



MORECAMBE DESIGN CODES

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2020



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Quality information

Document name	Ref	Prepared for	Prepared by	Date	Reviewed by
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1. Introduction

1.1 Purpose of the document

The purpose of this Design Codes (including Guidance) is to celebrate what is good about Morecambe and convey design advice to applicants for planning permission on what constitutes locally distinctive development in Morecambe's various character areas. The broader objective of this Guide and Code is to help improve the quality of the built and natural environment and ensure development that affect these are embedded with these design qualities for outcome, approach and process also.

- **Locally distinctive** - new development is of its place, not just anywhere or not just another housing estate;
- **Characterful** - understanding and exhibiting positive local character traits in the right areas of the town;
- **Sustainable** – environmentally, economically and socially balanced and conscious of future legacy,
- **Equitable** – by a diverse group and for a diverse population that includes people of all abilities.

1.2 How to use the document

As a key Neighbourhood Plan supporting document, the Design Code is intended to serve as an evidence base for the neighbourhood plan and as source of information and guidance for all those involved in the development planning process. It addresses the whole neighbourhood plan area but it is not possible to cover every detail and response

across all situations within the Parish, nor is it a source of 'oven-ready' design solutions. Rather, the Codes sets out a range of design approaches, principles, overarching guidance and Codes, all concerning character and quality that the Neighbourhood Plan Group, through consultation with local groups at various stages, consider fundamental to understand and apply when formulating design proposals for developments across Morecambe.

1.3 Structure of the document

The Guide is divided into four main chapters including this Introduction. The Second Chapter covers the assessment of the spatial form of the whole town and links this with broader issues or 'takeaways' – these include protecting town-wide assets and character of the overall landscape and townscape. The Third Chapter looks at identifying character areas across the whole urban area and specific Focus Areas within these that have higher degrees of importance and concentrations of heritage assets, for example - this section identifies Focus Areas in order that new development should share some of these characteristic features and highlights multiple specific 'Character Design Codes' that have unique importance in all areas. The fourth chapter is topic based, covering more widely applicable design guidance and structure and arrangement, working through levels of scale from Design approach to Sustainability, Neighbourhood Structure, Streets & Public Realm, Townscape and Public Art for example. Detailed topics such as shop fronts, street furniture and lighting are touched upon within these.

1.4 Detailed Objectives

This section lists the ambitions outlined by the NP steering group and what they hope to achieve with the Design Codes and Guidance in order to build on the character of the town and support local communities. The objectives for this Design Codes and Guidance are as follows:

- To establish Design Codes for key distinct Character Areas/ Development styles across the town of Morecambe, including; an area of Victorian urban development, 1930s Art Deco development and two historic conservation areas, and others;
- To guide development in relation to the significance of designated and non-designated assets (that will need to be established through the study),
- Working in the context of the conservation area that does not have a conservation area appraisal (West End);
- Illustrate design approaches and guidance for future development of infill / windfall sites; and
- Capture regeneration aims for Morecambe and aims for carbon neutrality within the guidance.

This information reflects the initial 'diagnostic brief' from the NP Group taken by AECOM and agreed by Locality. Some refinement of the brief has occurred based on engagement with local groups/ leaders.



Figure 1: Diagram extracted from The National Design Guide - it could be said that **Connectivity** is a fourth 'C' to add to **Climate, Community and Character**

1.5 Process & Engagement

This section provides a brief chronological breakdown of the key elements and mile-stones used throughout the duration of the production of this document.

- Inception call with Steering Group Chair to confirm the brief;
- 'Virtual site tour' and wider team inception meeting online;
- Desktop assessments of Whole Town spatial study and Characterisation Study;
- Project team meeting #1 and presentation of Assessment work (with Troy planning);
- Project team meeting #2 and discussion of design codes and consultation;
- Wider public consultation online with presentation and instant polling with representative; groups from Morecambe to explore and focus Design Code / guidance content;
- Publication of Design Code for review by NP Steering Group and then Locality;

1.6 Study Area

The neighbourhood plan study area consists of the whole parish boundary. A key element of the study is to define and focus in on the areas of most important character within the Parish and these are identified as 'focus areas' in order to identify issues and opportunities for guidance within these sub-areas that will help ensure that important heritage and future development are not at odds and that new development is sensitive to its special context. It must seek to add to the unique identity and distinctive features of Morecambe in order to reflect and develop the special sense of place.

1.7 Planning Policy Context Review

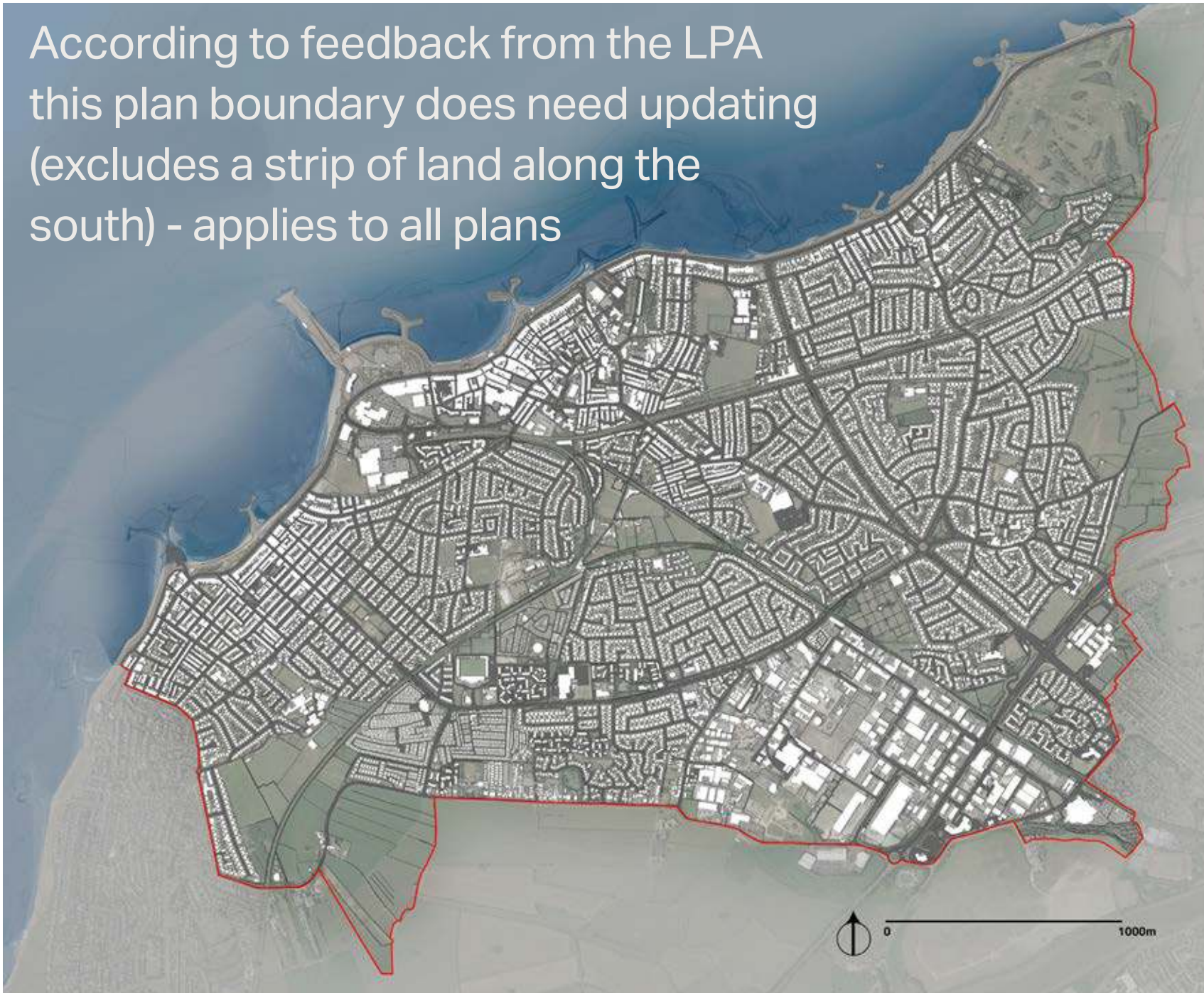
This highlights national and local policy and guidance documents to give an overview of the materials that have been considered or may impact on future design.

National Planning Policy and Guidance

- National Planning Policy Framework (NPPF, 2019)
- National Design Guide (2019) - see Figure 1 for the many facets of a well-designed place and the three overriding aims of the guide which also inform this Design Code: conserving Character, catering for Community and combating Climate change.

According to feedback from the LPA
this plan boundary does need updating
(excludes a strip of land along the
south) - applies to all plans

*Figure 2: Neighbourhood
Plan Area on edited aerial
photograph (all buildings
highlighted in white fill)*



Local Planning Policy & Guidance

Lancaster Local Plan (2020 – subject to adoption):

- Morecambe Conservation Area Appraisal
- Morecambe Conservation management plan
- Shop Front and Advertisement Design Guidance
- Practical Conservation Guidance
- Morecambe Area Action Plan

It should be noted that these documents will also help to achieve the aims set out in the objectives and it has been important not to duplicate the content of these guides and policies but where possible references are made to aid the flow of policy and guidance to the user.

Morecambe Area Action Plan - to 2021 (LCC, 2014)

Overarching aims:

- Reaffirm the critical importance of conserving and properly managing Morecambe Bay and the shoreline environment;
- The promenade and wider seafront from the Battery through to the Town Hall designated as open space predominantly for informal recreation;
- Improved management arrangements for the seafront and promenade and a focus on improvement;

- Integrate the seafront with the town much better with improved connections for pedestrians between the seafront and the town;
- Direct footfall into the town centre by a range of actions to create much more of a “buzz”;
- Encouraging people to “stay longer and spend more”;
- Restructure landward with new development fitting to a key network that makes it easy for pedestrians to find their way around the town;
- The city and county councils to prepare a joint transportation plan to include for the location, management and pricing of public car parking (on and off street) to better support activity and trading within central Morecambe
- Further incentivise business investment through local supply side measures;
- Support initiatives within the community and by local businesses to enhance and add to this offer;
- Actively market the town to visitors as part of the wider “Morecambe Bay” offer, in new and imaginative ways that look to the future;
- Actively market the town to investors;
- Make an improving town centre integral to the visitor offer;
- Bring improvements in the look and feel of the town and what there is to do.

Other Guidance:

Building for A Healthy Life (2012)

Building for a Healthy Life is the new name and latest version of Building for Life 12 and is a Design Code for Neighbourhoods, public spaces, homes and streets. It aims to help people improve the design of new and growing neighbourhoods. From this, the following 5 key ‘Putting health in Place Principles (that apply to the Design, Delivery and Management of places) have helped to inform the local vision for the Design Code:

- Create compact neighbourhoods
- Maximise active travel
- Inspire and enable healthy eating
- Foster health in homes and buildings
- Enable healthy play and leisure

Manual for Streets 1 & 2 (2007, 2010)

We must give greater weight to guidance that is science and evidence based, up-to-date, and has taken relevant matters properly into account, including current statutory duties, and national policies. Manual for Streets is evidence based – see TRL Report 661.

Withdrawn, old-era street design guidance will not comply with current planning policies or statutory duties, and should not be used (it is now unlawful).

