



LORD STREET AND THE PROMENADE CONSERVATION AREA MANAGEMENT PLAN



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1. INTRODUCTION

1.1 Background

The Management Plan covers two conservation areas, Lord Street and the Promenade, along with the Townscape Heritage project area given first round approval by the Heritage Lottery Fund in 2018. Lord Street Conservation Area was designated in 1973 and the Promenade Conservation Area was designated in 1990. Both encompass much of the principal civic, commercial and leisure areas of Southport Town Centre and its origins as a seaside resort. Together, the two adjacent conservation areas create the historic heart of the town and share a boundary approximately 1 kilometre in length.

These 2 conservation areas had separate Conservation Area Appraisals adopted in November 2017 which provide context to this Management Plan.

1.2 The purpose of a Management Plan (the Plan)

The Management Plan naturally follows on from the Conservation Area Appraisals and should be read in conjunction with these separate documents (these can be found on the Council's website). The Appraisals identify the essential elements of the conservation areas in order to provide a thorough understanding of their character. The Management Plan is the key tool for outlining the way in which the Council will seek to preserve and enhance the conservation areas and how it will monitor this.

Good management and maintenance is crucial to the long-term care of heritage sites, this means having the right skills and procedures in place to ensure that they are looked after in an appropriate manner. Poor management and maintenance puts heritage at risk, and can lead to higher repair, restoration and refurbishment costs in the future.

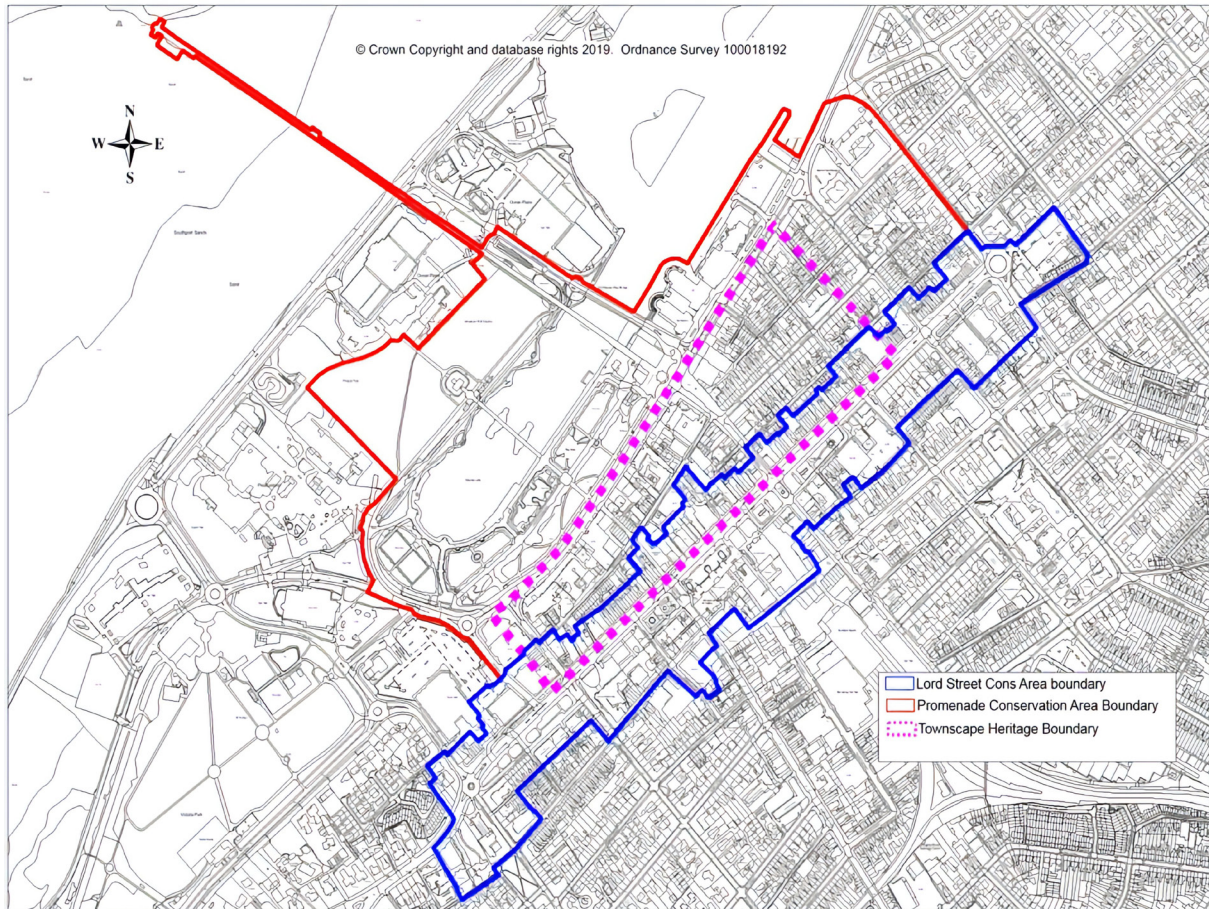
Together, the conservation areas encompass the majority of Southport Town Centre. Southport's historic buildings and gardens give the town centre its distinctiveness and attractiveness, contributing to its sense of place. The way the conservation areas are managed therefore is critical to the health of the town centre as a whole.

The purpose of the Management Plan is to make sure the Southport Townscape Heritage (TH) Project achieves its key aims and maintains its objectives by setting out specific management issues that need to be addressed in the TH area during the life of the project and beyond.

It is important to maintain the heritage benefits of regeneration schemes which have been undertaken to secure and enhance the heritage value of Southport's townscape. The Management Plan will identify the steps that will be taken using planning powers to ensure that these benefits, and the benefits from future investments, do not disappear.

The key aims of the TH project are to:

- Sustain and enhance the distinctiveness of the historic town centre by conserving its historic buildings and features.
- Encourage increased levels of economic and cultural activity within the target area and reduce the number of vacant, underused and poorly maintained properties.
- Enhance the quality and strength of the linkages between the town centre and the seafront.



1.3 Scope and status of the Management Plan

The Management Plan will set out a strategic framework for management actions in order to help co-ordinate the activities of all involved, be that public or private bodies. The Plan works hand in hand with the Local Plan for the area which sets out planning policies to guide development. The successful implementation of the Management Plan and achievement of its objectives will depend to a large extent upon participation and partnership from both the public and the Council itself particularly its respective departments that operate in this area.

The Plan is intended to be in place for the next 15 years and adopted as a formal document by the Council through the appropriate committee process and used as a background planning document in order to support planning decisions as well as a tool for the management and maintenance of the area. It will also continue to inform and respond to other policies and management proposals relating specifically to this area.

Geographically, the Plan will cover the entirety of the Lord Street and Promenade Conservation Areas respectively but will specifically address the Townscape Heritage project boundary itself where if funding is approved the National Lottery Heritage Fund investment will be delivered through the Townscape Heritage scheme from June 2019 up until 2024.



1.4 Townscape Heritage Project

The Townscape Heritage project was given first round approval in June 2018 by the Heritage Lottery Fund and the Council is hoping for a second-round approval in September 2019. If successful, this will allow for the 5 year delivery of the project. The project aims to make a lasting difference for heritage, people and communities including securing the removal of both The Promenade and Lord Street Conservation Areas from the Heritage at Risk register. This will be achieved by repairing and reinstating historic features and bringing key vacant sites back into sustainable use.

Working with partners such as the Southport Business Improvement District and Southport Civic Society we will increase economic activity by strengthening the links between the town centre and seafront via the recently restored Kings Gardens

We will educate owners, tenants and contractors on how to maintain properties to a high standard and contribute towards the sustainability of the town centre by raising its heritage profile with local people and visitors alike.

We believe the project and our approach will increase economic activity in the historic town centre, boost tourism by improving the visitor experience and enhance the town's historic environment providing a significant townscape impact.

1.5 Policy and Regeneration Links

The aims of the Management Plan and its objectives are intrinsically linked to existing and proposed Planning Policy and Regeneration initiatives. These policy documents and frameworks should not be read in isolation but provide a complementary suite of documents to guide development and provide solutions to manage and improve the Town Centre.

National Policy and Guidance

The revised National Planning Policy Framework (NPPF) was published in February 2019 and sets out the government's planning policies and how these are expected to be applied through the planning process. It contains a large raft of policies which are relevant to Southport town centre and its conservation areas specifically that within Chapter 16 Conserving and Enhancing the Historic Environment.

Specific guidance on the NPPF is laid out in various formats particularly within the documents of Conserving and enhancing the historic environment and ensuring the vitality of town centres. Historic England have also produced a suite of documents that expand on and provide further advice on all different aspects of the historic environment.

Sefton Local Plan

The Local Plan was adopted in April 2017 and supplements National policy and guidance. The Local Plan sets out how new development will be managed in the period from 2015 to 2030 and encourages sustainable development and economic growth, as well as the protection of the historic environment through its specific policies. These policies support regeneration and economic growth in respect to the future of retail and leisure sectors and recognise that more residential accommodation can help sustain the town centre. This is specifically laid out in Chapter 7 Economic Development and Regeneration, Chapter 10 Design and Environmental Quality and Chapter 11 Natural and Heritage Assets.

Supplementary Planning Documents (SPD)

The aim of SPD's is to provide clear guidance on how the Council will apply Local Plan policies relating to a specific area or specific issues.

The documents will set out principles and standards that development should adhere to in order to safeguard good design and maintain the special character of the area. The documents will also provide guidance in relation to particularly sensitive areas designated for their historic or architectural quality. The specific Supplementary Planning Documents are emerging but will be adopted to support the aims and objectives of the Management Plan. These will include separate documents on:

- Shopfronts
- Design
- High Streets (to include pavement cafes, A Boards, trading on the street for example)

They will help to address negative factors highlighted within the Conservation Area Appraisals including issues and future management set out within this document.

Sefton 2030 vision

The Sefton 2030 vision was adopted in 2016 and sets out a vision for the future of the borough and to understand and focus on what is important for the borough and its communities. This will provide a foundation in order to stimulate growth, prosperity, set new expectation levels and to help focus on what is important for Sefton.

The Core Purpose relevant to the conservation areas and Townscape Heritage project include includes:

- Facilitate confident and resilient communities.
- Place-leadership and influencer.
- Drivers for change and reform.
- Facilitate sustainable economic prosperity.
- Generate income for social reinvestment.
- Cleaner and Greener.

The document outlines how the Council will contribute to achieving those ambitions and core purposes set out in the Vision 2030.



A clean, green and beautiful borough

In 2030, Sefton is internationally recognised for its outstanding natural beauty and commitment to sustainability.

We are a borough celebrated for its fantastic coast line and respected green spaces. Together, we work hard to preserve our assets, such as our marine lakes, woodlands, parks and canals and ensure that all future generations can enjoy them.

Through eco-friendly and green solutions, we have set the bar in sustainability. Everybody works together to keep Sefton clean and green, with a commitment to recycling, low pollution and better air quality.



On the move

In 2030, Sefton is easy to move around and well linked with the wider city region and beyond.

Night buses, better train links and affordability mean that public transport is safe and available to everyone. We can also enjoy the use of the many bicycle and walking friendly routes, meaning we can keep active.

Investment into the borough's public transport system and road networks have helped reduce congestion and have made it even easier for residents and visitors to reach homes, businesses and attractions.



Open for business

In 2030, Sefton is home to businesses of all sizes, from international organisations and small start-ups to social enterprises and community organisations.

We are a borough with a global outlook, exporting many of our services and goods via the port.

Sefton is also a leading coastal tourist destination, with businesses flourishing thanks to our strong visitor economy. While strong support for SME's and Start-ups, coupled with the creative use of commercial space, has resulted in vibrant high streets.

With strong public sector partnerships, an entrepreneurial culture and a strong work force, Sefton is the perfect home for any business and we are flourishing.



A borough for everyone

In 2030, Sefton is a borough that has everything we need to live, learn and age well.

From the moment we are born we are part of the community, with parent and baby groups & outstanding nurseries and schools. Quality apprenticeships, vocational training and university access mean we can follow our dream career path.

