until the mid-1800s. In the early 19th century the area today known as South Shore or South Beach was known as New Blackpool, and was formed as a separate community and a rival resort to Blackpool. The first house was reputedly built by Mr Thomas Moore in 1819, and the community grew to a definable settlement by 1838 although it only contained about fifty properties. The 1838 Tithe map shows that South Shore was a distinguishable community with buildings mainly located on a square of streets behind the seafront, between Bolton Street and Britannia Place.

Between 1845 and 1850 land at South Shore had become highly desirable. Lytham Road (then Broad Lane) and Waterloo Road formed the principal routes through South Shore, with Church Street (later renamed Bond Street) running parallel to the seafront; this was no more than a track at its south end where it led to the church.

The OS map of 1893 shows that South Shore had by then merged with Blackpool to form the southern tip of the urban area. The mapping shows a densely built-up area around Church Street (Bond Street), which developed as the area's principal shopping district. To the south of Dean Street the houses were larger and less densely developed, their middle class aspirations expressed by streets named after Queen Victoria's holiday homes (Osborne and Balmoral). New streets to the south of Station Road are clearly shown, following field boundaries, and by the 1890s these streets were lined with rows of semi-detached, terraced and detached houses.

To the north of Dean Street, denser terraced streets were developed parallel to the seafront in a compact grid. The larger seafront villas and hotels had large gardens fronting the promenade. Proximity to the sea was the attraction; larger properties are shown on the 1890s OS map closest to the sea, compared with inland, although streets south of Dean Street were lined with substantial houses built for the middle classes. Alongside affluent retired people, these houses were mostly occupied by commuters and commercial travellers who had easy access to the rail network from South Shore station. There were also a few respectable lodging houses for summer visitors drawn by the Pleasure Beach, developed on rough pasture to the south of Balmoral Road in the 1890s. The district was also served by the promenade tramway from 1885 and the tram along Lytham Road.

By 1911 most of the gap sites to the south of Waterloo Road had been filled with terraces and semi-detached houses, and a large hotel facing the station (the Grand, now demolished) had been built in the late 19th century on Lytham Road. The streets to the north of Waterloo Road were also completed, with higher density terraced housing, shown from the 1912 OS map. 1930s OS mapping shows little change in the area, although the Pleasure Beach, the South Promenade and Pier had been developed during the interwar period.

Bond Street

An important commercial street in the South Shore area, running north-south between Waterloo Road in the north and south to the railway station by the Pleasure Beach. The stretch covered by the Area of Special Local Character runs from Waterloo Road to Station Road. The street was historically known as Church Street due to the presence of the grade II Holy Trinity Church, the earliest church built in South Shore. The street's higher status in the street hierarchy is expressed in its width, and in the height and quality of the buildings.

SOUTH SHORE AREA OF SPECIAL LOCAL CHARACTER



16 – 22 Bond Street



61 – 69 Bond Street

SOUTH SHORE AREA OF SPECIAL LOCAL CHARACTER

The building line follows the back of the footway in most cases, creating a dense street scene. Properties have narrow frontages and a vertical emphasis. The grain of the area is tight with an absence of open space. The buildings are generally of three or more storeys, with a varied, lively roof line of gabled or parapet roofs.



Locally listed 29 – 31 Bond Street

Corner properties tend to be given more architectural prominence with corner features and more elaborate entrances. The buildings are a mix of brick and stone construction with red brick used for earlier buildings. Some are painted or rendered, and roofs are largely Welsh slate, with some clay and concrete tile. Almost all buildings have uPVC windows, although some timber sashes or leaded casements survive on upper floors. Upper floors generally retain historic character and features. Historic shop fronts are absent, with late 20th century signage and fascias dominating street frontages.

SOUTH SHORE AREA OF SPECIAL LOCAL CHARACTER



Locally listed former bank, 46 Bond Street

Building uses have changed as the economic status of the street has declined, for example at least three former banks have been converted into pubs or shops.