2. Assessment

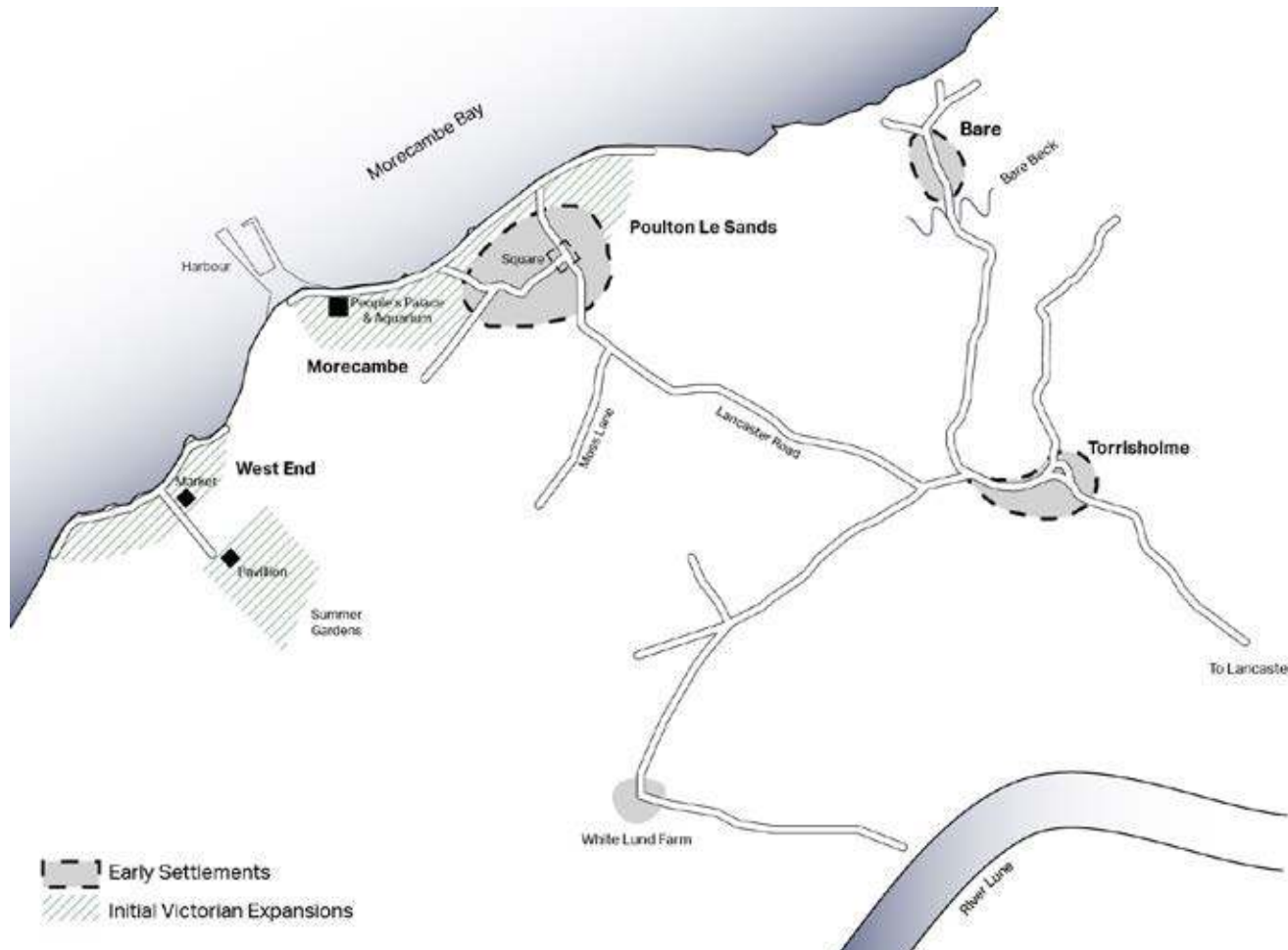


Figure 3: Diagram showing early settlement origins and expansion

2.1 The Origins and Growth of the Town

This section illustrates from where and how the settlement area has evolved from its humble beginnings, including identifying the historic, some medieval, villages within the area and subsequent phases of Victorian and later expansion.

Morecambe grew around the village of Poulton-le-Sands from the mid-nineteenth century onwards when a railway line, the Little North Western, was pushed through from Leeds and Bradford to a new harbour on the shore of Morecambe Bay (Peter Wade, local historian - morecambeheritage.co.uk/history).

The settlements of Morecambe, Bare, Torrisholme and Morecambe West End were still separated at the close of the 19th century. These settlements all have their own unique features and origins but were eventually drawn together and by the advent of WWII linear development had occurred along the historic connecting routes, whilst new railways (LMSR) and road infrastructure (Broadway) were servicing the growth of this popular destination resort. In the later half of C20 development continued to spread out within the Morecambe floodplain between the Bay and the River Lune estuary, forming the broader urban agglomeration that we recognise as Morecambe today.

See over page for settlements origins diagram which illustrates where the town had its multiple roots.

2.1.2 The Seeds of Growth

This analysis of early plans suggests some of the core historic elements of each settlement, which define a 'sense of place' and are still central and valuable to the character today. See below for overview summary list.



Figure 5: Extract of historic map: West End

The West End:

- Compact Victorian urban development and gardens, focussed and growing back from along the bay;
- Originated as an urban expansion of Morecambe alongside major new rail and tramway connectivity;
- Higher density urban development on a grid layout;



Figure 6: Extract of historic map: Torrisholme

Torrisholme:

- A historic liner village with Medieval origins;
- Sinuous, high street and former tramway;
- Later low density residential expansion;
- Gateway to Morecambe / Lancaster.



Figure 7: Extract of historic map: Bare

Bare:

- Historic linear village along a route to the Bay;
- Waterfront setting and promenade inns;
- Later lower-density development;
- Varied, historic block structure;

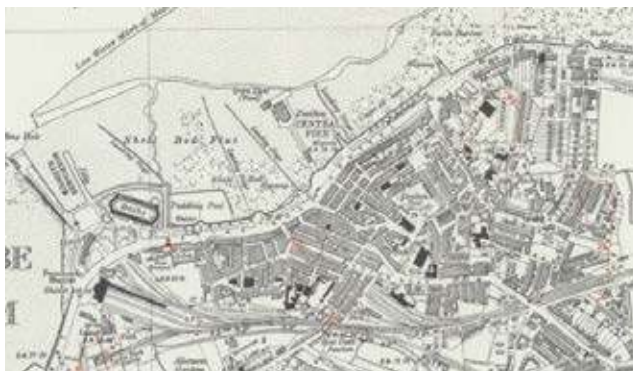


Figure 8: Extract of historic map: Bare

Morecambe (present day Town Centre):

- Originated as a resort Town on the Bay;
- Encompassed Poulton Le Sands / square;
- Fine grain, irregular historic block structure; and
- Large scale development and major attractions.

2.1.3 The Historic Periods of Growth

Victorian Growth

The railway brought goods and passengers and visitors to the seaside in need of refreshment, entertainment and accommodation. Morecambe grew in response to these needs through the second half of the nineteenth century and, as a result, still has a rich and varied collection of Victorian buildings. These include the Winter Gardens (1897) and Park Hotel (1900) as well as a host of smaller buildings and terraces. Schools and churches (several by the Lancaster architects Sharpe, Paley & Austin) mark the growth of Morecambe's resident population at this time.

1930's Growth

Morecambe enjoyed a second period of growth in the 1930s. Despite the Depression at the start of the decade a seaside holiday became more realistic for many (with paid holidays also enshrined in law). Morecambe's 1930s boom years saw the new Midland Hotel (1933) and lido (the Super Swimming Stadium of 1936) as well as pier pavilions, cinemas, shops, stores and private housing all in Art Deco style.

1950's / 1960's Slow down and then decline

While Morecambe still attracted crowds through the 1950s and 1960s, package holidays with guaranteed sunshine began to make the traditional British seaside holiday look second best. Meanwhile boarding and guest house owners began to explore new ways of filling their rooms. This all meant that Morecambe, like many other seaside towns, fell into decline. Attractions were neglected, seaside shows closed as they struggled to find audiences and many of the places that had once thronged with visitors became bleak wastelands as buildings were demolished.

Morecambe at the Millennium

Recent years have seen Morecambe's hopes repeatedly rise and fall as grandiose schemes have come and gone, and the town has struggled to find a new identity. However, Morecambe still has its gifts of nature and history and, at the end of the season at least, the famous sunsets can't be switched off or the shutters brought down on the views across Morecambe's Bay.

(Abridged text from: morecambeheritage.co.uk/history)

See the historic map extracts and modern-day figure ground plan (over page) for growth pattern including early Victorian, inter-war and up to the present day.

Morecambe's Recent Revival

The last 20 years have seen significant investment and improvements to Morecambe's town centre, Promenade and infrastructure resulting in the developments such as the Broadway hotel and restoration of historic buildings such as the Midland Hotel, with a fund raising appeal having recently been met for the Morecambe's Winter Gardens. Many old houses have been restored (e.g. West End masterplan) and the Eden Project is currently seeking £70m of public funding from the government to create an Eden North, regional tourist attraction to re-imagine the British seaside for the 21st century.



Figure 10: Ordnance Survey map (1891, published 1895)

Takeaway #1: Historic Built Design Resource

By looking at the historic fabric, it is possible to find design precedents and uncover the unique character of every neighbourhood of Morecambe. This knowledge must guide any future development and the growth of the town. In order to continue building a strong 'sense of a place' that is both rooted in its origins and reflects the key growth periods - notably early vernacular, Victorian and 1930's Art Deco when a wealth of high quality building and town-making was undertaken.

Morecambe has a history stored in its existing urban fabric a key design resource that can be used to find precedents and timeless principles.



Figure 11: Ordnance Survey map (1937, published 1938)

Figure 9: Diagram showing spatial and built-form today



2.2 Movement & Streets

2.2.1 Non-vehicular movement and public transport

Morecambe has an established and strategic non-vehicular movement network along the coast and inland. For cyclists, National cycle route 69 connects Hest Bank via Morecambe Bay Nature Reserve with Cleethorpes Nature Reserve to the south of Grimsby. It travels along Morecambe Bay and then through the town centre following the route of Lancashire Coastal Way. The Coastal Way follows the coastline between Merseyside and Cumbria with some diversions inland where necessary. The route follows Marine Road East via Bare to the Town Centre and then heads inland along the former railway route in order to cross the Lune estuary and take in Lancaster (see plan over page for alignments).

Morecambe is also on the Morecambe - Leeds railway line which runs from east to west and links the town on a regional and national scales. Stations are located at Bare Lane and in the Town Centre where the train backs out to loop round to Heysham Port on the branch line. A bus network serves Morecambe.

2.2.2 Street structure and hierarchy

The landscape constraints, notably the River Lune and Torrisholme Barrow, and coastal aspect of the town creates an interesting pattern that is inverse to many traditional inland towns in that rather than multiple radial routes converging on a main centre from different points around the compass, the town is distributed and connected along a linear path of the coastline to other coastal settlements and then inland radial routes stem back from various points along the promenade converging towards Torrisholme and the crossing of the Lune into Lancaster.

Takeaway #2: Place and Movement functions

It is important to understand the wider strategic movement as these links can drive placemaking through the accessibility of a variety of modes of travel, whilst reducing reliance on vehicle modes. Streets are the essential structure of the town and have a place and movement function to fulfil equally.

Therefore, the understanding of route hierarchy and design of corridors are essential both for movement and streetscape character / place.

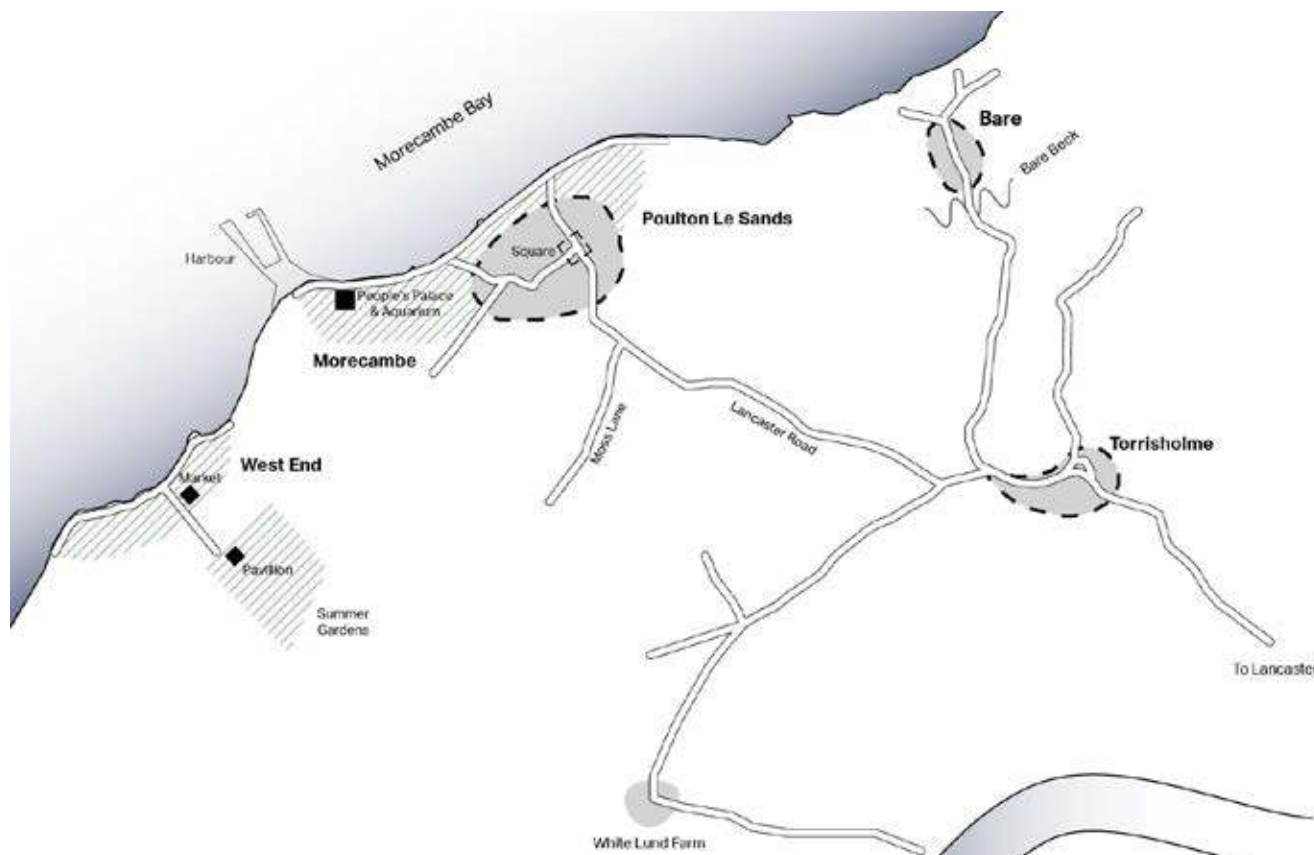


Figure 12: Diagram showing historic street connections



Figure 13: Strategic connectivity today

Morecambe has an established street and road network both of finer grain of historic, organic streets and spaces and a super imposed network of vehicle dominated strategic roads serving this regional tourist destination since Victorian times. This strategic network is broadly managed according to the following route hierarchy (see plan adjacent).