We live happy, healthy lives in Sefton. The borough is accessible for everyone and positive approaches are in place for those living with mental health issues and disabilities.

When it comes to enjoying our free time and living socially, there are clubs and groups for everyone.

Sefton 2030

A confident and connected borough

Sefton Council

Hugh Baird COLLEGE

Sefton CVS

National Progression Service

South Sefton Clinical Commissioning Group

Southport and Formby Clinical Commissioning Group

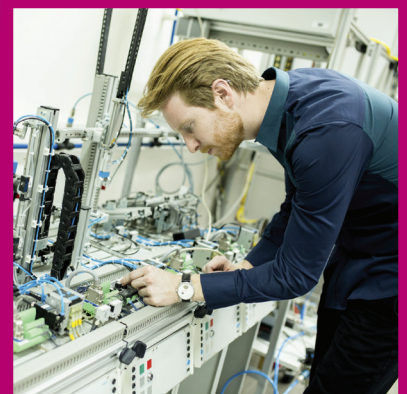
Altrincham University Hospital

FIRE & RESCUE SERVICE

Department for Work & Pensions

Sovini

POLICE



Ready for the future

In 2030, Sefton is at the forefront of technology and research.

Investment in technology means that the borough is covered by comprehensive free Wi-Fi and strong, fast connection speeds. By embracing change, we are ready to seize any opportunity and Sefton is now known across the world as a centre for advancement and research.

We are well connected to the rest of the world and we are always looking to the future. Sefton is a borough connected by people, supported by technology.



Together a stronger community

In 2030, Sefton residents look out for each other. We focus on our similarities and diversities but never on our differences, working together to live a fruitful life.

We are supportive communities, aided by a vibrant voluntary sector, where everyone has the opportunity to live an independent and proactive life. We know our neighbours and we help each other out in any way we can, from sparing a drop of milk to lending a caring ear.

Our communities are strong, knowledgeable and informed.



Living, working and having fun

In 2030, Sefton is the perfect place to enjoy your life.

With a variety of jobs and professions, Sefton has fantastic opportunities for everyone, from full time workers to part time workers. While a range of housing, including affordable and luxury, has made the borough one of the most desirable places to live in the country.

Our children and young people enjoy access to some fantastic schools, colleges and universities, meaning they can go on to fulfil their dreams and follow their chosen career paths.

We enjoy shopping on Sefton's vibrant high streets and being social at one of the many bars and restaurants, plus a wide variety of sports facilities, clubs and events help inspire residents to keep active and enjoy sport.

We are a borough that offers it all with many people moving to the area and students returning to lay down their roots following graduation.



Visit, explore and enjoy

In 2030, Sefton has something to offer residents and visitors of all ages.

We enjoy activities on our beaches and floral greenspaces, while the rush of adrenaline at Southport Air Show brings visitors from far and wide. Sefton is home to a number of great events and festivals, while international sporting events return year after year.

Known for its cultural scene, Sefton has something for everyone.

Southport Development Framework:

The Southport Development Framework was adopted in 2016 and seeks to enhance Southport's profile and contribution to economic growth in the region. It will look to attract new investment and work towards realising long term ambitions through a co-ordinated approach to town centre management, unlocking sites, enhancing key heritage assets, improving the public realm and improving accessibility.

The Framework links into the Sefton Local Plan, identifying specific development proposals along with support for the planning regeneration priorities for the area and will help guide the future of the Council's current property and land holdings in the town.

It is envisioned that investor confidence will also be enhanced through the development of a clear plan for Southport and working closely with developers, investors and other stakeholders will help to bring together both private and public sector resources to improve the overall economic health and vitality of the town.

Effectively the Framework acts as a roadmap for developing a more detailed set of proposals to enable change in Southport Town Centre, building on its current key strengths and attractions. The document provides a high level and ambitious concept for future investment in Southport Town Centre emphasising its role as a major tourist seaside town. It acknowledges that regeneration must have a heritage focus and lays the foundation for conservation led regeneration projects such as the proposed Townscape Heritage scheme.

Complementary regeneration projects:

There are a number of projects that have been completed or are underway within and adjacent to the historic town centre and townscape heritage project area. Each of these projects whilst being distinctly separate are part of the overall strategic objectives that help knit the town together and contribute to the bigger picture providing a foundation with the Townscape Heritage project. This will in turn act as a catalyst for further investment and commitment of future projects.

Recent and future complementary projects:

- Kings Gardens Heritage Lottery funded Parks for People project which was completed in 2016 and received £5.5 million from Heritage Lottery Fund. It is a Grade II Listed park within the Promenade Conservation Area and is a key site which is located on the northern boundary of the Townscape Heritage project boundary. It will provide the northern link from the seafront to the town centre via Cluster 2 of the Townscape Heritage project.
- Southport Pier was awarded £2 million in 2017 from the Coastal Community Fund, to carry out important repairs and improvements including refurbishment to the railings on Marine Lake. The pier is a grade II Listed Building located within the Promenade Conservation Area and is located on the Townscape Heritage project's northern boundary which leads onto and is adjacent to Cluster 3 Nevill Street.
- Future Public realm projects include prioritising the enhancement and improvement of the main pedestrian thoroughfare linking Lord Street to the entrance of Kings Gardens. It is proposed to improve the quality of materials and lighting in order to provide a more attractive environment. This is detailed within the Lord Street and Promenade Conservation Areas and within Cluster 2 of the Townscape Heritage Project.
- For future wider public realm projects the Future High Streets Fund has been identified a possible grant funding stream with an expression of interest submitted in March 2019 with a decision in Summer 2019. The public realm project would better connect the Town Centre with the seafront and include the areas set out in the Southport Development Framework including central Lord Street and the junctions with the clusters identified as part of the Townscape Heritage Project.

Liverpool City Region (LCR)

Growth Strategy: The Liverpool City Region Growth Strategy was adopted in 2016 and outlines a number of growth sectors. Key for Southport is the visitor economy. The Growth Strategy confirms that Liverpool City Region's Cultural and Tourism offer is the strongest outside of London. It is therefore important to provide an opportunity to make Southport worth visiting, with its unique selling points being its attractions, events and unique historic environment.

Liverpool City Region Visitor Economy Board highlights Southport as both a nationally and internationally recognised destination. The Strategy and Destination Management Plan (November 2014) sets out an Action Plan for jobs and growth in the region based around the visitor economy. Southport is very much integral to this action plan and, as part of the vision the town will build on its reputation as England's Classic Resort. In order to attract and maintain visitors it is important to provide a pristine quality environment, which will allow for a unique sense of place which goes hand in hand with the conservation and enhancement of the historic environment.

Borough of Culture: Sefton will be named Liverpool City Region's Borough of Culture in 2020 and as such a cultural programme will be developed and focus on stories about its people, places, history and the future. This connects well with the Southport Townscape Heritage Project and raising the profile of Heritage in Southport along with complimentary events, activities and initiatives. The Borough of Culture initiative is part of the Liverpool City Region's 1% for Culture Programme, which involves a commitment from the LCR to spend the equivalent of 1% of its annual £30m devolution funding from government to support cultural activities. The five key principles that the LCR will expect Sefton to demonstrate during its year are: a focus on children and young people; positive outcomes; community participation; showcases the distinctiveness of Sefton; and leaves a legacy for cultural infrastructure. This provides synergy between the principles and outcomes expected to be achieved as part of the Southport Townscape Heritage project.

1.6 Consultation and Adoption of the Management Plan

Consultation on the Management plan was undertaken with relevant departments of the Council who have contributed to the formulation of this document.

Ongoing discussions have taken place with Southport Civic Society regarding the wider Townscape Heritage Project including the potential inclusion of aspects within this document. As a result, this has helped to formulate the project proposals and drafting of its supplementary documents including the Management Plan.

The approach of the wider formal public consultation was approved by the Cabinet Member and the Councils Public Engagement and Consultation Panel prior to formal consultation.

The formal public consultation occurred over a 6-week period with both digital and hard copies of the document being made available. During this period a pop up exhibition was installed in the foyer of the Atkinson Cultural Centre and two drop-in evening public meetings were held at Southport Town Hall. A digital and hard copy questionnaire was provided throughout this period. All comments have been considered and where relevant taken into account within this document.

The Management Plan was formally adopted by the Council in May 2019 and be extant for the next 15 years until 2034 (5 years for the duration of the Townscape Heritage project and 10 years following.)

2. UNDERSTANDING THE HERITAGE

2.1 Description of Heritage

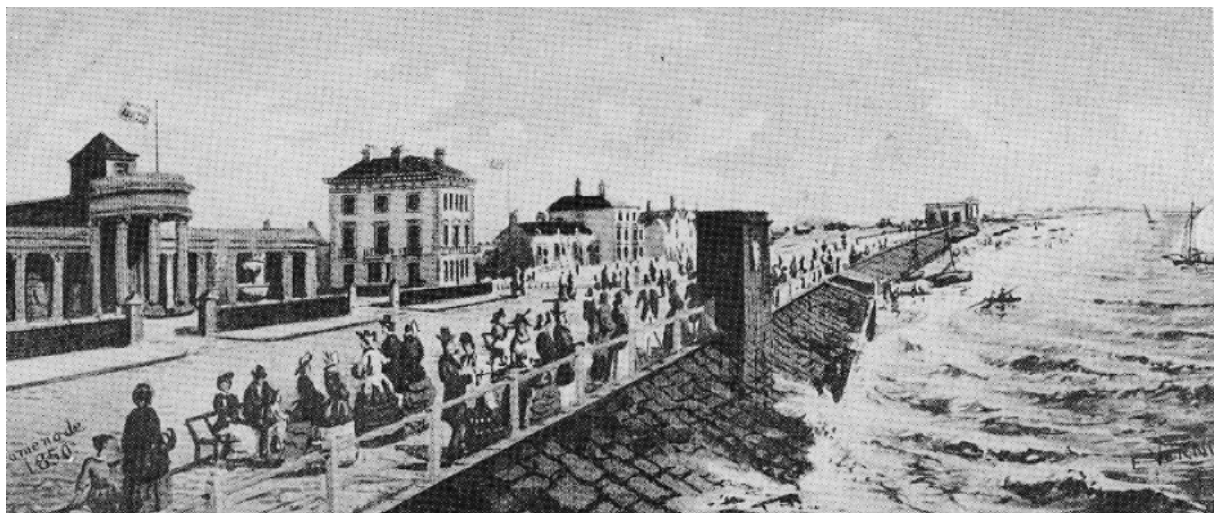
The heritage of the town dates to the late 18th century, from which time Southport was promoting itself as a high-class seaside resort. This resulted in a rich townscape of high architectural quality with developers anxious to capitalise on the influx of tourists attracted by the resort's facilities and unique vitality.



The Lord Street Conservation Area is nearly a mile long, and is characterised by its distinctive width and tree-lined boulevard. It is noted for its cast iron verandahs which front shops and cafes on the north western (seaward) side. Over these verandahs are distinguished red brick Victorian buildings, some timbered and gabled with a rich variety of styles and unique architectural decorative features. To the south eastern (landward) side is a mixture of public gardens with surrounding balustrades, fountains and a bandstand. This side of Lord Street includes private spaces in front of churches, hotels and older small scale brick and stuccoed residential buildings. At the central point is the grade II* Portland Stone War Memorial composed of two pavilion flanks and a landmark obelisk. Near this central area is the civic group of the Town Hall and Atkinson Cultural Centre.



The Promenade Conservation Area defines the original line of seafront buildings and provides access to Southport Pier, built in 1860. It is the oldest iron pleasure pier still in existence. The Promenade created a pleasant seaside environment with the sea on one side and grand attractive villas and hotels on the other. It is the most obvious visual expression of the resort character of Southport. Its mainly 19th Century townscape exhibits unique architectural vitality with most buildings having grand proportions, varying in style and materials, from French Renaissance in stone ashlar, to Flemish Gothic with stepped parapets, turrets and dormers. The Royal Clifton Hotel dominates the southern end of the Promenade with the former hospital dominating at the northern end, together providing a distinctive enclosure to the linear Promenade frontage.