Overall the street has positive character. Locally listed buildings include former banks and large shops including a former District Bank at No.29 and the RBS at No.87. The former Woolworth's store on the corner with Waterloo Road has now fallen into dilapidation.

SOUTH SHORE AREA OF SPECIAL LOCAL CHARACTER



Former Woolworth's store

Waterloo Road

The stretch covered by the Area of Special Local Character runs from the Promenade to Lytham Road including the locally listed Royal Oak Hotel and former Palladium cinema, and 1 – 4 Royal Oak Buildings opposite.



Locally listed Royal Oak and Palladium buildings

SOUTH SHORE AREA OF SPECIAL LOCAL CHARACTER



Locally listed Talbot Court, Waterloo Road/Promenade



Locally listed Dutton Arms, Waterloo Road/Promenade

SOUTH SHORE AREA OF SPECIAL LOCAL CHARACTER

The street was one of the first east-west streets in South Shore to be laid out, and is shown on the 1838 Tithe map. By the late 19th century it rivalled Bond Street as a main commercial street in the area, with residential premises at the east end (beyond the Area of Special Local Character). By 1938 retailers such as Woolworths, Saxone and Boots were trading from the street, as well as independent confectioners and drapers. There was a cinema at No. 36, a bank and a post office. In the early 20th century a railway station opened at the bridge, to the east. The street is characterised by its relatively wide aspect, with buildings built up to the rear of wide footways, and the intersection of north-south side streets along its length.



35 Waterloo Road

The streetscape has a varied mix of buildings, with late 19th to early 20th century buildings. The locally listed former post office, and a range of 1970s shop units on the north side create variations in the roofline and scale. The former Victoria Market and post office are both prominent on the street and reflect each other in their vertical height, and the post office relates in scale to post-war 20th century buildings on the north-west side of the street. The scale throughout the rest of the street is generally of two-storey shops and commercial premises.

SOUTH SHORE AREA OF SPECIAL LOCAL CHARACTER



Locally listed former post office

Most of the commercial properties have modern fascias and shop fronts to the ground floor, with the upper floors being converted into residential flats. However, there are several positive value buildings including no. 35, formerly a car showroom, with a striking white faience façade. The 1930s former Talbot Market by renowned local architect Halstead Best on an island site to the west of Bolton Street is also of interest, and retains its original fenestration pattern of large shop windows.

Locally listed buildings include the Bull Inn, the former Post Office, former Woolworth's store on the corner of Bond Street, and the former bank at 44 Waterloo Road.

Historic and current uses

The 1901 Barrett Directory shows that Bond Street was an important retail street, with everything from shoemakers and stationers to grocers and banks. Waterloo Road was primarily commercial with a cinema and post office at its centre. Much of the commercial property remains in retail use, and the shopping streets remain lively, although uses have changed as the economic status of the street has declined, for example at least three former banks on Bond Street have been converted to pubs or shops.

SOUTH SHORE AREA OF SPECIAL LOCAL CHARACTER



Former Talbot Market



Locally listed Bull Inn

SOUTH SHORE AREA OF SPECIAL LOCAL CHARACTER



Locally listed former bank

Materials and construction

The majority of buildings within South Shore are of red brick construction. Brickmaking became an important industry during Blackpool's expansion, using local clay from pits shown on late 19th century maps. By 1891 there were four brickworks in the town, but these were demolished by 1910 to make way for housing development. The brick is red and smooth-faced. Moulded brick details are used on large commercial buildings such as the former Woolworth's on Bond Street where a simple classical-style frieze is used at the entablature. The Edwardian stepped gables of 16-22 Bond Street, a former bank, are a strong townscape feature in bright red brick and moulded terracotta.