- Strategic Roads, link the town to the wider regional and national connections and motorways allowing wider strategic movement;
- Primary Streets are the main access points into and from Morecambe. They link the town with the surrounding settlements and to the Strategic Roads;
- Secondary Streets act as a mid-tier routes, which provide access to different parts and areas of Morecambe;
- Tertiary Routes provide access to homes via local residential street.

Street Types & Character

Rather than purely consider streets from a traffic-management perspective it is better to see both the place and movement function and relationship to built-character. For example the following range are common in Morecambe and help to define character in the town (generally ranging from busier to less busy):

- **Promenade / Marine Road** - following the coast (1)
- **Boulevard** - Morecambe Rd, Broadway, Westgate (2)
- **Urban Grid** - West End Area, Town Centre (3)
- **Suburban Access** - Westgate, Eastern Suburbs (4)
- **Historic Lanes** - Lancaster Road (modernised) (5)



Takeaway #2: Place and Movement functions

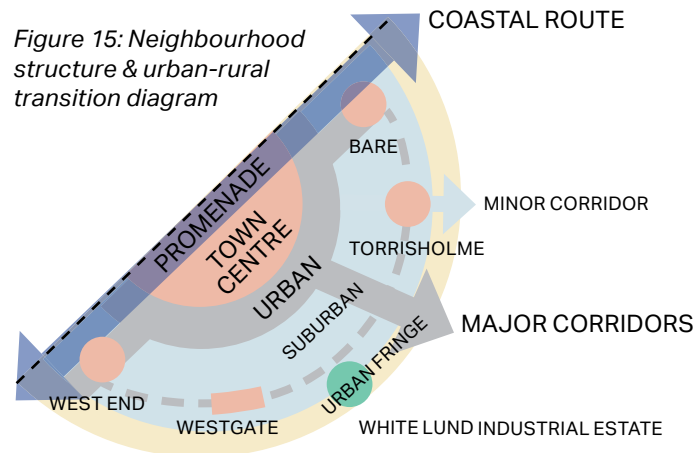
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2.3 Neighbourhood Structure

Morecambe has an established pattern of centres and sub-centres today. Morecambe Town Centre is the main centre (having consumed Poulton-le-Sands). Bare, Torrisholme and the West end are historic sub-centres and Westgate is a modern addition, more loosely strung along the link road.

The range and intensity of activities and the density and scale of development change broadly from the promenade to the town edge, are fundamental aspects that determine not only to the functional areas of the town but also character and sustainability of the neighbourhoods and settlement as a whole.



The Promenade

Morecambe's promenade is both a key movement corridor and forms part of the Town Centre, it has a denser frontage of development and mixed-use in places. It is also has seafront sites for leisure uses.

Town Centre

The town centre is a mixed-use urban area that is the focus of the settlement, providing key services and facilities to Morecambe's community and tourism opportunities. Some residential adds to the centre.

Urban

Morecambe's urban area extends along the Promenade to the West End, and Bare and along Lancaster Road where a denser form of terraced residential development is found.

Suburban

Surrounding the urban areas and sub-centres, the lower density suburban housing spreads out like rings around the town centre and historic sub-centres, merging the neighbourhoods together as one continuous town.

Urban Fringe

Surrounding the urban areas and sub-centres, the lower density suburban housing spreads out like rings around the town centre and historic sub-centres, merging the neighbourhoods together as one continuous town.

Sub-centres

The character of the sub-centres is different based on history, location and modern development focus. Whereas Bare has some urban qualities with linkage to the promenade, Torrisholme has a more semi-rural village feel with links to the surrounding countryside. Westgate itself is a corridor based sub-centre with an edge of town feel, incorporating more fringe features and industrial estate adjacent to the River Lune estuary.

Corridors

The sub-centres are linked to the Town Centre via radial routes and to each other via counter-radial routes. For further description of the route hierarchy see street hierarchy section.



Figure 14: Urban transition example images from town centre to urban to suburban to semi-rural

Takeaway #3: A Walkable Neighbourhood

Understanding and strengthening Morecambe's structure of neighbourhoods, particularly centres and sub-centres which are the focus of people's daily needs will help to contribute to the sustainability and usability of the town and provide facilities and services that are accessible and minimise car journeys to use. The urban to rural transition is key to built character.

Locating more activities and higher density in close proximity to centres/ key corridors helps to make facilities and services more accessible to people.

2.3.1 Urban Grain & Density

Looking particularly at residential development, there are a number of specific aspects of modern designs that give cause for concern. One is the measured and/or perceived 'density' of development in relation to location in the settlement. This issue needs to be seen in relation to the historic cores of the Town Centre (and the West End expansion) on the one hand and the lower density villages that it has absorbed over time on the other (e.g. Torrisholme and Bare). These now suburbs/ villages generally have a lower density and significant areas of open space (at least to begin with, many have been filled in over time) and planting both in private gardens and public greens. Connection to the countryside may also be much more direct. In contrast, the historic centres of the town tend to be built at higher densities with terraced and attached buildings creating a distinct building line and well defined street space / enclosure.



Town Centre / Poulton-le-Sands:

- Town Centre density is not measured in Dwellings per Hectare (DpH) due to mixed-uses; footfall data is relevant to degree of activity or 'bustle', or job numbers;
- The plot coverage is typically over 60% of site area;
- Residential housing is typically be in the range of 60 - 80 DpH but as low as 25DpH on the suburban fringes.

West End Urban (including Conservation Area):

- Compact Victorian urban development, focussed along Morecambe Bay on a tight-knit grid layout;
- Residential housing is typically be in the range of 50 - 60 DpH;
- Due to the number of buildings in multiple occupancy as apartments the overall dwellings per hectare is likely to be higher than stated above.

West End & Sandylands Suburban:

- Later Victorian / Edwardian expansion of the West End feathering back from the core, still grid-layout;
- Residential housing is typically be in the range of 25-80 DpH;
- Close packed semi-detached houses with larger gardens instead of alleys and longer streets allow comparable densities to the West End Urban area.



Torrisholme Village Centre / Suburban:

- A historic linear village centre with some vernacular cottages / terraces and later lower density suburban expansion surrounding;
- Older terrace and cottages can be equivalent to 60 - 80 DpH; and
- Suburban housing surrounding typically ranges from 15 - 35 DpH.



Bare Village Centre / Suburban:

- Historic linear village along route to the Bay and later lower-density development;
- Residential is typically be in the range of 25 - 80 DpH;
- Some Victorian urban terraces close to the promenade surrounded by Edwardian / inter-war suburban housing.



Westgate Corridor / Suburban:

- Post-war urban extension / neighbourhood along Westgate link road / town edge setting and facilities;
- Lower-density development, somewhat 'deeper' layout with T-junctions that reduce legibility; and
- Residential schemes will typically be in the range of 25 - 35 DpH with isolated schemes up to 80 DpH.

2.4 Landscape, views and open space

2.4.1 Topography, views and flood risk

This section gives an understanding of the land-form within the settlement vicinity as well as the key views which are a natural asset to the area. Flood risk areas within and around the town are also identified for how they influence the settlement logic (see accompanying diagram across page).

Morecambe's built up area generally overlays fairly gently topography. However, it is surrounded by pronounced hills to the east (and also across the bay to the north). Torrisholme Barrow is a stand-out vantage point and incorporates a historic scheduled monument as well as an important open space on the top of hill, providing views to the bay and also a scenic panorama out to the east.

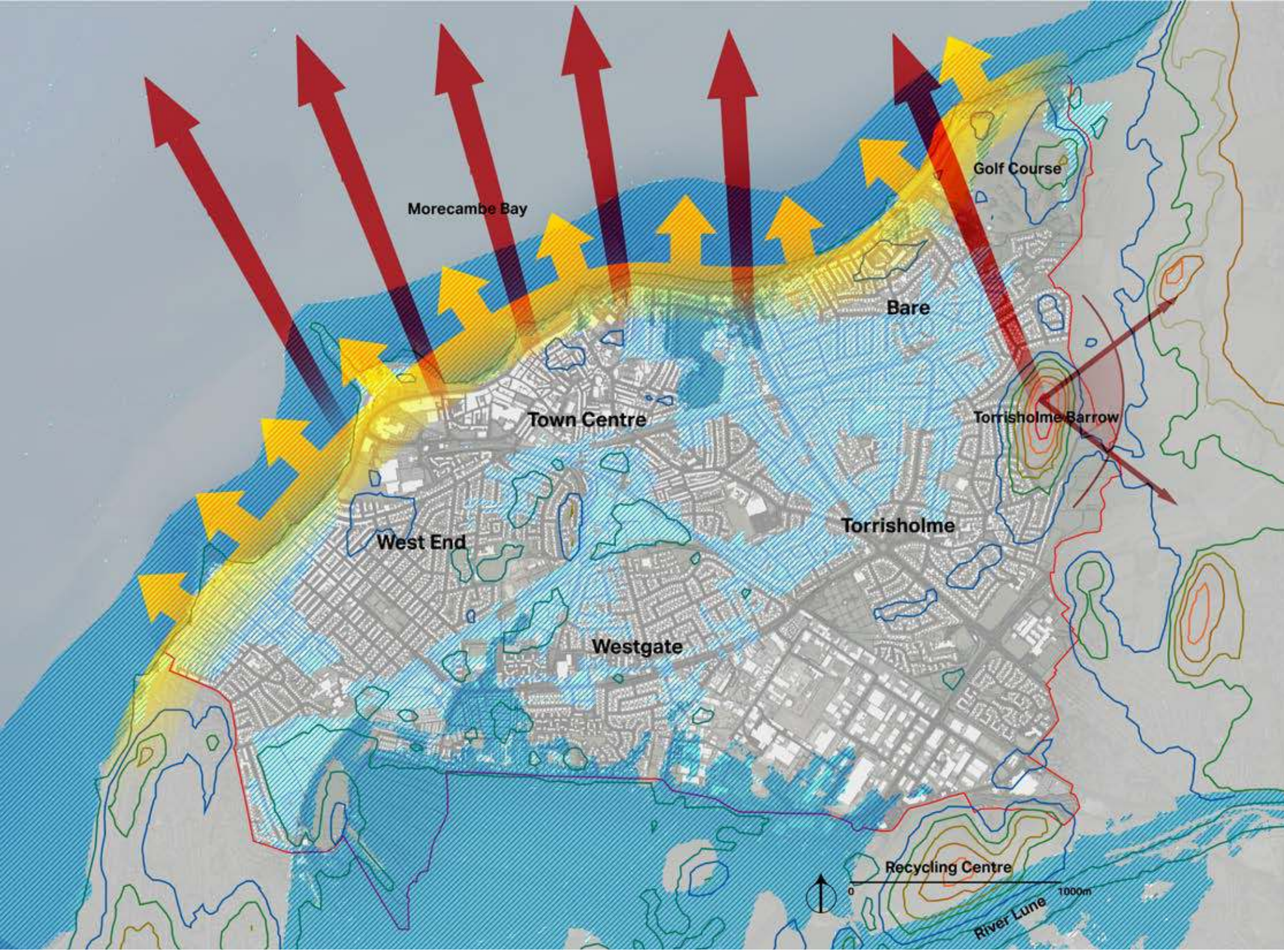
The town's waterfront setting, and accessible promenade offers continuous high-quality long-distance views towards the Lake District, over local activity within the Morecambe Bay itself.