Southport Promenade Circa 1850

The townscape is given its homogeneity by its private frontages enclosed by brick and stuccoed walls with stone copings and boundary hedgerows. The gradual retreat of the sea allowed the progressive layout of the Marine Lake and Registered Park of Kings and Marine Gardens, which have recently been fully restored with HLF grant funding. Nevill Street shares something of the spaciousness of Lord Street, opening out towards the Promenade and Pier, but lacks its formality and unifying features. It has an interesting mix of buildings in terms of scale, use and styles characteristic of seaside towns. It also provides an important visual link between the town centre and the seafront connecting the War Memorial, Victoria Monument & Pier Forecourt.

Both conservation areas retain much of their historic character, although many buildings require investment, repair and restoration. As a result they are under-appreciated, meaning that the benefits of heritage are not fully realised. The purpose of the Townscape Heritage project is to conserve all elements that combine to contribute to the area's special interest and character, bring vacant premises back into sustainable use and reinstating lost original architectural features. This will have a significant positive impact on the quality of the townscape.

As Southport is dependent on the visitor economy, it is important to understand that heritage provides its unique selling point and is a reason for many to visit the town. The value of Southport's Heritage should not be underestimated especially as it covers much of the town centre and is a catalyst for regeneration and the wider benefits associated with it. The heritage sector is an important source of economic prosperity and growth and nationally contributes to gross value added (GVA) of £29.0bn (equivalent to 2% of national GVA). Heritage attracts millions of domestic and international tourists each year, nationally this equates to 236.6m of visits and a spend £16.9bn, whilst in the north west tourists equate to 28.1m visits with a tourist spend £1.55bn (equivalent to 1.6% GVA in the North West).

2.2 Why is it important and to whom

The heritage of Southport Town Centre is important to a wide range of people, for many reasons, from a source of evidence and knowledge, through to general interest in its aesthetics including its architectural and historic interest. Encompassing all this is a strong local pride and sense of social and community value. The local community has demonstrated its views regarding the importance of Southport's historic environment by forming and participating in volunteer groups with the aim of preserving and enhancing the area. These are:

- Southport Civic Society.
- Friends of Lord Street Gardens.
- Friends of Kings Gardens.

These groups were formed to sustain, promote and maintain the social and community value given to the aesthetics, evidence, knowledge and architectural and historic value of the town to reinforce its cherished sense of place.

Regionally, Lord Street forms a major component of Merseyside's and Sefton's retail and leisure function and is vital to Southport's attractiveness as a resort. Its unique townscape has a significant influence on people choosing to visit the town.

The combination of a long wide tree-lined street, cast iron verandahs, public and private gardens make for a unique townscape recognised nationally. There are over 146 Listed Buildings within the Conservation Areas, including 8 in the defined project area. The number of Listed Buildings and the Registered Park of Kings and Marine Gardens highlight

the Town Centre's national significance along with Lord Street being declared 'Outstanding' by the Historic Buildings Council in 1976. In 2017 Lord Street Conservation Area was selected as one of six national conservation areas to be promoted by Historic England as part of their celebrations of '50 years of Conservation Areas'.

Historic England regard the heritage of Southport Town Centre as nationally important, choosing to use it as the first ever pilot scheme for the 'Heritage Action Zone' projects which are now established throughout the country. Historic England support the progressive measures being taken by the Council to address decline of the conservation areas.

Internationally Southport has connections with Paris. In 1846 the future Emperor of France, Napoleon III, lived for a brief period in lodgings just off Lord Street. It is believed that Lord Street is the inspiration behind the boulevards, covered walkways and arcades of Paris built between 1854 and 1870, during the reconstruction of the French capital.



3. CURRENT SITUATION

Both conservation areas were identified as being 'at risk' and were published on Historic England's national Heritage at Risk register in 2014. This is due to neglect, resulting in loss of historic detail, inappropriate changes, large numbers of vacancies within key buildings, derelict gap sites, lack of maintenance and the poor condition of the public realm.

Individual structures such as the cast iron verandahs on Lord Street suffer from disrepair due to a lack of maintenance. Across both conservation areas, a significant number of buildings have been neglected, are unoccupied or suffer from poor quality unsympathetic alterations.

As part of the Townscape Heritage Project detailed condition surveys were undertaken within the identified clusters of buildings and found that damage has occurred, with multiple architectural features lost on a number of properties. This situation is particularly prevalent with target buildings within the project area as many of these have vacant upper floors, resulting in a spiral of decline where repairs to roofs, rainwater goods and windows have not been undertaken. This has led to more serious long term problems. A specific example includes the high priority target building of Leo's Bar at 42-50 Nevill Street. In this particular case it appears that cracks had formed within the flat roof which has caused water ingress through the masonry, allowing cracking and eventual failure of the render due to corrosion of its steel frame.

The public realm of Scarisbrick Avenue has an uninviting appearance that lacks coherence, clarity of movement and accessibility. Paving materials are of a poor quality and include standard sized, and often cracked, grey concrete paving flags and other mismatched materials. This together with poor street lighting and extensive street clutter creates negative perceptions which affects footfall and in turn viability of the businesses in this key connecting route.

Three gap sites within and adjacent to the project area harm the character of the Promenade Conservation Area; they are the Kingsway, B & M Bargains and Promenade car park sites. These sites are referenced as development options within of the Southport Development Framework.

The Council takes a pro-active approach to enforcement and preserving the special character and appearance of both conservation areas. Recent examples include securing visual improvement to 13 and 22 Promenade following the serving of Section 215 'Amenity' notices along with the Lord Street Verandah project. Through enforcement action, over 80 cast iron verandahs have been repaired and restored. As a result the Council is already committed to sustain the additional benefits resulting from the National Lottery Heritage Funds investment. Following the detailed condition surveys and assessing costs of repairs including the eventual valuation of the properties it has been important to recognise that when assessing repair works and the conservation deficit required to bring some vacant buildings back into use, the funding gap remains significant. Property owners will need encouragement and financial assistance along with complementary policies and initiatives to secure longer term improvements. This will include the ability to apply for grants as well as complementary Supplementary Planning Documents to control negative factors such as inappropriate shopfronts, trading on the street, security and signage.

4. RISKS AND ISSUES FACING CONSERVATION AREAS INCLUDING MANAGEMENT ACTIONS

4.1 Negative Factors highlighted within Conservation Area Appraisals

The Conservation Area Appraisals highlight specifically and in detail perceived negative factors that adversely affect the character of the Conservation Areas. For full information see section 8 of the Promenade Appraisal and section 9 of the Lord Street Appraisal. To summarise they include:

- Poor quality mid-later 20th and early 21st century development.
- Unsympathetic additions.
- Poor condition of buildings and verandahs.
- Alterations to historic features, detailing and materials.
- Decorative elevational treatments.
- Windows.
- Rainwater goods.
- Shopfronts.
- Advertising.
- Services.
- Streetscape features.
- Trees.
- Pressures for change and loss.
- Pressures on building types.
- Vacancy.

The Conservation Area appraisals also set out opportunities for enhancement and this has been expanded and divided under the following headings.

4.2 Townscape Heritage Project Area

The project area was defined by the evidential need of investment on a number of historic properties- those properties geographically were clustered around the routes leading from Lord Street to the Promenade and vice versa. These areas need an injection of investment coupled with the strategic aspirations of the Council to better link the town centre with the seafront and to build on existing successful regeneration schemes.

The main thoroughfares from this route is divided into 4 Clusters and detailed condition surveys has helped to identify specific target buildings within these areas. They are defined as Cluster 1 Coronation Walk, Cluster 2 Scarisbrick Avenue, Cluster 3 Nevill Street and Cluster 4 Bold Street. Within this section is a description of each of these clusters including specific actions required to better manage and maintain these areas.

4.2.1 Maintenance

Maintenance is essential for any building in order to prevent long term deterioration which not only costs more in the medium and long term due to more expansive and extensive repairs but also helps to keep the area looking smart vibrant and a place worth visiting.

Some seasonal uses can cause issues with low annual income this can cause a lack of investment and money set aside for routine maintenance. Whilst budgetary constraints are understood the lack of regular maintenance sees gradual deterioration to both the appearance and physical condition of the building fabric. Good, regular maintenance will save money in medium and long-term, as most traditional materials will last for 50 or even 100 years if kept up to a good standard.

A well-kept building will give a positive impression to visitors or shoppers and demonstrate the care and pride that a business owners has in their premises and will help give a perception of quality, therefore potentially improving business.

Some maintenance works will be required annually and others, such as clearing gutters and vegetation, may be undertaken quarterly or as required, typical task include:

- Regular inspections to identify any problems that need attention;
- Ensuring gutters are free of debris and are in working order;
- Replacing slipped roof slates/tiles to stop water getting in;
- Weatherproofing (painting) timber windows and doors at least every 5 years
- Repointing walls and clearing plant growth

A methodical and proactive approach to maintenance of a historic building will ensure that it is safeguarded against decay and conserved for future generations to enjoy.

Officers will conduct annual photographic surveys of the area and monitoring of vacant buildings to ensure that any significant issues are identified promptly. Individual owners will remain responsible for the ongoing maintenance of their buildings and all grant recipients will be expected to produce a Maintenance Plan as part of their grant agreement.

Property owners of all buildings within the two Conservation Areas will be expected to maintain their properties to an adequate Conservation standard to ensure that they do not adversely affect the amenity of the area. If the condition of buildings falls below this Conservation standard or affects the amenity of the area then the Council has enforcement powers to ensure these standards are maintained. This is reinforced by the Councils enforcement protocol establishing Listed Building and Conservation Areas as their high priority.

The benefits of the Townscape Heritage project will be sustained through a combination of legal agreements, education, training alongside proactive enforcement.

The grant agreement with private owners will ensure that those properties are maintained for a 10 year period following practical completion of the project. The grant works cannot start until this agreement is signed to ensure sustainability of the project. The Grant Agreement also prevents detrimental works being carried out and subject to clawback.

The Council regards Southport as a high priority for regeneration and will continue to bid for funding as a result it is expected to maintain a continuing commitment to on-going maintenance of publicly owned areas including specifically the public realm and maintaining its commitment to a proactive approach to enforcement. This is referenced in the management and maintenance action plan tables in this document.

4.2.2 Cluster 1 - Coronation Walk



Coronation Walk is located to the South West end of Lord Street and the Promenade. It is the most southerly cluster identified within the TH project area. The street runs up from the busy junction with Lord Street up to Kings Gardens and its former pumping station, providing a crucial link at its southern end. The townscape of Coronation Walk is significantly broken as it opens up to the Promenade due to the car park that runs through to Kingsway, as well as the vacant site of the former Kingsway building. Within this side 1-15 Coronation Walk has a variety of uses, mostly cafes, restaurant and take aways with the exception of Coral bookmakers. The building has undergone significant change recently with the upper floors being converted into residential use, elevational improvements to the upper floors, changes to the ground floor itself and its variety of different styles and designs of shopfronts. These changes fail to complement the uniform nature of the upper floors and this block would benefit from conformity.

The eastern side of Coronation Walk maintains its townscape quality however a few modern shopfronts at the Lord Street end would benefit from repair and restoration. Due to its location further away from the town centre, the street does not generate the same level of pedestrian movement as Nevill Street and Scarisbrick Avenue. However it does have great potential for doing so due to the nearby anchor retail units of B&M bargains and Morrison's supermarket. The area boasts newly converted upper floors for residential use, the option to implement planning permission gained in 2017 for conversion, repair and refurbishment of the former pumping station in Kings Gardens and finally, potential redevelopment of the current gap sites of the B&M car park site and Kingsway.

Actions:

- Restoration of original shopfronts
- Encourage upper floor residential use
- Scoping for improved public realm and crossing accessibility to Kings Gardens
- Development of fragmented townscape sites of B&M car park and former Kingsway site
- Implementation of planning permission for Kings Gardens Pumping Station

4.2.3 Cluster 2 - Scarisbrick Avenue



Most of the buildings which line the street are historic buildings in Accrington brick with carved stone dressings. The sash and casement windows to the first floors include multi-paned stained-glass windows which are a particular feature, but several of these are in a poor state of repair.