Some public buildings, particularly former banks, are faced in ashlar or pitch-faced yellow sandstone. Grade II listed Holy Trinity Church is constructed of coursed, pitch-faced yellow sandstone with red sandstone dressings. A locally listed former club on the corner of Bond Street and Station Road, dating from the 1920s, is faced in pitch-faced yellow sandstone and has a wealth of ashlar pilasters, cornices, keystone, colonettes, hoodmoulds and carved details.

The Last Orders Inn, a locally listed former bank on the corner of Bond Street and Rawcliffe Street has a rusticated ground floor of sandstone ashlar, brick to the upper floors, with sandstone 'Gibbs' surrounds to the windows and sandstone details.

No. 35 Waterloo Road is a good early 20th century example of the use of faience.

SOUTH SHORE AREA OF SPECIAL LOCAL CHARACTER



Locally listed former club, now apartments

Archaeological potential

Historic maps suggest that the area was in cultivation on drained moss fields prior to early 19th century development, and no earlier settlement has been recorded. The archaeological potential for the South Shore area is therefore considered to be low. However, there are a few sites in this area where relatively modern buildings have been built on the site of historic buildings, for example the site of an historic inn on the corner of Waterloo Road and Lytham Road. Any development which involves below ground works, including demolition, should include a watching brief for buildings which are known to stand on earlier sites.

Development management

Since the South Beach Historic Townscape Characterisation exercise was undertaken in 2008 there has been significant deterioration in the fabric of Waterloo Road, and particularly Bond Street. Not only has this affected the appearance of the historic shopping street generally, it has had a damaging impact on the setting of the grade II listed Holy Trinity Church on the corner of Bond Street and Dean Street, as well as on locally listed buildings on the road.

Although the loss of architectural features and historic shop fronts has diminished the historic character of the streets, they nonetheless contain several high quality buildings and many others retain historic features at first floor level and above. 'Local listing' as an Area of Special Local Character means that its special character will be a material consideration when development management decisions are being made.

SOUTH SHORE AREA OF SPECIAL LOCAL CHARACTER

Planning applications for works to buildings in the Area of Special Local Character will be supported for developments which preserve or enhance historic character. In particular, applications for total or partial demolition of any building in the area will take account of the impact of its removal, and the design of its replacement.

Design codes

On 20 July 2021, the Ministry of Housing, Communities & Local Government introduced the Building Beautiful Places plan, a programme incorporating a range of measures including an update of the National Planning Policy Framework (NPPF) and the introduction of the National Model Design Code (NMDC). The NPPF was amended to urge all councils to develop local design codes.

Now that Bond Street falls outside the South Shore District Centre and that, subject to the Prior Approval process, residential conversion from retail could be permitted development (subject to conditions and restrictions), it is suggested that a Design Code for the Bond Street and Waterloo Road Area of Special Local Character should be developed in consultation with the local community. This would set out the design expectations for new development in the area which respects the local historic character and ensuring that proposals such as new buildings, shopfronts or external alterations associated with residential conversions, are consistent and sympathetic to the area's historic character and appear cohesive in the streetscene. The Design Code would set out detailed parameters for development in the area and could, for example, contain a list of suitable materials for different types of development, include an illustrated design guide and architectural detail requirements in conversions, such as the inclusion of bay windows and/or stone dressings or require traditional shopfronts etc.

Designated and undesignated heritage assets

Holy Trinity, Bond Street/Dean Street (grade II)
Holy Trinity School, Dean Street (adjacent to church)
Harte's Store, 7 – 11 Bond Street
Former bank, 29 – 31 Bond Street
Former bank, 46 Bond Street
Former assembly rooms, 98 – 100 Bond Street/Station Road
Former villa and bank, 87 Bond Street/22 Dean Street
Dutton Arms, Waterloo Road/441 Promenade
Bull Inn, Waterloo Road
Talbot Court, 5 – 9 Waterloo Road/Promenade
Former Post Office, 20 – 32 Waterloo Road
Former bank, 44 Waterloo Road/St Bedes Avenue

SOUTH SHORE AREA OF SPECIAL LOCAL CHARACTER

Header 3

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