Due to the coastal / estuarine landscapes approximately two thirds of the town's area fall in Flood Zone 2 or 3, suggesting need for flood mitigation measures and resilient and adaptable urban form.



Figure 17: View across Morecambe Bay from Torrisholme Barrow

Figure 16: Diagram showing topography, views and flood risk





Takeaway #4: Design in/for the 3D Landscape

The interesting topography and variety of views found across the area make a strong contribution to the setting of the town and the appreciation of its landscape. Views should be protected to within view corridors and used to enhance placemaking by creating a strong setting for any future development.

Morecambe has it's gifts... the famous sunsets can't be switched off or the shutters brought down on the views across Morecambe's Bay (quote reference)

Figure 18: View to Lake District hills across Morecambe Bay

Figure 19: Postcard viewpoint in the West End

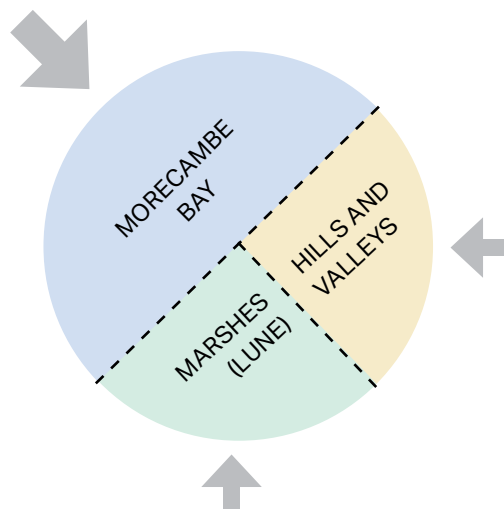


Figure 20: Landscape character influence

2.4 Landscape, views and open space

2.4.2 Landscape Character

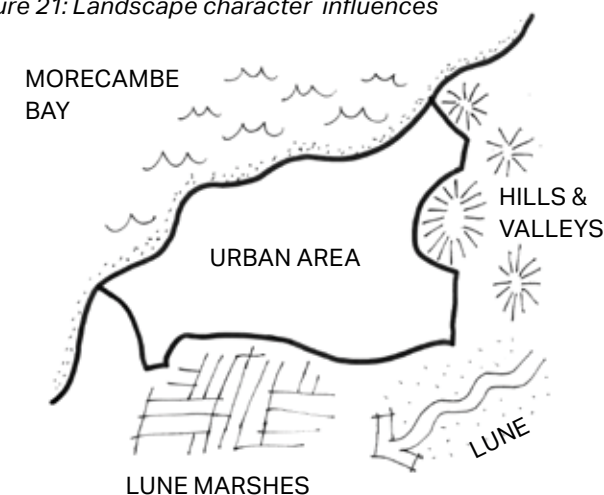
Morecambe sits in the scenic setting of Morecambe Bay, the River Lune estuary and surrounding hills and countryside. The town is well defined by its relationship back to the coastline and bay area, nestled in a bowl with a hilly landscape to the north east and long-distance and panoramic views oriented out towards Morecambe Bay.

The Lancashire Landscape Character Assessment (2000) describes the adjacent, non-urban areas as:

- Carnforth - Calgate - Cockerham (hills, north-east)
- North Fylde Mosses (south)
- Heysham Overton (pastoral - south west)
- Lune Marshes (south)
- Lune Valley (south-east)

This setting strongly contributes to the overall quality and 'sense of place', beauty, history and character of the town. The landscape has determined the main focus and uses of the town in respect of the bay (tourism and industry) as well as impacts and concentrates the potential for any future development within of the Morecambe urban area itself.

Figure 21: Landscape character influences



Takeaway #4: Landscape character Influence

Although itself an urban area, the coastal influence helps gives the town it's overall sense of place and gives it meaning. The connection between town and landscape should be fortified with direct links and with thematic references in design of public realm and buildings to this unique setting and natural design resource.

Morecambe has it's gifts of nature... the natural materials, the native species and the technical challenge of maintaining coastal/ flood defences.

2.4 Landscape, views and open space

2.4.3 Key open spaces

This section identifies the locations of various important open space within the study area with value to the location residents as identified through local consultation (see adjacent plan).

Morecambe has a variety of types of open spaces. The largest of these, typically found on the fringe of the settlement and helping to form valuable habitat links and landscape buffers:

- Torrisholme Bowl Barrow (hilltop accessible on foot only via public rights of way);
- The Promenade – narrow in places but accessible and extensive recreation route with open aspect to the sea linking numerous parks, beaches, play areas and onward connections;
- Happy Mount Park - public park with a variety of recreation opportunities (adjacent to Morecambe golf course, forms the edge of settlement to the north east);
- King Georges Playing Fields - extensive sports pitches on the edge of settlement adjacent to area of Priority Habitat Inventory (no public access).

These larger open spaces are generally used for recreation and sports activities. Some also create transition to the open countryside or form buffers to other nearby settlements or landscapes.

There are also many smaller open spaces within Morecambe. These spaces are more formal, arranged as parks or as squares and linear parkland. Such spaces can be found in all parts of Morecambe. Some of these spaces act as clearings in the built form, especially small pocket parks in the West End or in the eastern part of Morecambe. Some on the other hand act as 'nodes' (identifiable spaces for activities at a confluence of routes) like Poulton Park and Torrisholme Square. As listed, Morecambe also has a unique promenade which contains pockets of parkland, linear green spaces and the large open Promenade Playgrounds, as well as beaches and rock pools.

Allotments

Morecambe also has a series of allotments and these are important for maintaining accessible local food production opportunities for local residents and add to the character of the town through activity and local produce. The three allotment areas identified are:

- Osbourne Road
- Morecambe High School
- Poulton (vicarage grounds)

Takeaway #5: Green & Blue spaces make Places

Open green and blue spaces are essential elements of any placemaking strategy. They significantly improve liveability and attractiveness of the public realm, add variety and contribute to the environmental sustainability. In terms of urban design, open spaces can act as important townscape features, which help us to navigate in the environment. Furthermore, they create interest/ relief within the block layout and accommodate recreation and activities within the town that are within close walking distance of homes.

Protect, enhance design and add new open spaces and recreation opportunities in pockets within the town and maintain larger peripheral buffer spaces.



Figure 23: Key Open Spaces
(from a public consultation
with local resident groups)

1. King George Playing Fields
2. Regent Park
3. Heysham High School Playing Fields
4. Happy Mount Park
5. Morecambe Football Ground And Practise Pitch
6. Torrisholme Barrow
7. Low Lane School Fields
8. Beaufort Road School Fields
9. Morecambe Bay Academy And St Marys Playing Fields
10. Poulton Le Sands School/Memorial Hall Field
11. Grosvenor Park Playground/School Field
12. Promenade Playgrounds - West, 2 X Central And East
13. Poulton Park
14. Torrisholme Square
15. Morecambe Golf Course
16. Hall Park (Torrisholme)
17. Town Hall Gardens
18. Westgate Play Areas

2.4 Landscape, views and open space

2.4.4 Heritage and Designations

This section identifies statutory and other designations, listed buildings (Grade II and II*), a scheduled monument and two conservation areas within the study area. These are marked on the plan over page together with some photographs of key features taken on a site visit on Thursday 6th August 2020 to give an idea of context.

Morecambe lies on the coast of Morecambe Bay which is a Site of Special Scientific Interest (SSSI) and a statutory designation. Development must be mindful of this from an environmental impact perspective and due to its significance in character terms. Other designations include, a large tract of mosses to the south-west of Morecambe, designated as Priority Habitat Inventory. This is not statutory but forms part of the landscape character of the area and may perform a flood relief function for the urban area that must be considered.

The urban areas of Morecambe abuts the Historic Ancient Monument of Torrisholme Bowl Barrow located to the east of the town and this is highly significant as a place in itself as well as for walking, recreation and taking in the views.

These features, together with the topography, flood risk areas and strategic rail infrastructure (see Moss Lane 'triangle') contribute to defining the limits of the town.

Morecambe has retained several core historic areas from the town's expansion in the late 19th and 20th centuries, including a variety of historic features. Two of the most identifiable areas are designated as Conservation Areas and as such have both local and national significance;

- Morecambe Town Centre Conservation Area
- The West End

Listed buildings in Morecambe tend to align with the original historic settlements and older built environment. Most of the listed buildings are in the Morecambe town centre, with other clusters located in Bare, Torrisholme and the West End. 1930's Art Deco style are more recent examples.

Takeaway #6: The Built-Form Heritage 'Library'

These heritage assets provide a library of features, architectural details and history of the town, which contribute to the positive character of Morecambe. These features form a trail of clues for identifying a local vernacular which should be traced in any future development around the town and continued onward.

The landscape-heritage and built-heritage combine to give a special 'sense of place' that comes from the past but can be added to in a contemporary way too.



Figure 24: Views to new landmark on the Bay



Figure 25: Heritage and Key Buildings

2.5 Built-form and Character

The focus of this study is physical character of the best and historic urban form and assets of the town. Morecambe is not uniform in terms of its built-form and heritage, it has many variations in character matched with types of development, periods of development and constituent elements of the town including transport infrastructure, promenade and flood defences, centres and residential areas.

2.5.1 Conservation Areas

Two conservation areas, the Town Centre Conservation area; and the west end conservation area, retain several historic features, from both varying origins of the town. These areas have national significance and vernacular examples that contribute to the overall character of Morecambe.

These areas also set the tone for their respective parts of town. They coincide with the centres of their respective areas which protects parts of the town that are important to all of its residents, the areas that have been built up for tourism around the market (West End) and many main services and attractions (Town Centre). Both are connected by the Promenade but also divided by infrastructure 'barriers' such as the railway

For more information on the Town Centre Conservation Area see Lancaster City Council Planning Services - **Morecambe Conservation Area Appraisal (2008)**.

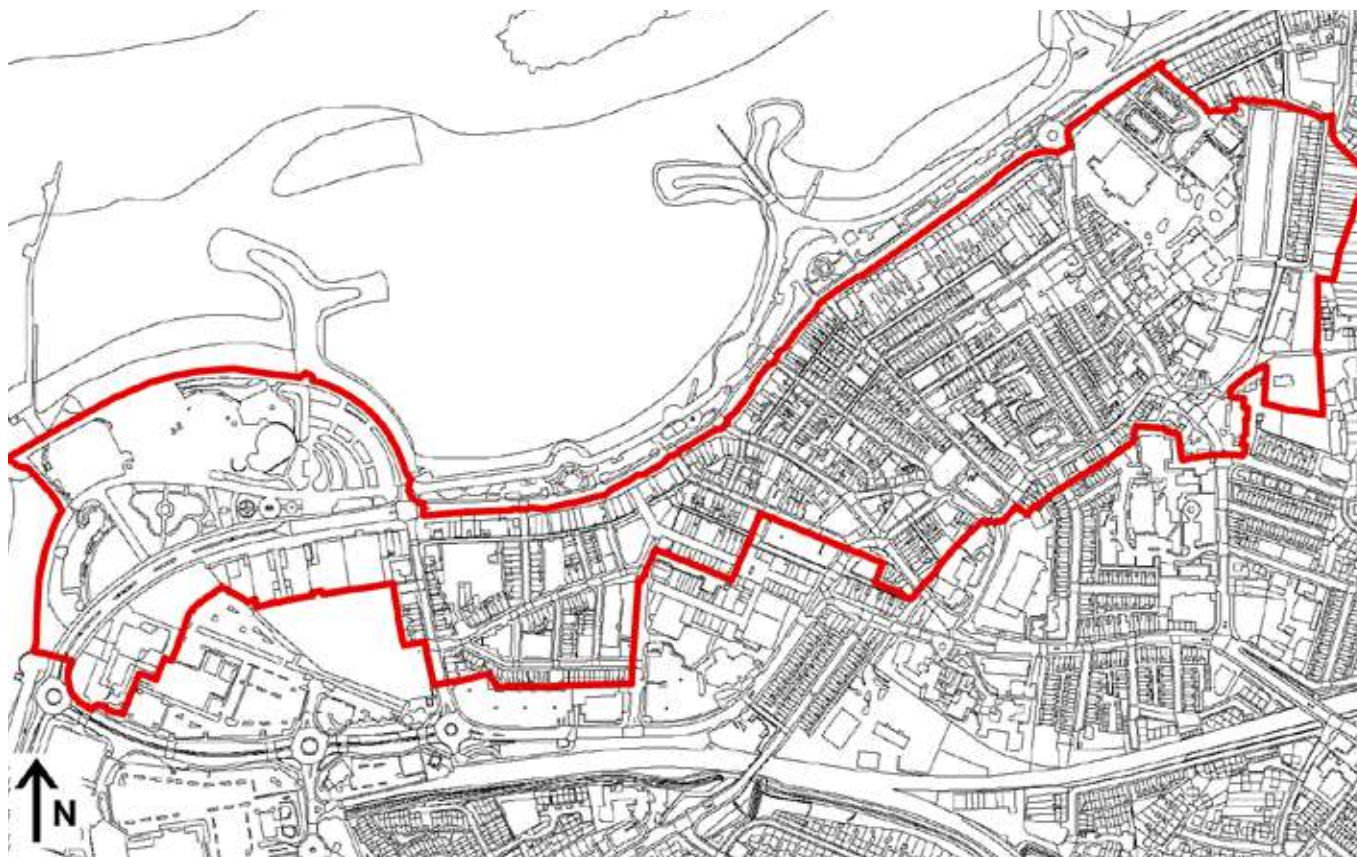


Figure 26: Morecambe Conservation Area plan and photographs

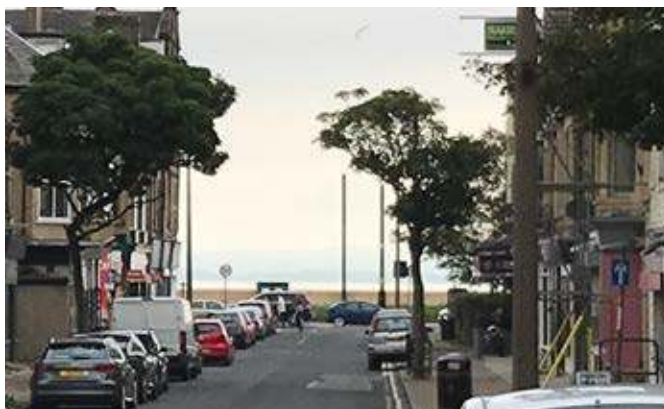


Figure 27: West End Conservation Area (views on Albert Rd)