The avenue is an entirely pedestrianised street; however it is noticeable that vehicles have begun parking on the avenue particularly in the day-time. This has a detrimental impact on the pedestrianised street and if a new public realm and materials are to be considered this must be controlled to prevent damage to the new materials.

The development of the carers' centre at 23-35 Scarisbrick Avenue with residential accommodation above was a critical project part of the Heritage Lottery Funding in 2010 through the previous Townscape Heritage Initiative. This saw the vacant shops and external fabric of the building refurbished along with bringing all the upper floors back into residential use. It serves as a model of how the buildings which line the avenue can be improved and adapted to year-round uses providing vitality to the street.

There is a significant night-time economy presence on the avenue, particularly at the Lord Street section, with other seasonal uses on the Promenade side. In the winter time, due to the large amount of solid roller shutters, it presents a negative image. In the summer time due to trading on the street as well as unauthorised pavement café in the centre of the street, it presents an uninviting space which is difficult to navigate. As a result in the daytime, outside the summer months, it presents a closed off shut down appearance, which would likely deter investment in year around daytime uses in the area and result in a lack of vitality.

The public realm is dated and disjointed on the avenue and would benefit from replacement with a simpler scheme using high quality traditional materials and better lighting. An initial suitable scheme has been drawn up but requires funding to implement.

Rejuvenating this once vibrant thoroughfare with attractive shopfronts, year-round uses, residential accommodation on upper floor and an attractive, inviting and well lit public realm is a key aspiration of this project.

Actions:

- Support schemes that promote day-time and year-round uses on Scarisbrick Avenue, while discouraging an overabundance of seasonal and night-time economy only uses.
- Repair and refurbishment of 22-42 Scarisbrick Avenue to help attract further inward investment and regeneration of the Avenue.
- Where appropriate, use planning powers to ensure that buildings are suitably repaired and maintained.
- Seek funding opportunities to improve the design of the public realm with demarcated areas for pavement cafes or trading on the street.
- Ensure pavement cafes have appropriate licences and planning permission.
- Support good quality residential uses in upper floors.
- Maintain and control parking restrictions.

4.2.4 Cluster 3- Nevill Street



Nevill Street runs from the mid-way section of Lord Street specifically at London Square and provides the main thoroughfare from Lord Street and indeed the main Town Centre through to the entrance to the Pier/Kings Gardens and Silcock's Amusements.

It has a variety of building ages and styles from the 19th century former fishermen's cottages, grand Victorian and Edwardian buildings, through to art deco and modern day (1970s) buildings. In 2006 a public realm scheme was completed in order to improve the design, layout and materials of the street along with the refurbishment of the Queen Victoria Statue.

Nevill Street again has a large collection of seasonal uses that, except during the summer months, can present a negative and non-vibrant streetscape environment due to shutters being rolled down and a lack of activity.

One of the buildings that dominates Nevill Street and due to its corner location on Bath Street and visible the axis of West Street is art deco building containing Leos Bar on the ground floor and vacant accommodation above. This building is in an extremely poor state and is in need of repair, reinstatement of lost/damaged features and bringing the vacant upper floors back into use.



Actions:

- Adoption of High Street SPD.
- Adoption of Shopfronts SPD.
- Repair and reinstatement of shopfronts' lost details.
- Brining vacant shops and floorspace back into use.
- Celebration of the Pier Entrance.
- Encourage year round uses.
- Public Realm enhancement.
- Pro-active enforcement.

4.2.5 Cluster 4 – Bold Street



This is the most northerly cluster within the project area and is situated at the northern end of Lord Street, located further away from the centre. It does not generate the same level of pedestrian movement as Nevill Street and Scarisbrick Avenue. However, the uses it does benefit from are mostly all year round uses, rather than just seasonal uses. This is due to higher levels of residential accommodation at this end of Lord Street.

The entrance to Bold Street on the Lord Street junction is dominated by 509-515 Lord Street a 4 storey vacant listed building in need of repair and reinstatement. As you

travel down Bold Street on its Lord Street block, it has mainly 2 storey buildings with a mixture of uses on the ground floor including restaurants, cafes and shops. The street is intersected by West Street and the block between here and the Promenade is mostly high density residential uses containing B&B's, flats and Houses in Multiple Occupation. At this intersection with West Street is the landmark building of Kenworthy's mansions, an active Victorian and later Edwardian extension which was an original hydropathic bathhouse subsequently converted to flats. The building is in clear need of maintenance and reinstatement of original features.

Bold Street suffers from a fragmented public realm; some units have cast iron verandahs, others don't, and this, along with the pavement materials being a mix of tarmac overlapping original Southport Paviments, creates distinct lack of cohesion. It is also noted that several vehicles park on the pavement itself which causes not only a highway safety issue but damage to the paving materials themselves.

Further detrimental issues on Bold Street include the deterioration in condition of a number of buildings, an increasing number of vacant retail units along with previous inappropriate development.

Actions

- Repair and reinstatement of shopfronts and lost architectural details.
- Brining vacant shops and floorspace back into use.
- The retention and reintroduction of cast iron verandahs where appropriate.
- Public realm improvements including car parking control.
- Proactive enforcement.

4.3 Bath Street

Bath Street runs parallel and in between Lord Street and the Promenade, it connects Nevill Street to Seabank Road while intersecting Bold Street. Bath Street is a wide road which has a more spacious character than the other side streets. The street is characterised by what would originally have been townhouses with their long narrow front gardens. Many of these have been converted to B&B's, flats and houses in multiple occupation (HMOs) and some of these have a dated and dilapidated appearance which has a negative effect on the character and appearance of the area. Recent changes have seen the closure of several of the B&Bs and conversion to flats and HMOs. Also, some of the B&Bs house seasonal workers, rather than holidaymakers.

The majority of properties have Upvc windows and have lost important features, such as their boundary walls. This undermines their appearance and their formal relationship with the street. There are a number of poorly designed front and side extensions; this has caused a negative effect on the streetscape and general amenity of the area.

Previously there has been an uncontrolled element to development which benefits from permitted development rights in regard to the conversion of buildings into HMO's. This has now been addressed through the recent adoption of a HMO Supplementary Planning Document and removal of permitted development rights under an Article 4 direction. This coupled with Local Plan Policy and the adoption of the Conservation Area Appraisals has raised the standard and control for determination of planning applications allowing greater control over detrimental changes. However, this will need to be monitored through regular site inspections and enforcement surveys in order to maintain expected standards.

Actions:

- Pro-active enforcement survey
- When buildings are converted to new uses, encourage:
 - Reinstatement of boundary walls and soft landscaping in front gardens.
 - Locate bin stores in rear yards.
 - Retain/reinstate original window designs.
 - Improve the design of any poor quality extensions.
 - Limit advertisement/signage.
- Retain/reinstate original finishes and boundary walls and roofs, and retain chimney stacks and pots.

4.4 Lord Street

4.4.1 Upper Floors, Lord Street shops

Most of the commercial buildings on the shop side of Lord Street are 4 storeys, however the upper floors are not always in use.

Owing to the comparatively higher value of the ground floor (mostly retail) space some internal staircases and front access points to the upper floors have been removed to make way for wider shopfronts and shop floorspace. By comparison, the upper floors are perceived as having little if any economic value. Consequently finding viable uses for them and their state of repair is not a high priority for investors. For some buildings the only access to the upper floor spaces or flats is via rear fire escapes.

The past removal of front access to the upper floors has reduced the desirability and value of the upper floors. While many lie unoccupied, some have been converted to other uses as offices, restaurants, or flats.

The rear yards and rear outlook of the buildings are not generally attractive, so access which is from the rear does not encourage gainful use of the upper floors. Vents and ducting, fire escapes and commercial bin store areas are necessary to support local businesses, however redundant services, poorly designed or overlarge additions, and ill-maintained rear elevations make the poor quality environment worse.

Actions:

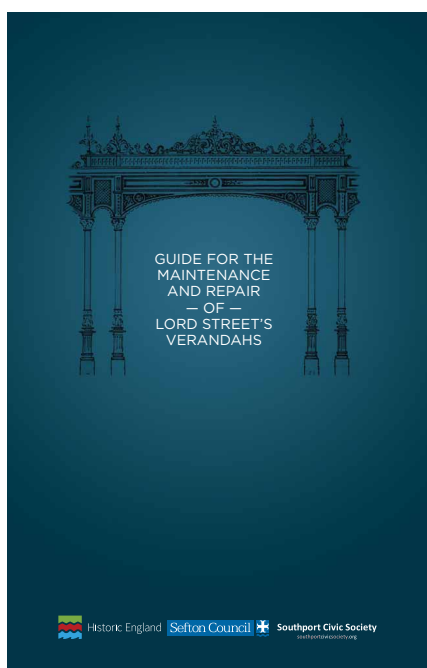
- In new refurbishments retain existing front and side access points to upper floors.
- Where principal access to upper floors has been previously lost reinstate new primary access to the front/side.
- Support proposals for sympathetic conversions of upper floors to residential and commercial uses.
- New or replacement services should be designed and positioned to minimise the impact on the appearance of the rear elevations and the views from the rear windows.

4.4.2 Cast Iron Verandahs

The majority of shopfronts on the seaward side of Lord Street are fronted by Grade II listed cast iron Verandahs split into approximately 200 sections. These are a key part of what gives Lord Street its great sense of place and distinctive character, not only locally but also nationally. Over the last few years some shop owners have failed to maintain the Verandahs which has resulted in them falling into a poor condition. The most common issues include cracked glazing, broken gutters and rusting ironwork. This creates a significant detrimental impact on the streetscene and creates a poor impression of the town's focal high street and reinforces negative perceptions.

These more significant repairs begin initially with a failure to clear out vegetation from the gutters. This then causes the gutters to overflow and allow corrosion and degradation. Simple gutter clear out and maintenance can often prohibit more costly later repairs.

In order to tackle this issue the Council's Heritage at Risk Officer conducted a series of surveys of all the verandahs and wrote to property owners in order to secure improvements. This task is resource intensive as a number of property owners are absentee landlords or there are complications with landlord or tenant responsibility. Those verandahs that still remained unsightly were served enforcement notices in order to improve their appearance.



Complementary work was undertaken by producing a guidance booklet on the maintenance of the verandahs to help property owners have a better understanding of these structures in order to maintain them. It may be more cost effective for property owners to join together and jointly finance a quarterly gutter sweep in order to stave off any potential deterioration and later costly repairs.

Other issues or potential damage to the appearance of verandahs include heavy hanging baskets being supported by corroded cast iron detail which in turn leads to damage. In order to maintain their appearance signage on verandah's should be kept to a minimum in order that their architectural value of the can be properly appreciated. Some of the hanging signs under the verandahs are overlarge and detract from the quality of the verandahs and the overall shopping environment. Some verandahs are designed to incorporate signage, but most are purely decorative.

Actions:

- Promote maintenance guidance leaflet more widely.
- Encourage owners to provide quarterly gutter sweep or formulation of Lord Street Verandah Club in order to pool resources.
- Where resources allow survey the condition of the verandahs and use planning powers where possible to seek repairs and maintenance work.
- Signage should not be added to the fascias of verandahs where this would obscure decorative details.

4.5 Major Sites in need of investment

4.5.1 Victoria Baths



Victoria Baths is a grade II Listed Building. It is prominently positioned opposite the Marine Way Bridge at the junction of the Promenade and Nevill Street and frames the northern gateway and entrance to the town over the Marine Way bridge. It was originally built in 1839 and was a two-storey French Classical Building. The property was remodelled in 1870 with a further extension added to the southern wing in the 1930's. Internally the building's swimming pools are still present, though are covered with false floors and the rooms have been subdivided.

At the present time the freehold of the property is owned by Sefton Council and is one third occupied by way of a longstanding lease to Victoria Leisure. The remaining two thirds are now vacant but were formerly used as a nightclub and public house. The building is in need of investment and would benefit from regular maintenance, full repairs/reinstatement and conversion to a new sustainable use which is more sympathetic to its historic fabric.