Takeaway #7: Connecting Conservation Areas

There must be clear links to the characteristics of the conservation areas for development in their setting but there is also lost connectivity to address on sites that lie between the two areas (site D05) that can help to strengthen and integrate character and communities.

Reinforcing the character and connectivity of the 2 Conservation Areas will strengthen the sense of place in Morecambe as a whole and therefore its identity and attractiveness as a destination place.

2.5.2 Listed buildings

Morecambe benefits from its numerous Listed Buildings, which include both Grade II and II* listed buildings. These buildings are an essential part of Morecambe's local vernacular. Most of the listed buildings are located within the town centre, however, there are several listed buildings in the other parts of the town, the West End and village centres of Bare and Torrisholme to the east of the town.

Respecting the settings of listed buildings in new development can be dealt with in several ways by;

- Harmonising (blending with scale and materials or copying authentically);
- Contrasting (clear distinction between new and old) but must be high quality (controlled eclecticism); or
- Complementing - add positively to the setting and character buildings (thematic or material linkages).

Background buildings (but not basic) are needed in places but must still exhibit quality for what they are and contribute to the whole. Well executed copies (pastiche) or contemporary interpretations that retain their core character such as proportion, scale and materials but using modern building technology can be suitable also. Contemporary construction using glass can also sit well with local brick and stone, literally reflecting materials.



Takeaway #8: Listed Buildings (past and future)

Buildings of their time (contemporary), as all Listed Buildings once were, raise standards and create the listed buildings of the future. Badly executed copies will arguably detract much more than well executed contemporary building will. Whichever the approach, traditional or innovative it must be authentically done.

These nationally significant buildings must be protected, restored and used appropriately, not sullied with signage and insensitive extensions.

Figure 28: Listed Buildings photographs



Figure 29: Trinity Church, Marine Road West

2.5.3 Local list – Character buildings

This local list aligns with the national list but also includes additional examples of buildings considered important to local character by local residents, as uncovered through consultation as part of the Neighbourhood plan process. The list includes:

- Winter Gardens, Marine Road
- Midland Hotel, Marine Road
- Town Hall, Marine Road
- Former Hitchens and B & M bargains (Art Deco style), Marine Road Central
- Former railway station, Marine Road
- Alhambra, Marine Road
- Barclays Bank, Euston Road
- Parish Church, Poulton square
- Former Odeon theatre (now 1st Stop DIY), Euston Road
- St Lawrence's Church, Edward Street
- St Christopher's Church, Marine Road East

Takeaway #9: Local List

A Local List is a list of heritage assets within the district considered by the public, and council, as having special local architectural, archaeological or historic interest, but that are not statutory listed. The assets are of significance to the local community and contribute to environmental and cultural heritage.

Local authorities and communities can introduce a local list in their area or make changes to an existing list, through the preparation of selection criteria.



Figure 30: Top: Former Hitchens and B & M bargains shops, Marine Road Central - these Art Deco style buildings would benefit from restoration to their former glory. Bottom: Alhambra Theatre, Marine Road

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3. Character Study and Codes

3. Character Design Codes

This characterisation and Design Codes section is aimed at helping understand the character context within which future developments will take place. It is a detailed visual assessment that draw together themes and demonstrates how to assess the different character areas of Morecambe and design appropriately therein.

This characterisation has several shortfalls. Urban areas are rarely as neatly planned and consistent in character as would help to describe them comprehensively. In each of the areas highlighted on the plan on the opposite page there are exceptions and there are areas where character simply changes completely or blurs together. As such we have also looked at Character Focus areas in the historic areas to try to draw out features of good character that development can learn from and apply more widely.

The decision to cover some neighbourhoods together (e.g. Sandylands and West End) is that despite having different names and spirit of place, the predominantly suburban characteristics of Sandylands relates closely to the more suburban parts of the West End (e.g. Regents Park) and both surround the West End's more Urban core.

Similarly, suburban development around the historic centres of Bare and Torrisholme is fairly comparable whereas the centres themselves are more distinctive.

The character study and Codes are integrated to give a joined-up, clearer picture of each of the area and its rules.

3.1 Character Areas Overview

Morecambe can be broken into the following broad settlement-wide Character Areas - broadly equating to different neighbourhoods and centres consisting of the historic neighbourhoods and newer districts (see also plan over page).

These are listed as follows and described more in terms of use and physical character in the following sections:

1. **The West End and Sandylands** - planned Victorian urban expansion (West End core) and suburban surroundings (e.g. Sandylands and Regent Park);
2. **Town Centre / Poulton-le-Sands** - historic settlement, Victorian resort development and inner suburbs;
3. **The Promenade** - key frontage to Morecambe Bay, linking character areas and neighbourhoods
4. **Eastern suburban area (Bare & Torrisholme)** - historic village centres and surrounding suburban expansion;
5. **Westgate** - mixed-use corridor/ fringe development with post-war residential estates and caravan sites; and

The non-residential areas that complete the town but are excluded from this study due to their different use, sensitive habitats or protected status are as follows:

- White Lund Industrial Estate - non residential use, edge of town employment park and industry; and
- Excluded areas: Out Moss Lane; Happy Mount Park; Torrisholme Barrow and Oxcliffe Road habitat area.

3.2 Character Focus Areas

In order to draw out key lessons and refer to buildings of importance the study will focus on the historic cores identified through desktop assessment, site visit and consultation with the neighbourhood plan group. The areas are described as :

- A. West End Urban** - Victorian urban expansion
- B. Town Centre / Poulton-le-Sands** - Urban centre
- C. Bare (historic centre)** - Historic seaside village
- D. Torrisholme (historic centre)** - Historic rural village

The Town Council would like future development within these Character Focus Areas to reflect the style, design, density, layout and materials which predominate. The Design Codes therefore provide some control for future development, as they allow applicants and decision makers to design a scheme reflects the community aspirations and contributes to local distinctiveness.

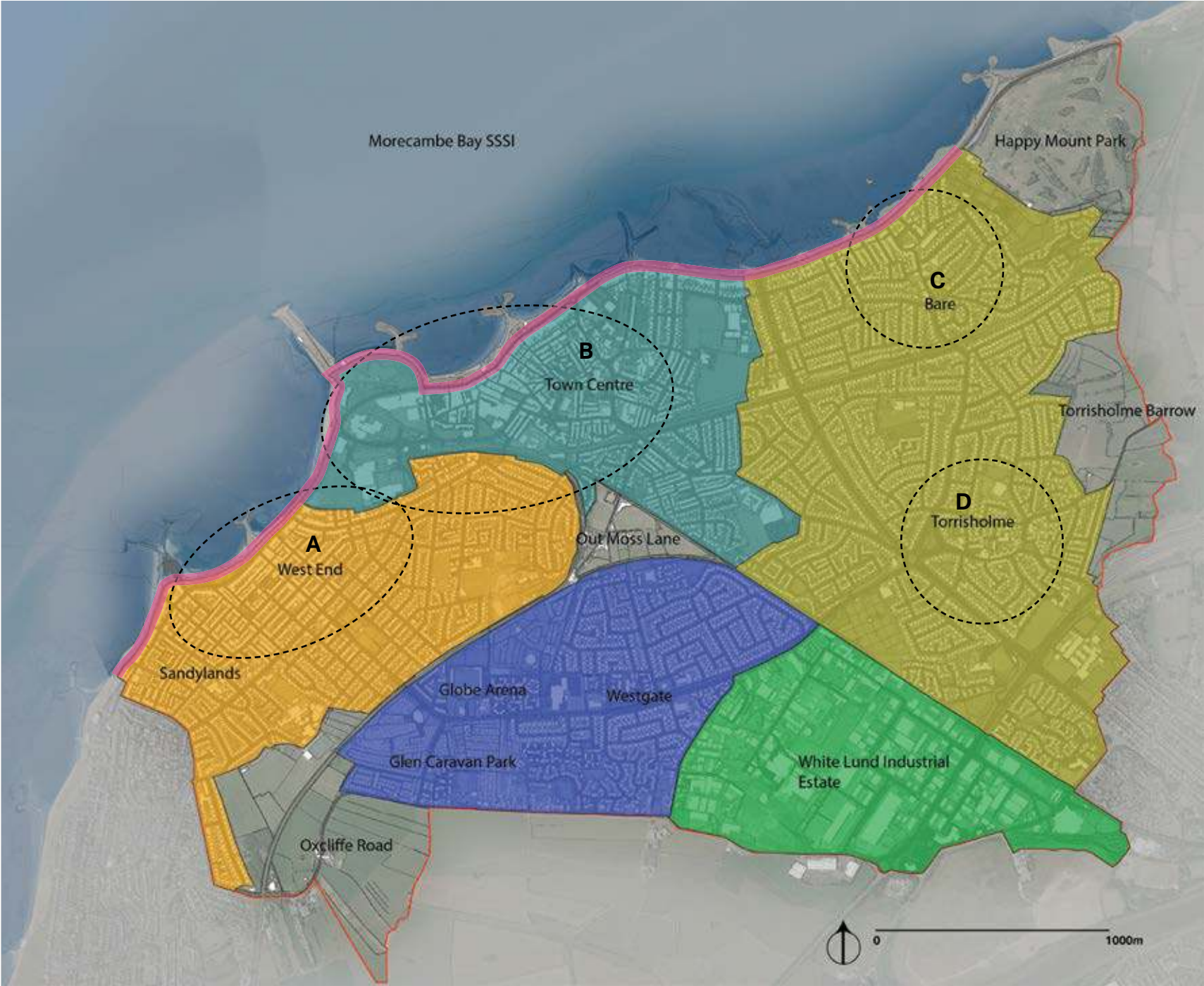


Figure 31: Indicative Character Areas

CHARACTER FOCUS AREA & KEY STYLE CODES		SUBURBAN CHARACTER AREA CODES	
1.1	WEST END URBAN AREA: VICTORIAN URBAN EXPANSION	1.3	WEST END & SANDYLANDS SUBURBAN AREA CODES
1.2	WEST END CONSERVATION AREA CODES		
2.1	VERNACULAR COTTAGES	2.4	TOWN CENTRE AND INNER SUBURBS AREA CODES
2.2	ART DECO		
2.3	VICTORIAN TERRACES		
3.1	THE PROMENADE & MARINE ROAD	N/A	
4.1	BARE HISTORIC CENTRE (BARE LANE / PRINCESS CRESCENT	4.3	BARE & TORRISHOLME SUBURBAN AREA CODES
4.2	TORRISHOLME HISTORIC CENTRE (LANCASTER ROAD)		
5.1	WESTGATE CORRIDOR PRINCIPLES	5.2	WESTGATE SUBURBAN AREA CODES

3.3 Character and Style Codes Application

Exceptions to the Character Codes are possible as they cannot cover all eventualities but they must be robustly justified and in keeping with the spirit of the Codes in this section and the subsequent guidance in Part 4. The Codes are not intended to stifle creativity or excellent design solutions that are in keeping with or complimentary to the historic character of the town or enhance the sustainability or meet the local needs for housing within the town. These should be considered on their merits but must be high-quality and well-designed.

Recreating the details and features of the historic townscape, if done in a thoughtful and considered fashion, is fully acceptable if it shows respect to the craftsmanship of the original features. This is likely to be required within the Conservation Areas mainly.

However, simply copying the past in inauthentic ways with 'bolt-on' elements or without utilising sustainable design approaches and technology is not showing sufficient design ambition and response to Climate, Character and Community.

Better to reinterpret local vernacular architecture in an up to date way, using up to date building technology can deliver excellent design quality, thereby enhancing the character of the historic townscape and adding a new layer of design ideas to Morecambe's design history.

It is advised that the next section of the report referring to specific styles and areas is read in conjunction with Part 4 - Overarching Guidance (4.3) Design Response and Character at the very least in order to best prepare a design approach.

1. West End & Sandylands

3.4 Character Focus Area A: The West End Urban Area (including West End Conservation Area)

The West End of Morecambe extends to the west of the plan boundary, merging with Sandylands, and contains much of the most dense Victorian era urban development within Morecambe's built environment. The lower part (West End Rd from the promenade inland to its junction with Balmoral Road) was one of the largest tourist accommodation areas in the heyday of tourism with several large hotels and large Bed & Breakfasts.

The area bounded by Stanley Rd in the West, Balmoral Rd in the South and Albert Rd in the West also contained some of the more run-down areas of Morecambe. There are a substantial number of Houses in Multiple Occupation (HMO) in that area and a substantial number of absentee landlords who bought up former Bed & Breakfast establishments in the seventies and eighties. It is important that as Morecambe repairs and regenerates itself that this area is developed to a higher standard.

The Conservation Area is broadly within; Regent Rd to the West, Westminster Road (South-East) and West End Road (North). This is the most diverse area of the town in terms of use and activity. Along with Yorkshire Street West and the Promenade which also have mixed-use.

The West End is a planned C19 expansion. Most of the buildings are 2.5-3 storey, higher density Victorian terraced properties. The buildings retain a resort character. Most of the buildings are either stone/brick or rendered. The stone lintels and semi-octagonal bays are strong features. Part of this area (West End Road / Marine Rd West) falls within the Morecambe Area Action plan.



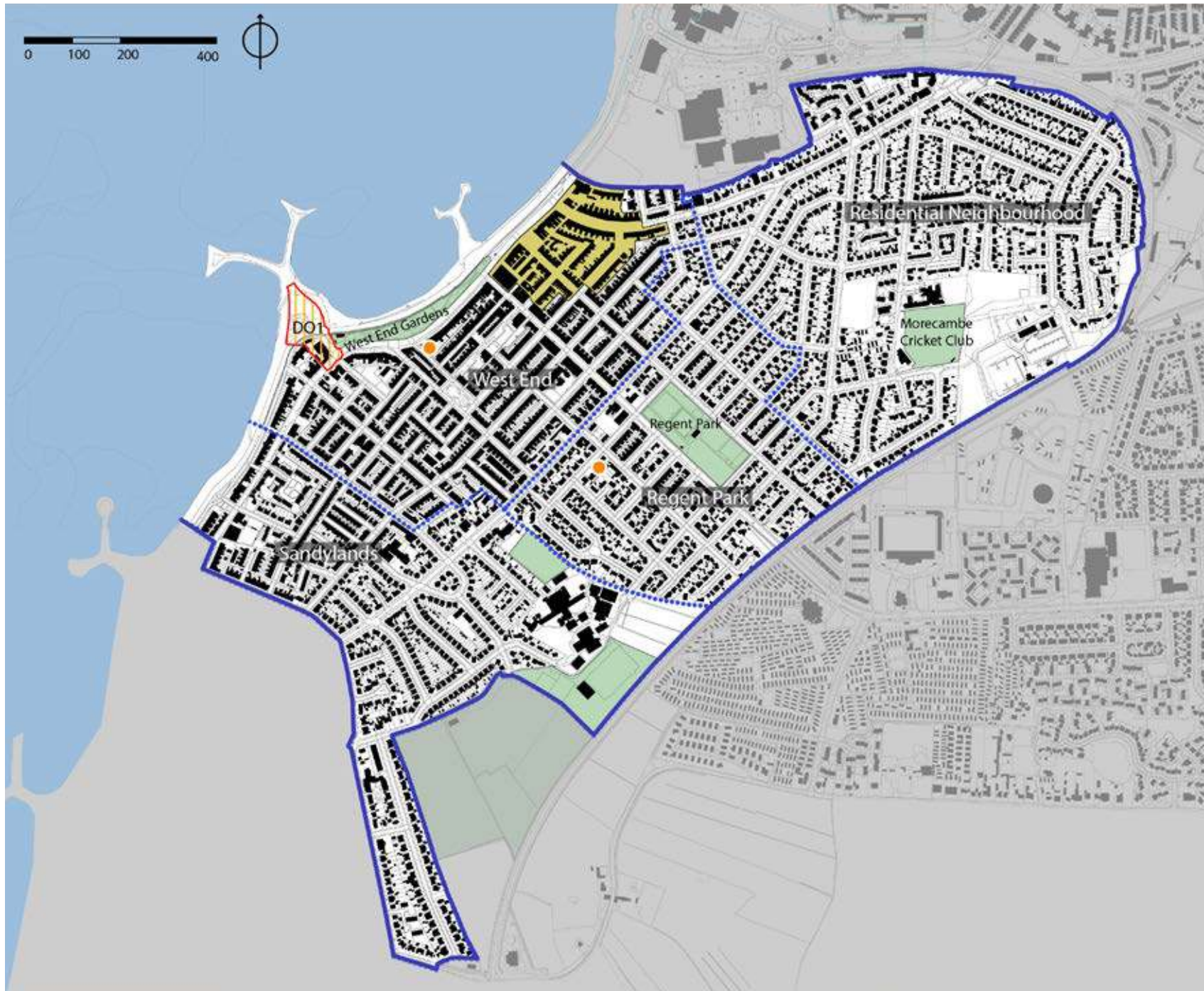


Figure 32: West End and Sandylands Character Area Overview - Here we see the figure-ground pattern reveals a more detailed break down into 4 sub-character areas based on the strong grid running through the area around Regent Park. However, for the purpose of the design codes we are using a two-tiered approach of 'West End Urban' and 'West End and Sandylands Suburban' which captures the most pronounced character differences across density, building types and building heights which differentiates the urban core area along the promenade from the less dense surroundings.

- Key
- West End Area
 - West End Sub-Areas
 - Conservation Area
 - Open Spaces
 - Buildings
 - Grade II Listed buildings
 - Development Opportunity Sites

Focus Area A - West End Urban Area (including Conservation Area)

Issues and Observations:

Location: Western urban expansion, sub-centre and Victorian resort development along the bay with high quality promenade, from Sandylands to Town Centre.

Environmental quality - Greatly improved with many well-maintained and refurbished properties and the West End Masterplan is addressing this aspect well. Excellent public realm design along the promenade.

Connectivity - The Promenade provides connectivity along the bay, however from Highfield crescent to Northumberland Street in the Town Centre, the Central Drive retail park creates barriers and the site D05 is particularly important to knitting the town together.

Scale of development - The consistent building scale in relation to the hierarchy of routes (e.g. Promenade West End Road / Regents Road) where taller buildings face the wider more important routes creates a strong, well defined 'piece of town' - not just a suburban area.

Active Frontage - Retail frontage is focussed around Albert Street and hotels/ B&B's on Marina Road West. The purely residential streets are activated and overlooked (for safety) due to the attached narrow plots.

Planting - Street trees are found, often to the front of pavement, on just a few streets and have great importance in shaded public realm to soften the built frontage at key locations. Space is limited however.

Permeability - This highly permeable 'urban grid' provides choice and a joined up neighbourhood with active intersections and clear onward connections in almost all directions making it legible, but repetitive.

'Views - key vistas towards the bay aid legibility and conversely draw in passers by from the promenade.



Figure 35: Regent Road - view to Morecambe Bay (1)



Figure 34: West End Road - views to Morecambe Bay (2)



Figure 33: West End core - views out to Morecambe Bay

1.1 West End Urban Area Design Codes: Victorian Urban Expansion

The following items are a basic components and characteristics of the C19 Victorian urban expansion of the West End that must be reflected in any changes or new development.

Building types: Large Victorian Terraces / school / leisure.

Building Heights: Promenade - Up to 4.5 storeys, typical streets - 2.5-3.5 storeys.

Terraces: Every house in a terrace should be seen as part of a group and therefore the effect of changes to one property on the overall character and appearance of an entire terrace should be considered.

Parking: On street / courtyard (not front of plot).

Materials: Rough-finish sandstone brickwork, stone construction, stone lintels and window surrounds, slates, corbelling at eaves, corner quoins, cream painted stonework.

Roofscape: Traditional stone chimney stacks, pitched roofs, occasional turrets on corners and many gables along the promenade.

Fenestration: Repeated canted bay windows on several levels common, also hexagonal corner bays.

Details and features: Many terraces have original details and decorative elements such as decorative timber barge boards and dentilled eaves cornices.

Front gardens / Boundaries: small front gardens and low boundary stone walls which would have undoubtedly been crowned by cast iron railings.

Unsympathetic additions: Box dormer windows, mixed boundaries disrupt terrace unity, oversized, shop-fronts and signage, parking to front of plots.

3.2.1 The West End Masterplan

The West End Masterplan originates from work undertaken on the Morecambe Action Plan published in 2002. The plan focusses on the regeneration of the housing areas of the West End to enhance the attractiveness of this residential area and to ensure it meets the needs of local residents. It seeks to encourage people to live and invest in Morecambe in the long term as part of the wider regeneration strategy.

West End One and West End Two

Located in the West End of Morecambe this housing project focusses on two blocks of properties off Regent Road. Lancaster City Council has appointed specialist build-to-rent developer PlaceFirst who have invested greatly to deliver high quality, energy efficient homes in the West End. PlaceFirst will own and operate the properties as part of their portfolio of purpose built market rent homes.

PlaceFirst want to focus and promote the West End as a brand, hence the naming of the schemes to reflect this and it should be acknowledged the importance of branding in perception of place and character.

West End One Precedent Study

The West End One block was completed in 2016 transforming an entire block of Victorian guest-houses, retaining original Victorian features and updating the new homes internally with open plan layouts. West End One includes 51 bespoke one, two, three, and four bedroom homes. All homes were for private rent with PlaceFirst.

The next year in 2017 West End One won 'Best Conversion/Refurbishment' at The Sunday Times British Homes Awards 2017, recognising the quality of the scheme by PlaceFirst.

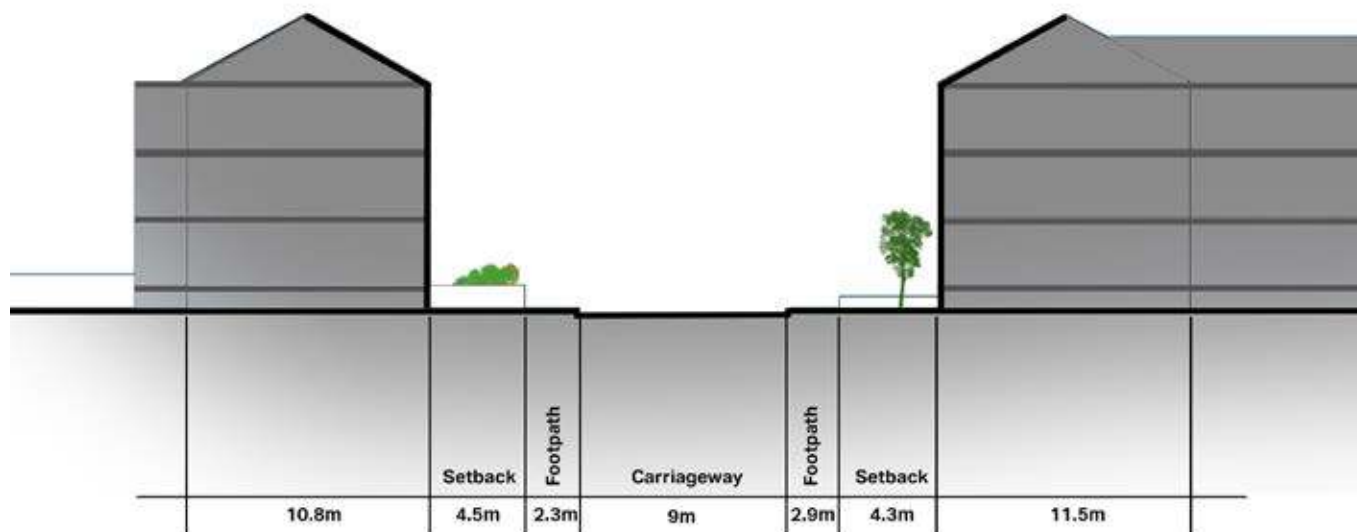


Figure 36: West End Road cross-section demonstrates an urban level of street enclosure



1.2 West End Conservation Area Design Codes

The following items are a basic components and characteristics of the West End that will ensure that development proposals reflect the style, design, density, layout and materials which predominate.