Actions:

- Ensure appropriate repairs are carried out to prevent deterioration whilst a new use is found.
- Investigate the possibility of a feasibility study in order to explore potential for re-use.
- Proactively market the building for similar type uses (e.g. health spa leisure facilities) and look into forming a partnership with nearby hotels.
- Seek a development partner and grant funding opportunities to improve the condition of the building and support conversion to a sympathetic new use.

4.5.2 Grand Casino



The Grand Casino is one of the few large scale vacant listed buildings on Lord Street. It was previously used by Stanley then Genting as a casino, but this use ceased in 2013 when the casino moved to the then new waterfront development on the Promenade. Since that time the building has suffered deterioration and water penetration, however it is regularly surveyed and through enforcement options the owner has secured urgent works to prevent further deterioration and improved the general appearance of the building from Lord Street.

The building's interior is unique in a specific art-moderne style and decoration including its unusual stained glass windows depicting Disney characters. It is also one of the few commercial properties on Lord Street to benefit from a large rear car park.

Beneficial sustainable re-use of the building is required and whilst it is acknowledged that the cost of full repairs may be substantial, there may be some scope for enabling development in order to see its future reuse.

Actions:

- Condition survey and feasibility study.
- Grant funding streams explored.
- Pro-active marketing of building for repair and enabling development.
- Formulation of Development brief.
- Monitor need for enforcement and take action when necessary.

4.6 Gap Sites

Gap sites which occur within the conservation areas fragment the townscape's historical quality and devalue the sense of place of the Town Centre. The two main gap sites within this area are located within the Promenade Conservation Area, being the adjacent sites of Kingsway and B&M car park and the separate Promenade car park site.

4.6.1 B&M/Kingsway



This B&M car park site covers approximately 3,800sqm and stretches from the rear of B&M Bargains which fronts Lord Street all the way up to the Promenade encompassing the former Kingsway Nightclub site and stretches from the Kingsway to Coronation Walk, being adjacent and to the rear of 1-15 Coronation Walk.

The Kingsway site covers approximately 2,000sqm and provides the southern bookend or termination of the Promenade itself with the Promenade Hospital being the bookend to the north. It is important that development on this site is encouraged whilst still being sympathetic to the building line, scale and heights of existing historic buildings on the Promenade Frontage.

The sites are intrinsically linked as they are adjacent and in terms of development it would be difficult to both design and achieve the potential of one site without the other. The challenge remains that both sites are currently under separate ownership. The sites have great potential due to their locations - the Kingsway opposite Kings Gardens and the car park site backing onto Lord Street adjacent to anchor retail stores, additionally being located adjacent to Cluster 1 of the Townscape Heritage project area.

4.6.2 Promenade Car Park



The Promenade Car Park site covers approximately 3,500 sqm and is currently used as a ground surface NCP car Park.

It stretches on the eastern side of the Promenade adjacent to 13 Promenade and the Promenade residential care home running to the entrance to Scarisbrick Avenue. The site is fairly deep and stretches from the Promenade onto West Street at its rear.

The building line on the Promenade is strong and runs from the Promenade Hospital at its northern end to the Kingsway site at its southern end. The absence in built form in this particular location is noticeable and causes harm to the townscape, scale and streetscene of the Conservation Area. The site itself has great potential due to the location opposite Kings Gardens and is located adjacent to Cluster 2 of the Townscape Heritage project area.

Actions:

- Prepare development briefs for the sites.
- Encourage and support interaction and dialogue with site owners.
- Support and facilitate bringing sites forward.
- Monitor need for enforcement and take action when necessary.

4.7 Town Centre Uses and investment

4.7.1 Lack of Retail Investment

There has been a major lack of retail investment within the Townscape Heritage area. The main retail areas in Southport are concentrated in and around Chapel Street and Lord Street. The main bulk of retail uses in the side streets are primarily seasonal. Due to the seasonal opening hours, a poor trading environment has been created where traditional year round uses have been marginalised and have moved elsewhere. The area has also seen the loss of traditional shops such as trade shops and specialist shops. Reference to retail issues and opportunities specific to this area are highlighted within the Southport Development Framework.

Where shopfronts are vacant the Council will seek to work with property owners to encourage temporary attractive shop windows displays which will visually be more attractive and actively seek promotion of the unit itself. For example this could be vinyl graphics showing the heritage of the wider town or shop unit itself or displays promoting the project and other visitor attractions in the town. This will allow for an active frontage and better perception of the town to shoppers and visitors alike rather than that of an empty unit.

4.7.2 Seasonal Uses

On particular side streets running from Lord Street to the Promenade, namely Scarisbrick Avenue and Nevill Street, a number of units contain uses which are only open during the summer season. As they are closed the remainder of the year with solid roller shutters, a poor trading environment has been created for year round activity.

The Townscape Heritage project will improve the physical quality of the built environment, with the hope of improving rental markets. This will provide for year round activity and usage, including increased year round income which will allow for improved maintenance.

Actions:

- Seasonal uses cannot be wholly controlled through planning; however, the appearance of closed units can be improved.
- New external roller shutters will be resisted.
- New frontages which wholly open up to the street with no shopfront are harmful and will be resisted.
- Opportunities for developing retail offer in line with recommendations of Southport Development Framework

4.8 Poor quality Shop fronts

The majority of properties date from the late 19th century and are built in a variety of architectural styles. The majority of shop fronts within the area have been replaced, many have been designed with little regard for the overall design of the building in which they are set. A number of shop fronts have overlarge fascia's. These along with the other modern shop fronts fail to make the best of the existing high quality architecture. Behind some of the existing shop fronts lie remnants of original shopfronts.

The lower quality shopfronts greatly affect the area's distinctive historic character, as well as affecting the appearance of the individual buildings. Shopfronts have the potential to add interest, texture, colour and variety to the street scene while also enhancing and complementing individual buildings. Where shopfronts are not of a high quality sympathetic design and appearance, this limits people's ability to appreciate the architectural attractiveness of the buildings overall. There are still a number of traditional shopfronts, or remnants of them, within the area, though some have been poorly maintained and rather than being attractive features, they present a run-down appearance and show a need of investment.

Actions:

- Apply Local Plan policy.
- Adoption of Shopfront SPD.
- Surveys of inappropriate works.
- Seek retention, reinstatement and repair of historic shopfronts.
- Ensure new shopfronts are constructed in traditional materials to a high design and quality standard. Shopfronts should include traditional elements including:
 - Stall riser.
 - Recessed door, except where not present on original shopfront.
 - Pilasters.
 - Corbels.
 - Transparent glazed windows which allow views into the shop.
 - Fascia no deeper than 1/5 of the height of the shopfront overall.
 - All new roller shutters to be located internally.

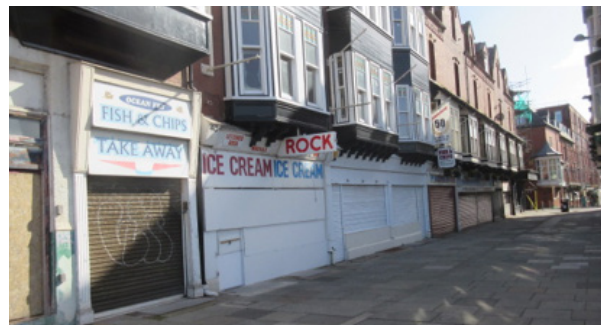
4.9 External Roller Shutters

External roller shutters are a continuing problem that have had an adverse effect on the character and appearance of the area. There is a growing demand from retailers for solid roller shutters due to cited reasons of security and insurance. Once installed however, the roller shutters undermine the character and proportions of the shopfront and, when down, they can create a blank, hostile frontage to the street and contribute significantly to a negative streetscape, which is unpleasant for passers-by.

Harsh solid unpainted metal shutters can create an aggressive and unwelcoming appearance and often attract graffiti which worsens their appearance further. Where a street appears unwelcoming or even threatening, and where there is nothing to look at because window displays are hidden it is likely that pedestrians will be discouraged from using the street. There are a large number of roller shutters already installed within the area. Where additional or replacement shutters cannot be avoided they should be internal and of a letterbox kind. There are also a number of other security measures that a shopfront can incorporate, such as reinforced stall risers and toughened safety glass.

Actions:

- New or replacement external roller shutters should not normally be permitted.
- Further guidance on shop security provided in SPD such as toughened laminated safety glass and internal letterbox style roller shutters.
- Grants provided for removal of shutters and more appropriate measures put in place.



4.10 Public Realm under Planning Control

The condition and attractiveness of the public realm within an area is recognised as having a number of large scale benefits particularly for a place like Southport which is dependent on visitors and tourism. This is due to the public realm materially enhancing the human experience of a place. High quality public realm initiatives create greater desire to visit, an increase in 'dwell time', more expenditure and in turn greater demand amongst visitors, workers, shoppers, and residents to locate there permanently. In this way, public realm improvements have a very positive impact on commercial real estate values also.

The public realm in Southport town centre is complex as it serves many purposes – for example directing traffic and pedestrians and providing a setting for economic and cultural activities. The quality and coherent appearance of the streets and public spaces is a fundamental aspect of ensuring the area is attractive and functional. Improving the public realm will not only improve the quality of the appearance of the area, but also begins to address wider economic and social issues. Some of the streetscape features have historic value, as well as functional.

These include the cast iron streetlights and ‘Southport Paviments’. Several schemes have been previously undertaken to improve the public realm, which improves the attractiveness of the centre which in turn encourages visitors and local people to use the centre and increases local pride.

Examples of what can be achieved include:

£1.5 million environmental improvements to Nevill Street have resulted in;

- A reduction of the impact of traffic on Nevill Street.
- Giving pedestrians priority within the street allowing pedestrians to enjoy using the street, boosting businesses which rely on passing trade.
- The use of high quality, traditional, paving materials which have longevity and visual simplicity.
- The enhancement of the setting of the historic Grade II Listed Queen Victoria Monument, allowing this monument to regain status as a key feature of the streetscene.
- Refining and improving the sense of place.

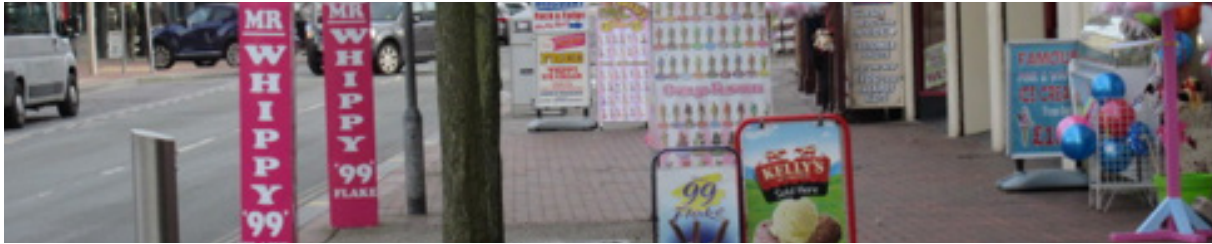
The phase 2 improvements to the Lord Street Gardens and war memorial:

- Repairs to war memorial, a culturally, architecturally and historically important structure.
- Enhancement of gardens as an area for relaxation and leisure.
- Rationalisation of traffic signage & use of signs and lines that do not dominate the architectural value of the environment.

There has also been major public realm works on Chapel Street which has seen the street become pedestrianised and refurbishment of the Kings and South Marine Gardens, which improve the environment for visitors and local people.

These works have all led to improvement in the local environment, however they have not been carried out in an integrated way. These have all been carried out within a relatively short period of time and using similar materials, however, in order to ensure that the same themes are implemented elsewhere a strategy for the public realm of Southport Town Centre as a whole would be advantageous. It is imperative that all future works on the public realm are of the highest quality and enhance the character of the conservation areas.

4.10.1 On street advertisements



Particularly prevalent in both the Lord Street and Promenade Conservation Areas are unauthorised 'A' board advertisements. Not only are they in some cases unsightly but they also contribute to street clutter and can provide hazards for pedestrians. There is a particular problem on Lord Street itself, which along with pavement cafes and trading on the street can create not only an unattractive appearance but also a highways safety issue. Other notable streets where they cause problems are Scarisbrick Avenue and Nevill Street.

Whilst it is acknowledged that some premises may require on street advertisements to signpost people to their shop or to special offers, currently the proliferation of A boards are not controlled creating a variety of different styles housed in different locations within the street. A boards and on street advertising require planning permission as well as a highways licence. Through these processes their design and location can be controlled, and will facilitate the requirement of the business owners whilst also being designed and located in a sensitive manner.

Actions:

- Adoption of a High Street SPD and design criteria formulated for highways licensing.
- Location of A Boards to be agreed with Highways Licensing team.
- Action against unauthorised advertisements.

4.10.2 Trading on Street

Business owners locating their wares onto the pavement has become a more recent problem and is happening more and more. Similar to A Boards they are not controlled and not only do they contribute to street clutter, they also provide a hazard to pedestrians and given other intrusions onto the highway can become a safety hazard. This has historically been a problem for Scarisbrick Avenue and Nevill Street with seasonal uses often being the most noticeable for trading on the street. However, in recent years this has also found its way onto Lord Street itself with most locating their wares under the verandahs. The public footway under the verandahs needs to be kept clear so that their original purpose of providing shelter in inclement weather can remain. From a highways safety perspective it is often the case that pavement cafes will not be located under the verandahs in order to maintain this space as a clear thoroughfare on the length of the street.

Actions:

- Licensing criteria developed with Highways team
- Adoption of High Street SPD
- Action against unauthorised usage.

4.10.3 Pavement Cafes



If managed correctly external seating areas can add character and vibrancy to the public realm. However external seating needs to use high quality furniture and be of a consistent placement and appearance within the street. The way that seating areas are demarcated at present is variable, some with banners with a high proportion of advertising can restrict longer views along Lord Street and undermine people’s ability to appreciate the quality of the environment.

Actions:

- Adoption of High Street SPD.
- Advertising within external seating areas should generally be avoided.
- External seating areas should be cordoned off in such a way that maintains the open character of the street.

4.11 Public Realm outside of Planning Control

Where development is outside of planning control and planning policies, such as those highlighted below, it is still important for these areas to be managed and maintained in a way that achieves the project’s aspirations and sustainability in order to preserve and enhance where possible, the character and appearance of these areas. If they don’t there is a potential to undermine this project itself and compromise the wider strategic objectives of the Council and wider city region. The importance of the formulation and adoption of a public realm strategy for Southport Town centre may assist in this instance and should also include a holistic approach to improving signage within the town and a creative lighting strategy for example highlighting important landmark historic buildings in the town.

4.11.1 Ground Surfaces and Road Markings

Whilst it is acknowledged that standard practices and regulations apply, for historic areas greater thought and sensitivity is required. Historic England in conjunction with the Department for Transport have formulated a document entitled ‘Streets for All’ which gives guidance to Local Authorities in dealing with statutory requirements but also being sensitive to historic areas. A number of useful case studies are also provided. Elements of this have been incorporated already on Lord Street such as thinner primrose yellow double lines being incorporated, however this is in selected areas and a consistent approach and awareness is needed by those involved.

The character of conservation areas can be reinforced through retaining and laying locally distinctive materials. In particular Southport is known for its distinctive clay pavements, though most of this has now been replaced with either tarmac or concrete slabs. The pavements are no longer manufactured and inevitably as they wear and become broken,

replacements are increasingly difficult to procure.

When undertaking public realm works it is important that all surface materials relate to their surroundings. Great care should be taken in making sure that the historic forms of the streets are maintained, this will be achieved by maintaining kerb lines. The materials used will be kept simple but of high quality. If money is invested in good quality materials they will pay for themselves over time as the life cycle will be much greater than cheaper modern-day materials, which tend to look dated very quickly. Along with pavements and open spaces, roads are also an important part of the public realm, but there must be a clear distinction between public and vehicular movement. Road markings and coloured surfaces should be used sparingly within the conservation areas. Best practice indicates that painted lines can sometimes be non-standard or replaced by a change of material or paving size in order to be more sympathetic to the environment. Controlled parking zones should also be investigated to remove any harmful markings and street clutter.

Cycle paths are an important feature to reduce the use of private cars. It is important that within the conservation areas any new cycle paths be integrated into its surroundings and obtrusive colours should be avoided.

4.11.2 Street Furniture

High quality street furniture can help emphasize the distinctive identity for a place or town, while uncoordinated street furniture can cause clutter and block up public space and in turn create a negative environment. New street furniture should be elegant but simple, functional and easily maintained.

All street furniture should be kept to a minimum to reduce the clutter. Lighting, traffic signals, bollards, seating and signs can be combined or located onto existing street furniture or buildings to help de-clutter the conservation areas of surplus street furniture.

Historic street furniture such as cast iron street name signs, streetlights and sewer vents within the conservation areas should be preserved and integrated into new schemes as they offer variety and add character and interest to the street scene, in addition to serving a practical purpose.

4.11.3 New Equipment

Each item of new equipment is usually put in place to fulfil a function, however over time this function may become redundant and other needs may develop requiring additional equipment to be located in the street scene.

New equipment should be consistent in style and designed elegantly but simply, and generally located at the back of the footway, in groups or where appropriate, on buildings to avoid street clutter. New equipment can range from telephone kiosks, post boxes, pay and display machines, litterbins and advertising.

4.11.4 Traffic Management

Signs and traffic calming measures can be fitted sensitively into the street scene as though they were part of the original design of the area. The design of new features should stem from giving consideration to the overall design and other functions of the street. New measures that involve the use of traditional distinctive materials and take opportunities to reduce any existing obtrusive road markings, signs and bollards will allow benefits for traffic management and also help to improve the visual and functional quality of the streetscape overall.

4.11.5 Bus Shelters

There are a number of bus shelters within the two conservation areas the majority being on Lord Street. The bus shelters potentially have an impact on street clutter if not positioned sensitively and may have an adverse effect on the setting and views of a number of listed buildings. The design of the bus shelters is inconsistent and vary in design and style, and along with a number of digital and illuminated advertisements can have a harmful impact on the conservation area. A number of new bus shelters that have been installed, whilst not displaying adverts themselves so as not to have a negative impact on the Conservation Area, have still been designed and installed with blank panels in order to house these.

A sensitive and consistent design approach as well as sensitive siting is required.



4.11.6 Road Utilities and resurfacing

Materials should try to match the existing but only if the existing is of good quality. Tarmac should be sparingly used and only as a temporary measure. Problems have occurred with the tarmacking up to the base of trees and over the roots which can often damage the trees.

4.11.7 Tree Management

Lord Street, rather than the Promenade has a number of mature trees as Lord Street was originally designed as a boulevard with large mature trees either side of the street. Many trees have needed to be replaced due to disease, decay and instability. Replacements have happened sporadically over the years, with 35 replacements being planted since 2015. Once trees have been removed they initially are left with stumps, that will then be removed and the area reinstated. When mature trees have been removed it is unlikely a tree can be planted in the same locations immediately due to the amount of tree roots that will be left in that specific area. When funding is available for tree planting the best locations will be planted - these locations will be picked based on space available, other street furniture and sight lines including that of the views and settings of Listed Buildings.

Trees on Lord Street are inspected every 3-5 years with more regular inspections being undertaken if monitoring is needed.

Pruning works are only identified and undertaken where necessary such as those branches overhanging the cast iron verandahs. The leaves from the trees and other debris can drop into the gutters which then causes build up and blockage, which becomes the start of the problems from incorrectly discharging rainwater running down the front of the verandahs and causing rusting and deterioration to the cast iron structure. This then becomes unsightly and necessary further action is then required.

Actions:

- Seek funding opportunities to support future improvements to the streetscape.
- Investigate options for manufacture of new ‘Southport pavements.’
- Devise a Public Realm Strategy for Southport Town Centre which takes account of the range of functions that the town centre supports and its historic character. The strategy should identify:
 - Historic street furniture and details to be conserved.
 - The range of existing and appropriate new materials for undertaking work in the town centre.
 - Opportunities for reducing street clutter.
 - Opportunities to support cultural activity.
 - Themes and colour schemes for street furniture.
 - Guidelines for new signs and lines in the conservation areas.
 - Implications for long term maintenance.
 - Promote closer co-operation between highway engineers, planners, urban designers, landscape architects and conservation staff in order to produce and maintain a high quality public realm. With partners identify additional funding for the public realm
 - Ensure design, street furniture and materials correspond with the public realm strategy and the management plan.

4.12 Framework for Design Standards

4.12.1 Repair and Maintenance

Repairs and maintenance are inevitable with any building or site, regardless of age; however, for Listed Buildings and historic buildings within a conservation area, it is especially important that this is carried out sensitively to protect their historic fabric and respect the established character of the wider area.

Maintenance differs from repair in that it is a pre-planned, regular activity intended to reduce the instances where remedial or unforeseen work is needed, i.e. repairs. The higher the levels of maintenance, the less need to carry out repairs.

Key points to remember when looking to carry out repair or maintenance work are:

- A method of repair that was suitable for one building may not be suitable for another. Repairs should always be considered on a case-by-case basis.
- Repairs using appropriate materials and techniques are always preferable over the wholesale replacement of a historic feature.
- Where a historic feature has degraded beyond repair, replacement should be carried out on a like-for-like basis.
- Where seeking to improve failing modern features, a traditionally-designed alternative using appropriate materials is preferable. E.g., the replacement of uPVC gutters and downpipes with lead, cast iron or coated aluminium alternatives

that better reflect the traditional character of the historic building

Cement-based pointing is damaging to brickwork and stonework, causing spalling (where the surface of the brick or stone degrades, leaving the unfinished inside exposed). Repairs should always be carried out using a lime mortar and after raking out all the cementitious material. This will ensure the longevity of the brickwork/masonry.

- Due consideration should be given to how long-lasting a repair will be and what maintenance will be required to maximise its life span.
- Reversibility is an important consideration as better alternatives may become available in the future.
- Regular gutter and downpipe clearing should take place to prevent blockages and vegetation growth.
- Where work is proposed to one address within an identified architectural group, due consideration must be given to the impact the proposed work will have on the group. e.g., the architectural value of the group will be best retained if repainting is carried out to the whole elevation, not just one address.

Historic England and Society for the Protection of Ancient Buildings (SPAB) have published a range of guidance documents on managing change to conservation areas and listed buildings, including its overarching policies for the historic environment set out in Conservation Principles. A selection of these are listed in the “Useful References” section of this Management Plan.

4.12.2 Windows and Doors

The windows and doors are important features of any building and are strong contributors to the character and style of the building itself and surrounding area. There are a number of types and styles of original windows within the conservation areas, such as curved Art deco windows and examples of Edwardian casement styles, some with surviving stained glass and leadwork. However, the majority of windows in the area are traditional timber sliding sashes.

There are a number of modern replacements within the area; these tend to dramatically alter the appearance of the building and streetscape. As with windows there are a number of differently styled original doors within the conservation areas that add to the character of the local streetscape.

UPVC windows are often seen as a cheap and easy maintenance-free alternative to traditional timber windows. However, this is often not the case and they can have serious impacts on the appearance of the buildings where they are installed. They detract from the character of the conservation areas due to their bulky proportions, slick finish and alien non-traditional materials. Where sash windows are altered to casements, or traditional casements are altered to standard Upvc, the visual impacts are particularly apparent.

If original windows and doors are maintained in an adequate fashion they will continue to perform well. When it comes to repair or reinstatement, the former is always the better and usually cheaper option - the quality of old timber, glass and fittings as a rule is much better than the modern options of today and will potentially last longer. When repairing windows, care must be taken so not to lose any surviving historic glass. Also, when repairing traditional windows care should be taken when decorating. Traditional windows should almost always be painted, rather than stained. Stained finishes were only ever used on the highest quality mahogany shopfronts and windows.

If replacement is unavoidable, any window or door should match the original design, in terms of construction, arrangement of panes and glazing bar detail. All timber sections

should be to original size and profile. Sash horns should be used only where the originals bore this feature. When replacing windows care should be taken to ensure that “reveals” are retained, as this is important for practical (weather protection) as well as aesthetic reasons. If the replacement of doors is the only available option it should be to a sympathetic design and pattern. Wooden moulded and panelled doors are likely to be the most suitable. Upvc replacement doors do not adequately replicate the appearance of the originals and as a result should not be installed within the conservation areas.