Materials: Rough-finish buff brickwork, stonework, stone lintels and window surrounds, slates, corbelling at eaves, corner quoins, mostly light/white painted details, some render, occasional red brick with moulded terracotta work on unique buildings and a variety of brick detailing are common in the West End.

Roofscape: Substantial chimneys repeated, gabled dormer windows, pitched slate roof, decorative barge-board details; gables ends along promenade.

Fenestration: Symmetrical and repeated patterns of multi-storey, canted bay windows or window openings with sills, lintels and surrounds

Boundaries: Low brick or stone walls with ornate railings (often now replaced with jagged inset stones).

Details and features: Large semi-hexagonal bays, single and multi-storey (repeated often); transom windows above doors/ occasional ornate, crafted wooden porches and corbelled canopies / traditional wooden shop-fronts carefully proportioned.

Corners: Entrances positioned on corners / windows, bays and turrets respond to significance on corners; dual-fronted buildings with entrances and plentiful fenestration on gable ends to address both streets.

Front gardens / Thresholds: Residential properties have shallow front gardens / hard surface thresholds with planting and hedgerows. Shop entrances are generally back of pavement with minimal thresholds for display or seating and sometimes inset porches.

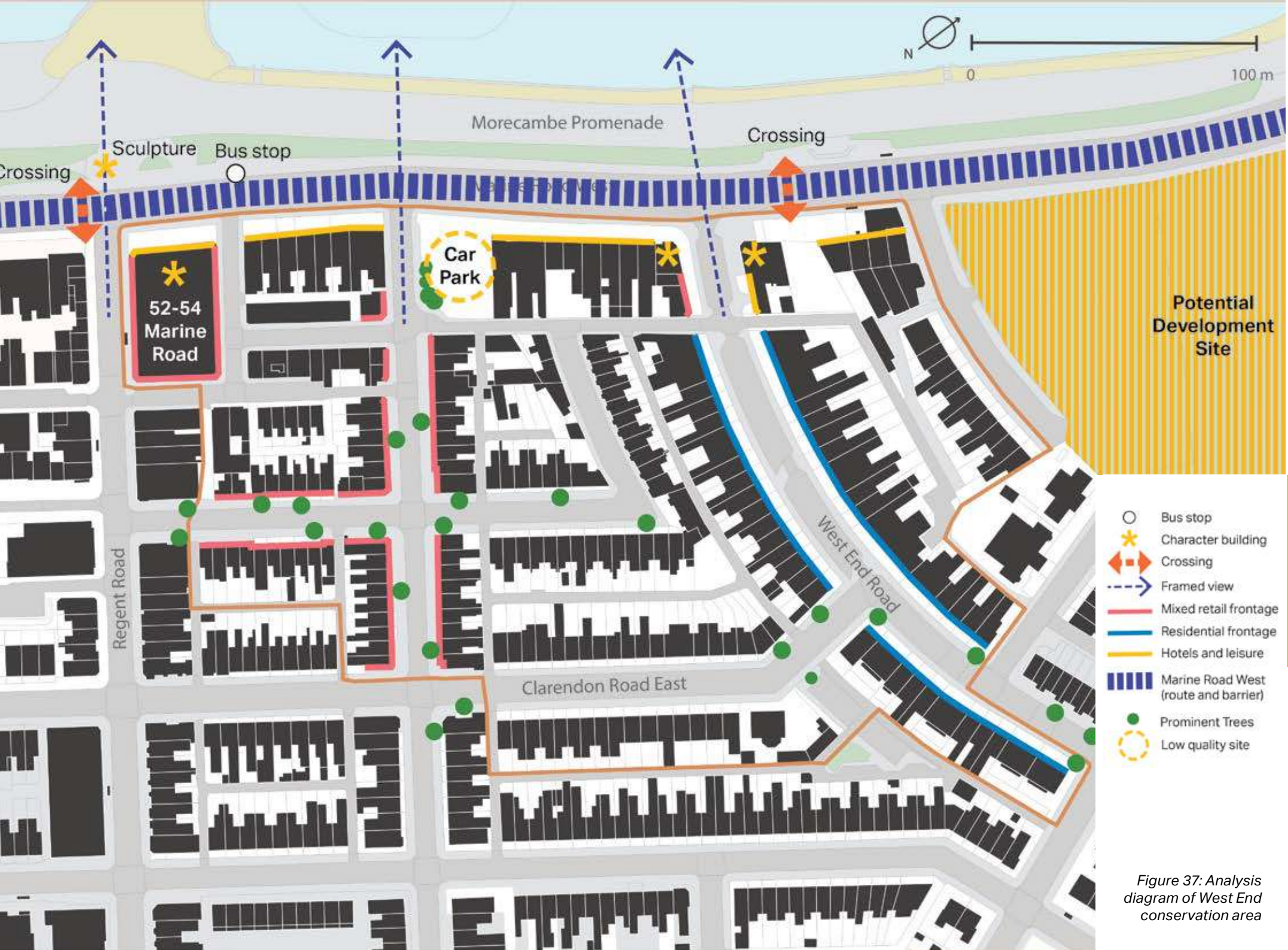




Figure 38: West End and Sandylands' suburban areas are lower density, more varied in building types, styles and materials. Some streets are as per the West End core but many less so

1.3 West End & Sandylands Suburban Areas: Design Codes

The following elements are typical features and characteristics of the eastern suburbs of Bare and Torrisholme that will help ensure that development proposals reflect the scale, layout, landscaping, access and appearance that are found in these areas.

Developments in this area must apply the following design codes:

Layout

Streets in this area form a connected grid with onward destinations (i.e.. not cul-de-sacs). Alleys are common behind terraced buildings;

- Building frontages will address the street (the main frontages will address the main street in the hierarchy and buildings on corners will not have blank façades of either frontage);
- Buildings will form a perimeter block to address all sides of the frontage and create secure private gardens within the block;
- Building orientation on plot must not create a 'saw-tooth' relationship the street and must generally follow the existing building line on the street; and
- The size and layouts of plots and position of buildings on plots should relate to the typical arrangement on the street or area within which development is located.

Scale & Massing

Buildings in this area are typically detached and semi-detached with some terraces. Buildings are typically 1- 2 storeys with occasional 2.5 storey buildings;

- Buildings must generally match the scale of buildings on the street unless there is a special justification for a landmark building; as such buildings should not be more than a half-storey taller than their neighbouring buildings;
- The massing of buildings should be appropriate to the scale of street and plot; the width of buildings must relate the width of neighbouring buildings and plots; likewise, the depth must be suitable for the size of plot and relate to neighbouring buildings and not block light to existing windows or gardens; and
- Buildings types will generally match the predominant type on street i.e.. terrace or detached/semi-detached.

Landscaping

Homes typically have small front gardens and rear gardens or small yards in the case of some terraces.

- Gardens must closely match the dimensions of neighbouring plots to maintain the green character (or urban character) of the street or neighbourhood; Larger gardens that add green to the street-scene may be allowed but not generally smaller ones (to prevent cramming);
- Planting and hedges on plots must be native species or specific for the coastal landscape character or typical urban / ornamental species introduced by the Victorians that we associate with buildings from this area and automatically 'look right' in context;
- Street trees, else trees on plot where space is tight, must be introduced wherever possible to moderate micro-climate and green our streets in order to make them attractive to look out at from homes, to walk and cycle in, to play in and as a setting for local community;

Access

Buildings typically take access from the street and parking is generally provided on plot to the side of dwellings and behind the building line so as not to dominate the street scene. Terraces generally have no allocated parking but park on street;

- Development near to public transport stops and local centres (within 5 minutes walking distance) are encouraged to consider meaner maximum parking standards rather than broad-brush minimums.
- Vehicle parking spaces should not compromise the prevalence of front boundary treatments (e.g. low walls and hedges or railings) and as such narrow plots should not consist of parking with no or minimal boundary definition (to not create parking dominated frontages and street-scenes);
- Where vehicle parking must be provided to the front of plot the side of plot boundaries should incorporate hedges to shield cars from view along the street;
- Vehicle parking provision should match the area and where no parking spaces are provided (i.e.. terrace streets without allocated parking) minimum parking standards for new development need not be applied;
- Terraced developments should ideally provide parking to the rear in small, overlooked courts accessed via ginnels that do not compromise the security of neighbouring buildings or rear gardens;

Appearance

Materials and details across this area may vary according to era and include the following- stone, brick and render, pebble-dash, stonework, stone lintels and window surrounds, slates, corbelling at eaves, corner quoins, light/white painted details, occasional red brick and a variety of stone / brick detailing are found amongst older properties. Modern homes tend to be simpler and less richly detailed and are also fairly common but not encouraged.

- The appearance and detailing of buildings should match the street or neighbourhood in which development is situated.
- Where buildings are closely related (i.e.. terraces) the materials and details must closely match in a traditional fashion or be a contemporary interpretation of the architectural character;
- Where buildings are detached and there is existing variety in the streetscene then there is more scope for variation if working within the overall palette of materials style and detail;
- High quality architecture and design that is contemporary and addresses issues of sustainability and energy use in its design or is of outstanding architectural merit is also encouraged where it does not stick out like a sore thumb (i.e.. it relates across the other range of reserved matters categories of layout, scale, landscaping and access); and
- Building with minimal detailing, mean proportions and mean openings will not be allowed under any circumstances even if that is the predominant style within the existing street or neighbourhood. Poor design or eras when design was not prioritised or failed to capture the essence of a dwelling house must not be used as justification for future neglect of design.



Figure 39: Sketch of corner bay and turret on former Marlborough Hotel at key junction of West End Road and Marine Road West

2. Town Centre & Poulton-le-Sands

3.3 Town Centre and Poulton-le-Sands

Morecambe Town Centre has long overwhelmed the 17th century settlement of Poulton-le-Sands, stretching along the Bay and to a lesser extent inland. As the focus of the town, the promenade has a very important social function for meeting, recreation and outdoor recreation. This open aspect to the Bay and continuous linked public space is a hugely important asset to the town, particularly in 2020 since the pandemic struck.

The Town centre has a strong resort characteristic and features of a typical town centre and includes the majority of the town's commercial establishments and public spaces, surrounded by its inner residential suburbs. The Town Centre has numerous grand historic buildings. Theatres, casinos, restaurants, banks and churches that exhibit the best of C19 / C20 architectural heritage including, Victorian (Winter Gardens Grade II* listed), Edwardian and Art Deco examples (former Odeon cinema).

In parts incrementally grown and organically evolved but much deliberately planned and updated with public realm improvement schemes. In a relatively dense form (except the west), the town centre has a mixed architectural character, much of it Victorian but strengthened by contributions by C20 styles like the Art-Deco Midland Hotel.

The fine grain mix of uses at ground floor level, the mix of buildings types and styles and footfall creates a vibrant and attractive place but fails where the car dominates, particularly towards Central Drive's later developments.

The Historic Town Management Guidance notes two key area categories within the Town Centre for note when considering planning applications - 'Areas of medieval and post-medieval settlement' and 'Areas of 19th Century urbanism'. Other areas may require further investigation.

Areas of medieval and post-medieval settlement - in these areas there are likely to be standing and buried remains of historical and archaeological importance.

Areas of 19th century urbanism - in these areas standing buildings are likely to be of more historical importance than buried deposits.

The inner residential areas are an important component of the wider town centre area which help to activate the streets and spaces of this neighbourhood. Poulton-le-Sands lies in the east of the Town Centre and some of what remains (e.g. former fishermen's cottages) is smaller in building scale and urban grain although road design from the later half of C20 has ploughed through the very core of this historic village. Much of Poulton Square has been changed beyond recognition and sadly many of the newer institutional and civic buildings, such as the unattractive police station, appear to have landed with no regard for historic context, the principles of designing streets and spaces from 19th Century urbanism or the charm and incremental growth of earlier medieval era settlement.

Much of the inner suburbs are laid out in a Victorian style and pattern similar to the West End with streets of 3 storey yellow brick terraces found next to more modest, older two storey stone cottages (e.g. around the refurbished square at Clarence Street by the red brick technical college).



Figure 40: Selected photographs of the Town Centre

Focus Area B: The Town Centre (including Conservation Area)

Issues and Observations:

Location: Liner urban centre and heart of the town, stretching along the Promenade following Marine Road Central from Central Drive to Morecambe Town Hall at the eastern end and supported by its inner suburbs.