Actions:

- Original windows should be retained.
- Where windows are being replaced, windows which are commensurate with the age and character of the property in design and material should be installed.
- Consider use of Article 4 direction within the conservation areas.

4.12.3 Roofs and Chimneys

One of the most common problems within the TH area are the roofs of the buildings - the traditional roofing material within the Southport is Welsh Slate. The majority of roofs have not been maintained over recent years and this has led to broken or slipped slates, this in turn causes major problems to the buildings as it allows the ingress of rainwater. Maintenance is essential to keep the roofs watertight and prolong their life expectancy.

When repairing roofs within the TH area great caution should be applied, broken slates should be removed and replaced with reclaimed slates or new materials to match those on the existing roof particularly at eaves, ridges and verges. Slipped slates can be retrieved and fixed back using copper nails to battens that have been fixed with stainless steel nails. Verges, ridge and hip tiles for example should be pointed neatly in an appropriately specified and agreed mortar designed to suit each individual location in terms of exposure and sensitivities of the masonry /roofing. Leadwork generally should be checked and repaired when necessary. Plastic membrane or felt coverings laid over the existing roof finish are not acceptable. They cause damage to slates and tiles, and can lead to condensation problems and subsequent rot in roof timbers.

When the whole of the roof needs to be replaced existing roof lines and profiles should be maintained. Care should also be taken to retain roof features such as decorative ridge tiles and barge boards. Owners may also be tempted to replace the Welsh slate with modern alternatives. However, this is not acceptable, and the increased weight of some alternatives can damage the structure of the roof. It is also important to consider any associated alterations such as new roof windows, skylights and satellite dishes to ensure that they do not harm the character and appearance of the conservation area.

In most cases, the original chimneystacks and pots form an integral part of the design of buildings and help to create an interesting ‘roofscape’. It is important therefore to opt for repairing rather than dismantling stacks when they become redundant. If the stacks become unsafe, then they should be taken down and rebuilt to the original height and design taking care to replace chimney pots. Where chimney stacks and pots have been removed or reduced they should also be reinstated to their original height.

4.12.4 Rainwater Goods

Ineffective rainwater collection and disposal is a major source of building deterioration. Where rainwater goods are undersized, liable to blockage, badly maintained and inefficient, they pose a risk to historic buildings. If properly maintained original gutters and downpipes

can provide many years of service, and they should be periodically repainted and checked for leaks. Any plant growth, leaves and silt should also be cleared. Generally the repair or replacement of rainwater goods or a rainwater system disposal system should match the historic material and sections. This generally should be in cast iron but occasionally cast aluminium will provide an acceptable substitute on unlisted buildings.

4.12.5 Brickwork and Stonework

It is important when repairing brickwork that traditional techniques and materials should be used. Brickwork should not be painted. The painting of brickwork and stonework creates a maintenance problem such as paint flaking and can lead to damage to the building. Areas of brickwork requiring renewal should be replaced with matching bricks in size and appearance or second hand bricks in the original bond. Through lack of repairs and maintenance brickwork will deteriorate and natural weathering will also accelerate this process. Where possible all brickwork and stonework should be kept dry by adequate maintenance of all rainwater good, including gutters, downpipes and roofs.

Repointing of brickwork should only be carried out with materials and techniques that are compatible with existing construction techniques. The pointing should match the original, which is likely to be flush or tuck pointed. Repointing with cement slurry, buttering-up the mortar, bagging or bag-rubbing is not acceptable. It is important that repointing is done with a lime-rich mix to prevent deterioration of masonry.

The external cleaning of stonework and brickwork should only be done where there is such a build-up of dirt, paint or built up resin coatings on the surface that it must be removed in order to assess the extent of necessary repair or where the service build up is damaging the fabric of the building by chemical reactions. Cleaning for cosmetic reasons alone should usually be avoided.

When repairing stonework work should be carried out in matching natural stone to match existing colour and texture, and wherever possible as much historic fabric should be retained. Generally stone that has lost its structural quality or is badly decayed should be carefully cut out and matching replacement stone pieced in. Replacement stone should be cut to the full dimensions of the original blocks.

4.12.6 Design Principles and Materials

Good quality new design and the use of appropriate materials within conservation areas is extremely important. It can help create lively places with a distinctive character and a vibrant local economy. It is of great importance that new development has a good relationship with the surrounding historic environment. It can also set standards and encourage new development to enhance the local distinctive character. It is essential in order for new buildings to stand the test of time and be sustainable that from the outset there is a thorough understanding of its historic context. This is not just the individual site in question, nor just its immediate surroundings, but its entire connection with the historic area including its setting. Existing valued heritage assets can inform high quality design that is inspired by its local context and it is important that any contemporary design can fit comfortably into its surroundings and can help deliver sustainable communities and places that residents value highly. It is important to recognise that new development that relates well to its surroundings is likely to last longer before its replacement is considered and therefore make a greater contribution to sustainability. The Council will only seek well-conceived and inspirational design that is founded on a full understanding of local context.

National guidance on design is contained within the NPPF and supported by the policies within the Local Plan and Supplementary Planning Documents. There is also useful advice and guidance provided by Historic England and in core documents such as Building in context - New development in historic areas, which was the forerunner for

the Building in Context Toolkit which developers and Local Authorities alike should use to guide development.

The policies within this Management Plan should be used to guide all new design within the conservation areas along with the policies in the Local Plan and SPDs. Traditional materials should be used where possible as artificial materials tend to perform poorly in the long term and also affect the local character of the area. Prospective developers would need to engage in detailed consultation with the planning department regarding the principles of development to ensure the preservation, and where necessary, the enhancement of the streetscape.

The right approach is to be found in examining the context for any proposed development in great detail and relating the new building to its surroundings through an informed character appraisal. This does not imply that any one architectural approach is, by its nature, more likely to succeed than any other. On the contrary, it means that as soon as the application of a simple formula is attempted a project is likely to fail, whether that formula consists of 'fitting in' or 'contrasting the new with the old'.

A successful scheme will be one whose design has taken account of the following characteristics of the surroundings:

- The significance of nearby heritage assets and their setting.
- The general character and distinctiveness of the local buildings, spaces, public realm and the landscape.
- Landmarks and other features that are key to a sense of place.
- The diversity or uniformity in style, construction, materials, detailing, decoration and period of existing buildings and spaces.
- The topography.
- Views into and from the site and its surroundings.
- Hard and soft landscaping
- The current and historic uses in the area and the urban grain.

Some or all of these factors may influence the scale, height, massing, alignment, materials and proposed use in any successful design. Which should then:

- Relate well to the geography and history of the place and the lie of the land.
- Sit happily in the pattern of existing development and routes through and around it.
- Respect building lines and heights including important short and longer views
- Respect the scale of neighbouring buildings.
- Use materials and building methods which are as high in quality as those used in existing buildings.
- Create new views and juxtapositions which add to the variety and texture of the setting.

The Council promotes the benefits of early engagement in pre-application discussions. Early engagement can lead to an agreed understanding of the nature, extent and importance of the significance of the asset or assets affected by a proposal, and identify the likely impacts on their significance before the details of the scheme are firmed up. It can also help parties

to understand how the heritage asset or assets might make a positive contribution to the proposed development and how their incorporation within the design may fulfil wider planning objectives.

Pre-application discussions can be critical for large-scale development schemes but even applicants with small-scale domestic proposals can benefit from early engagement with the Council. For example, by agreeing in advance what evidence will be required to support their application such as detail required for Heritage Assessments.

4.12.7 Lord Street

The majority of the buildings on Lord Street date from the Victorian or Edwardian eras. These historic buildings and public gardens are what gives the street its character and should be preserved. Where new buildings have been constructed these have not generally been of a quality which equals that of the historic buildings. Opportunities should be taken to replace the modern buildings which do not contribute positively to the streetscape, with new buildings which enhance the characteristic qualities of the area.

The building lines are strong on both sides of the street. Extensions/replacement or new buildings and any curtilages would need to follow the existing pattern of the street taking account of the broader street context and also its immediate surroundings.

The street comprises largely of a sequence of different building groups. The consistency of architectural treatment across each group is important to retain, as are the similarities between the building groups.

Most of the shops are narrow, deep and of equal widths. The fine grain of the conservation area is one of its key strengths. This gives the shopping environment both distinctiveness and resilience against difficult economic circumstances.

New verandahs to shops would be supported, but only where the materials and dimensions are in keeping with existing historic verandahs and their installation would not result in the loss of historic detailing.

The height of new buildings or roof extensions should not normally result in the building exceeding the height of the buildings surrounding it, or unbalancing a building group.

New permanent buildings, structures or hardstanding within the gardens will not normally be supported.

4.12.8 Promenade

The buildings on the Promenade were designed to face out across the seafront and accordingly have a relationship with the openness of the space. New substantial buildings on the seaward side of the Promenade would be out of character with the area.

The Promenade consists of several groups of buildings punctuated by individual buildings which are built on a consistent building line. The line is broken in several places, where buildings have been lost and no replacement is built, such as at the junction with Scarisbrick Avenue which undermines its character. New buildings in keeping with the overall scale and building line would help to knit the townscape back together.

Actions:

- Promote early pre-application with Local Authority.
- Promote early public consultation by developers with local stakeholders.
- Promote the use of Building in Context toolkit.
- Formulate guidance on evidence and supporting information to be expected in order to conceive new development in the Conservation Areas.
- Formulate and adopt Design Supplementary Planning Document.

New development on Lord Street or the Promenade should:

- Where possible, knit the townscape back together.
- The scale and height of new buildings, or additions should be in keeping with the overall historic character of the area.
- Involve storey heights that match the scale of the graduated storeys of the traditional buildings.
- Ground floors should have active frontages towards main street elevations.
- Locate services and waste storage on non-prominent elevations.
- Use natural and high quality facing materials which match the colours and textures of the historic buildings.
- Involve modulation to the elevations.
- Be located on the established building lines.

5. ACTION PLAN

5.1 Introduction

The Conservation Area characteristics and appearance are the sum of all its parts, each individual separate aspects that control this are managed by a number of different organisations and individual departments within the Council that each have their own priorities. This section of the Management Plan seeks to bring all these separate issues together and plan for how it will be managed. If Conservation Areas which include buildings and the public realm within them are not managed appropriately, they can quickly deteriorate and the Conservation Areas can be put at risk and undo any positive work undertaken. It is therefore essential in order once the Townscape Heritage project is completed, that this Action Plan is followed.

The following action plan summarises those issues within the Management Plan Document that requires Action, when it needs to be done, by whom and what resources are attributed to it.

5.2 Management Action Table

Issue	Action	Resources	Lead and Partners	Frequency
Development and Management				
New Development	<ul style="list-style-type: none"> ■ Determine planning and listed building applications in line with planning policy. ■ Formulation and adoption of Design SPD. 	Within existing budgets	Planning Services	Ongoing
New: <ul style="list-style-type: none"> ■ Shopfronts ■ Security ■ Signage 	<ul style="list-style-type: none"> ■ Formulation and adoption of Shop front SPD. ■ Determination of applications in line with policy. ■ Encourage restoration of shopfronts and architectural features as a benefit balancing any harm to proposals. 	Within existing budgets	Planning Services	Ongoing
New Pavement Cafes	<ul style="list-style-type: none"> ■ Formulation and adoption of High Street SPD. ■ Formulation and adoption of guidance for Highway Licensing. ■ Integration within new Public Realm design (markers for designated areas). ■ Pro-active Surveys and Monitoring. 	Within existing budgets	Planning Services and Highways/ Licensing Enforcement	Ongoing

AREA MANAGEMENT PLAN

Issue	Action	Resources	Lead and Partners	Frequency
New A Boards	<ul style="list-style-type: none"> ■ Formulation and adoption of High Street SPD. ■ Formulation and adoption of guidance for Highway Licensing. ■ Integration within new Public Realm design (markers for designated areas). ■ Pro-active Surveys and Monitoring. 	Within existing budgets	Planning Services and Highways Enforcement/Licensing	Ongoing
Trading on Street	<ul style="list-style-type: none"> ■ Formulation and adoption of Highways Design Guidance. ■ Approvals under Licensing. ■ Enforcement of unauthorised sites. 	Within existing budgets	Planning Services/ Highways Enforcement	Ongoing
Houses in Multiple Occupation	<ul style="list-style-type: none"> ■ Supplementary Planning Document Adopted. ■ Article 4 Direction in place. ■ Enforcing of unauthorised works. 	Within existing budgets	Planning Services and Housing Standards team	Ongoing
Unauthorised development	<ul style="list-style-type: none"> ■ Enforcement Protocol adopted highlighting priorities for action. ■ Pro-active Surveys and Monitoring. ■ Enforcement Action taken if necessary. 	Within existing budgets	Planning Services and Southport Civic Society	Ongoing
Public Realm				
Scarbrick Avenue Priority for improvement	<ul style="list-style-type: none"> ■ Seek funding opportunities to build out initial scheme. ■ Implement Public Realm improvements. 	Funding to be sought to enable improvements	Regeneration, Planning Services and Highways	Ongoing
Improve Accessibility from Town Centre to Seafont	<ul style="list-style-type: none"> ■ Pedestrian crossing points improved across Lord Street/ Promenade and through to Kings Gardens. ■ Follow recommendations of emerging Access and Movement Strategy. 	Funding to be sought to enable improvements	Regeneration, Planning Services, Tourism and Highways	Ongoing
Opportunities for reduction in Street Clutter and improvements	<ul style="list-style-type: none"> ■ Street Audit undertaken and results fed back to Council. 	Within existing budgets	Southport Civic Society and Highways	Annually

AREA MANAGEMENT PLAN

Issue	Action	Resources	Lead and Partners	Frequency
Public Realm Strategy	<ul style="list-style-type: none"> ■ Devise a Public Realm Strategy for Southport Town Centre which takes account of the range of functions that the town centre supports and its historic character. The strategy should identify: ■ Historic street furniture and details to be conserved. ■ The range of existing and appropriate new materials for undertaking work in the town centre. ■ Opportunities for reducing street clutter. ■ Opportunities to support cultural activity. ■ Themes and colour schemes for street furniture. ■ Guidelines for new signs and painted lines in the conservation areas. ■ Priorities set for future public realm projects and funding opportunities explored. ■ Town Centre wide lighting scheme including landmark historic buildings 	Within existing budgets	Regeneration, Planning Services, Highways and Tourism	Ongoing
New minor Highway Proposals	<ul style="list-style-type: none"> ■ Promote closer co-operation between highway engineers, planners, urban designers, landscape architects and conservation staff in order to produce and maintain a high quality public realm. ■ Ensure design, street furniture and materials correspond with the public realm strategy and the management plan. ■ Establish Protocol and Service Level Agreement between Highways and Planning in order to enable consultation on proposals. ■ Ensure Streets for All Guidance is followed. 	Within existing budgets	Planning Services and Highways	Ongoing

AREA MANAGEMENT PLAN

Issue	Action	Resources	Lead and Partners	Frequency
Major Sites				
Victoria Baths	<ul style="list-style-type: none"> ■ Ensure appropriate repairs are carried out to prevent deterioration whilst a new use is found. ■ Investigate the possibility of a feasibility study in order to explore potential for re-use. ■ Proactively market the building for similar type uses health spa leisure facilities and look into form partnership with nearby hotels. ■ Seek a development partner and grant funding opportunities to improve the condition of the building and support conversion to a sympathetic new use. ■ Grant funding streams explored. ■ Develop Design Brief. 	Within existing budgets and funding to be sought	Regeneration and Planning Services	Ongoing
Grand Casino	<ul style="list-style-type: none"> ■ Ensure appropriate repairs are carried out to prevent deterioration whilst a new use is found ■ Investigate the possibility of a feasibility study in order to explore potential for re-use ■ Develop Design Brief ■ Support and facilitate bringing sites forward. ■ Monitor need for enforcement and take action when necessary. 	Within existing budgets and funding to be sought	Regeneration and Planning Services	Ongoing
Gap Sites <ul style="list-style-type: none"> ■ B and M ■ Kingsway ■ Promenade Car Park 	<ul style="list-style-type: none"> ■ Develop Design Brief. ■ Encourage dialogue and joined up working between property developers. ■ Support and facilitate bringing sites forward. ■ Monitor need for enforcement and take action when necessary. 	Within existing budgets	Regeneration and Planning Services	Ongoing

AREA MANAGEMENT PLAN

Issue	Action	Resources	Lead and Partners	Frequency
General				
Lord Street's Cast Iron Verandah's	<ul style="list-style-type: none"> ■ Increase awareness of technical guidance document. ■ Verandah Maintenance approach developed. ■ Discussions on maintenance plan with BID awaiting implementation. ■ Encourage owners to undertake quarterly gutter sweep or formulation of Lord Street Verandah Club. ■ Use planning powers to ensure that buildings are suitably repaired and maintained. 	Within existing budgets	Planning Services	Ongoing
Lord Street – Residential usage of upper floors	<ul style="list-style-type: none"> ■ Survey upper floor usage. ■ Analyse options. ■ Investigate opportunities to reduce constraints and encourage use of the upper floors of buildings e.g. residential and office uses. ■ Ensure access to upper floors is not lost through development. ■ Support proposals for sympathetic conversions of upper floors. 	Within existing budgets and possibility of funding required	Regeneration and Planning Services	Ongoing
Untidy buildings/ verandahs	<ul style="list-style-type: none"> ■ Enforcement protocol adopted increasing priority to Listed Buildings and Conservation areas. ■ Use of planning powers to ensure that buildings are suitably repaired and maintained. 	Within existing budgets	Planning Services	Ongoing
Monitor Condition of Conservation Areas	<ul style="list-style-type: none"> ■ Undertake annual survey of conservation areas for the national Heritage at Risk register. 	Within existing budgets	Planning Services	Annually
Maintenance of Buildings	<ul style="list-style-type: none"> ■ Production and publication of maintenance guidance for property owners. ■ Maintenance training events provided for property owners during Townscape Heritage Project. 	Within existing budgets	Planning Services	Ongoing

AREA MANAGEMENT PLAN

Issue	Action	Resources	Lead and Partners	Frequency
Environmental impacts	<ul style="list-style-type: none"> ■ Best practice guidance on energy conservation for historic buildings will be promoted and followed to include provision for example <ul style="list-style-type: none"> • Secondary glazing • Use of natural, sustainable traditional materials • Reuse and recycling of materials • Whole life performance productions e.g. use of cast iron rainwater goods. 	Within existing budgets	Planning Services	Ongoing
Vacant shopfront displays	<ul style="list-style-type: none"> ■ Promote and work with property owners to utilise their empty shop fronts with temporary attractive displays e.g. promoting the heritage of the town, visitor attractions etc 	Within existing budgets	Tourism, Regeneration, Planning Services	Ongoing

6. MONITORING AND REVIEW

Clear and measurable historic environment objectives and targets are likely to deliver more effective outcomes. Monitoring these outcomes can have the beneficial effects of:

- Improving future plans and strategies.
- Identifying where Article 4 directions may be needed.
- Highlighting where supplementary planning documents may be required.
- Highlighting where development outside of planning control, such as highways, may compromise strategic objectives and solutions are required.

Possible indicators include changes in the appearance and ‘health’ of the historic environment. Heritage at Risk information is an effective means of assessing whether protection policies are achieving success. It allows local planning authorities to use trend data to assess whether their historic environment policies are helping to reduce the number of designated heritage assets under threat.

The conservation areas will be monitored and reviewed through the following processes:

- **Photographic surveys:** A detailed photographic survey of all buildings and open spaces within the proposed conservation area has been carried out as part of this review of the Management Plan. This record will form the basis for monitoring further change.
- **Observation:** Officers from Planning Services will visit the conservation area on a regular basis.
- **Street Audit and reporting:** undertaken by Southport Civic Society annually.
- **Town Centre Health:** Check every 3 years.
- **Heritage at Risk surveys:** every year.

Monitoring indicators: The implementation and impact of the management strategy will be reviewed against the following indicators:

- Progress in the prevention of inappropriate small scale change and progression to good maintenance and adoption of traditional repair techniques.
- Progression and implementation of the proposed enhancement opportunities.
- The design quality of new development.

The Town Centre Character Area Management Plan will be reviewed cyclically with appropriate updating and revision as required.

To evaluate the success of the specific Townscape Heritage project a baseline position for the projects identified outcomes will be established this will include such things as:

- Number of buildings refurbished or repaired.
- Amount of floorspace repaired or reinstated.
- Number of vacant units brought back into use.
- Amount of floorspace brought back into use.
- New businesses started up.

- Amount of private sector investment.
- Annual increase in day and staying visitors.
- Annual increase in Visitor Economy value.
- Number of new homes created.
- Number of people receiving training.
- Number of volunteers engaged.
- Number of people who have downloaded app.
- Attendance at events and engagement from public.

Further evaluation will include:

- Feedback from those engaging with the project and participating in its activities.
- Request and receive feedback from grant recipients.
- Yearly review of outcomes.
- Full and comprehensive final review of the project including what aspects were successful and which were not.
- Lessons learned log-completed during the course and end of the project
- Stakeholder consultation including questionnaires and other structured qualitative techniques such as one to one interview with grant recipients.

7. USEFUL REFERENCES

Partnership links

Southport BID

<https://www.southportbid.com/>

Southport Civic Society

<http://www.southportcivicsociety.org/>

Sefton Council Documents

Promenade Conservation Area Appraisal (2017)

Lord Street Conservation area Appraisal (2017)

<https://www.sefton.gov.uk/planning-building-control/conservation-and-heritage/conservation-areas.aspx>

Lord Street Advisory Leaflet (2018)

<https://www.sefton.gov.uk/media/1430801/LordStreet-Cons-Area-Advisory-leaflet-2018.pdf>

Promenade Advisory Leaflet (2018)

<https://www.sefton.gov.uk/media/1431078/Promenade-CAA-leaflet-2018.pdf>

Listed Building Advisory Leaflet (2016)

https://www.sefton.gov.uk/media/1156830/Listed-Buildings-Advisory-Leaflet-A4_2016-for-web.pdf

Southport Townscape Heritage Project (2019)

<https://www.sefton.gov.uk/townscape>

Sefton Local Plan (2017)

<https://www.sefton.gov.uk/planning-building-control/planning-policy-including-local-plan-and-neighbourhood-planning/local-plan.aspx>

Supplementary Planning Documents - not formulated at time of publication

<https://www.sefton.gov.uk/planning-building-control/planning-policy-including-local-plan-and-neighbourhood-planning/emerging-supplementary-planning-documents.aspx>

Sefton 2030 Vision (2016)

<https://www.sefton.gov.uk/your-council/vision-and-core-purpose.aspx>

Southport Development Framework

<https://www.sefton.gov.uk/your-council/plans-policies/sefton-economy/southport-development-framework.aspx>

Lord Street Verandah Maintenance Guide

<https://www.sefton.gov.uk/media/1345330/Southport-Verandah-Guidance.pdf>

Heritage Trails

<https://www.visitsouthport.com/things-to-do/history-and-heritage>

National and Regional Links and Documents

Liverpool City Region Growth strategy

<https://www.liverpoollep.org/economic-strategy/liverpool-city-region-growth-strategy/>

National Planning Policy Framework (updated 2019)

https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/779764/NPPF_Feb_2019_web.pdf

National Planning Policy Guidance

<https://www.gov.uk/government/collections/planning-practice-guidance>

Heritage at Risk Register

<https://historicengland.org.uk/advice/heritage-at-risk/search-register/>

Streets for All Guidance

<https://historicengland.org.uk/images-books/publications/streets-for-all/>

Building in Context

<http://www.building-in-context.org/>

Building in Context Toolkit

<http://www.building-in-context.org/the-bic-toolkit/>

National Heritage List for England

<https://historicengland.org.uk/listing/the-list/>

Property Owner Maintenance Guide - Stitch in time

<https://www.ihbc.org.uk/stitch/Stitch%20in%20Time.pdf>

AREA MANAGEMENT PLAN

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