Environmental quality - Generally good with recent investment in a number of public realm schemes on the main shopping streets and a high quality promenade. Towards the west, around Central Drive the overall quality decreases significantly with a huge amount of surface car parks and a break down in the urban form.

Connectivity - Good along the promenade with a series of linked public spaces and play areas, crossings are required as traffic on Marine Road Central still separates the promenade somewhat. There is a lack of connectivity between the town centre and the West End other than the promenade.

Scale of development - The 'box retail' development to the west at Central Drive and the Arndale Shopping Centre are out of kilter with the fine grain, historic pattern of streets and spaces that mostly survives.

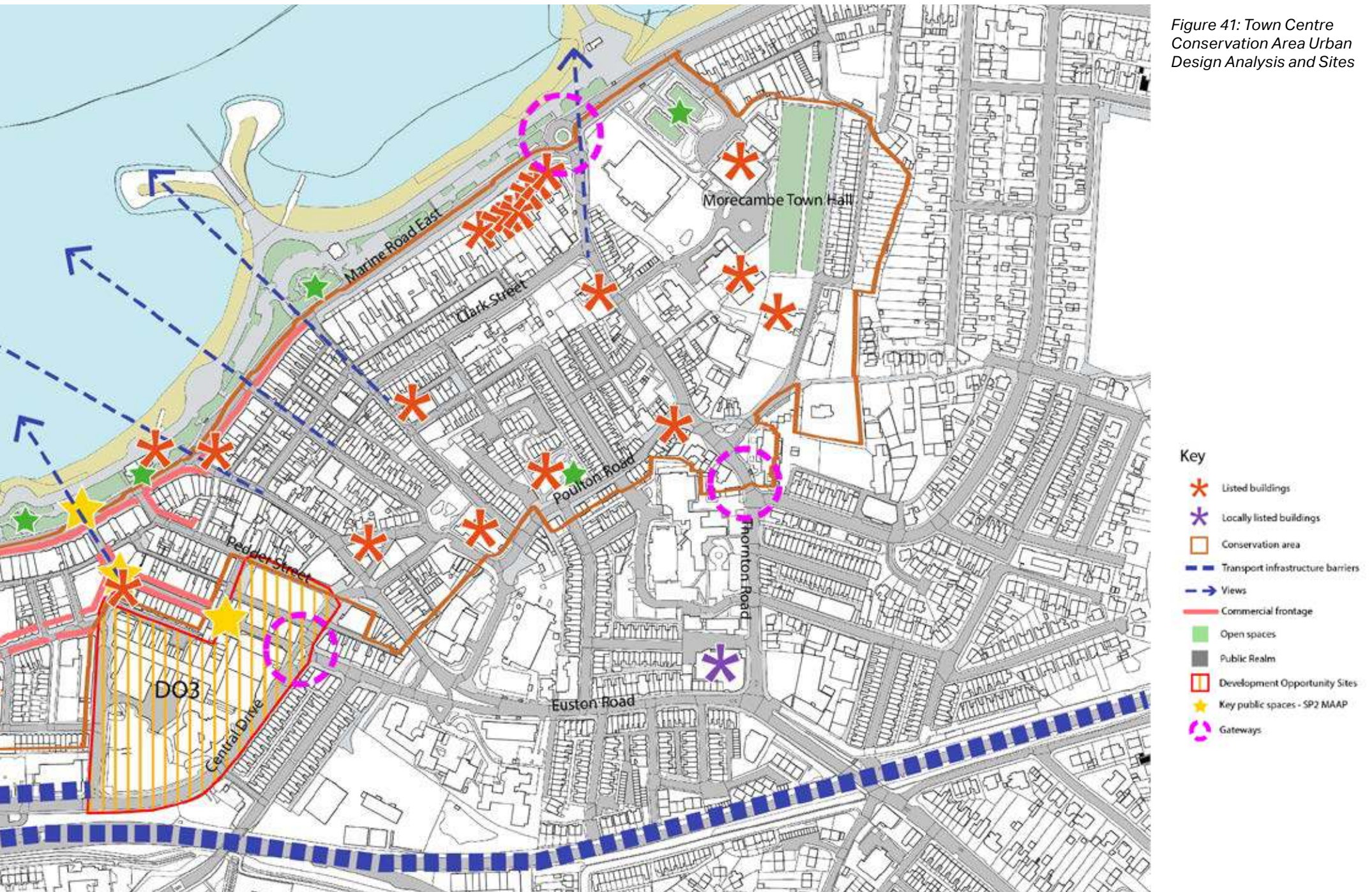
Active Frontage - The predominant scale at street level is human and creates an interesting and engaging rhythm along the main mixed-use frontage with many entrances and displays in shops and venues to enjoy.

Planting - Street trees soften the street scene and moderate the hard surface public realm environment

Streets & views - The side streets connecting to the promenade create a great deal of permeability and key vistas towards the bay, aiding legibility and conversely draw in passers by from the promenade. Despite this there are also accessibility issues, particularly level surface crossing issues at some junctions.



Figure 41: Town Centre Conservation Area Urban Design Analysis and Sites



2.1 Key Development Styles: Vernacular houses/cottages of Poulton

Due to the size of the Conservation Area there is a great deal of variety in era and style as outlined but several key styles are described. For further details see the Morecambe Conservation Area Appraisal.

The following items are a basic components and characteristics of C17 Poulton cottages that should be reflected in any changes or new development.

It is particularly a pleasant simplicity that informs their character but this belies the importance of their proportions and simple detailing that must be right

Materials: Stone and render, stone jambs sills and lintels

Roofscape: Shallow-pitched roofs and chimneys.

Fenestration: simple window and door openings with wide stone jambs, sills and lintels.

Boundaries: Directly adjoin the public footway.

Details and features: Traditional stone chimney stacks, sliding sash and case windows, panelled timber doors and cast iron rainwater goods. Occasional simple classical detailing such as cornices with consoles above doors, gives the otherwise uncomplicated architecture added interest.

Front gardens / Thresholds: Little or no curtilage to the front elevation.



Figure 42: Photographs of 'Old' Poulton houses / cottages

2.2 Key Development Styles Code 2: Large Victorian Terraces

Due to the size of the Conservation Area there is a great deal of variety in era and style as outlined but several key styles are described. For further details see the Morecambe Conservation Area Appraisal.

The following items are a basic components and characteristics of C19 Victorian terraces that should be reflected in any changes or new development. Furthermore, every house in a terrace should be regarded as part of a group and therefore the effect of changes to one property on the overall character and appearance of an entire terrace should be considered (see 'Townscape' Section for further guidance).

Materials: Rough-finish sandstone brickwork, stone construction, stone lintels and window surrounds, slates, corbelling at eaves, corner quoins, off-white painted elements, some streets terraces are painted in cheerful tones in a coordinated way

Roofscape: Traditional stone chimney stacks, pitched roofs and gables.

Fenestration: Canted bay windows on several levels contributes to their appeal

Details and features: Many terraces have original details and decorative elements such as decorative timber barge boards and dentilled eaves cornices. These details are remnants of a time when these terraces would have been more elaborate with decorated glass-work and cast iron railings.

Front gardens / Boundaries: small front gardens and low boundary stone walls which would have undoubtedly been crowned by cast iron railings

Unsympathetic additions: Box dormer windows, mixed boundary treatments disrupt terrace unity



Figure 43: Photographs of Large Victorian Terraces

2.3 Key Development Styles Code 3: Art Deco

Due to the size of the Conservation Area there is a great deal of variety in era and style as outlined but several key styles are described. For further details see the Morecambe Conservation Area Appraisal.

Art Deco

The following items are a basic components and characteristics of early C20 Art Deco style that should be reflected in any changes or new development.

Building types (associated with the modern age):

Cinema, department stores, hotel (extravagance)

Examples: Midland Hotel (designed by Oliver Hill), Littlewoods (now Hitchens) and Woolworths (designed by Woolworths architect, William Priddle), former Odeon cinema (Harry Weedon).

Materials: Light/ white finishes concrete / snowcrete.

Form: Sleek, modern lines, often incorporating curved elements that create a very sculpted and dynamic form (for example the curved form of the Midland mimics the sinuous lines of the Bay)

Fenestration: A certain weightlessness to facade design large, horizontal and vertical linear window alignments, square windows and recessed balconies.

Details and features: Attractive Deco (rative) details such as geometric Egyptian and Chinese symbolism can be identified. The detailing above the Woolworth's windows is said to be suggestive of the pyramids and waters of the River Nile, whilst the decorative downpipes on the former Littlewoods store represent lotus flowers.

Unsympathetic additions: Alterations to the shop-fronts which are out of character with the rest of the building.



Figure 44: Photographs of Art Deco buildings

3



Figure 45: Selected photographs of the Town Centre Inner Suburbs and Poulton-le-Sands - an eclectic mix of 19th century urbanism, medieval settlement and 20th century insertions

2.4 Town Centre & Inner Suburbs: Design Codes

The following elements are typical features and characteristics of the Town Centre and Inner Suburbs that will help ensure that development proposals reflect the scale, layout, landscaping, access and appearance that is found along this frontage.

Developments in this area must apply the following design codes:

Layout

The pattern of streets through most of the town centre is a tight-knit, irregular grid form laid out in the Victorian era, broken up by squares (e.g. Fisherman Square) and the irregular historic route alignments such as Lancaster Road / Lord Street and modern insertions such as Central Drive. Historically it is a permeable structure with many streets leading back to the seafront/promenade. Connections with the suburbs are principally via the Marine Road East and West, West End Road and Lancaster Road forming key gateways over infrastructure barriers such as the railway.

- Building frontages will address the street (the main frontages will address the main street in the hierarchy and buildings on corners will not have blank façades of either frontage);
- Buildings will form a perimeter block to address all sides of the frontage and create secure private gardens or service areas within the block. Point blocks or campus layouts are not encouraged unless they can clearly create clearly defined public and private spaces and active, overlooked frontages on all public edges;
- Building orientation on plot must not create a 'saw-tooth' relationship the street and must generally follow the existing building line on the street with widening and narrowing allowed to create interest or provide well-defined and managed green spaces of significance; and
- The size and layouts of plots and position of buildings on plots should relate to the typical arrangement on the street or area within which development is located, maintaining or re-establishing the historic urban grain. 'Box retail' with surface parking is no longer viable.

Scale & Massing

Buildings in this area are typically attached / terraced or larger civic buildings. Buildings are typically 3- 4 storeys with occasional 5 storey buildings. Historic cottages of Poulton Le Sands are 2 storey;

- Buildings must generally match the scale of buildings on the street unless there is a special justification for a landmark building; as such buildings should not generally be more than one-storey taller or shorter than their neighbouring buildings;
- The massing of buildings should be appropriate to the scale of street and plot; the width of buildings must relate the width of neighbouring buildings and plots; likewise, the depth must be suitable for the size of plot and relate to neighbouring buildings and not block light to existing windows or private spaces; and
- Buildings types will generally match the predominant type on street i.e.. attached frontage / outward facing development block or terrace form.

Landscaping

Buildings are typically set to the back of pavement with service areas or lanes behind. Residential properties may be back of pavement or have small front gardens and small rear gardens / yards. Civic buildings are set back and present front gardens / courtyards to the street as befits their status (e.g. the Town Hall).

- Gardens / thresholds must closely match the dimensions of neighbouring plots to maintain the character of the street or neighbourhood; Larger gardens/setbacks that add green to the street-scene may be allowed for suitably significant buildings, e.g. of a civic nature;
- Planting and hedges on plots must be native species or specific for the coastal landscape character or typical urban / ornamental species introduced by the Victorians that we associate with buildings from this area and automatically 'look right' in context;
- Street trees, else trees on plot where space is tight, must be introduced wherever possible to moderate micro-climate and green our streets in order to make them attractive to look out at from homes, to walk and cycle in, to play in and as a setting for local community;

Access

Buildings typically form continuous streets with parking on street or accessed via rear alleys / courts with narrow entrances to maintain street enclosure. Public car parks are prevalent and have eroded the character of the town and occupied the setting of Squares such as at Peddar Street;

- Development near to public transport stops and local centres (within 5 minutes walking distance) are encouraged to consider meaner maximum parking standards rather than broad-brush minimums.
- Vehicle parking spaces should not compromise the historic street scene and be provided to the front of plot. Where vehicle parking must be provided the plot boundaries should incorporate hedges to shield cars from view along the street;
- Vehicle parking provision should match the area and where no parking spaces are provided (i.e.. terrace streets with on-street parking) minimum parking standards for new development need not be applied;
- If necessary, terraced developments should provide parking to the rear in small, overlooked courts accessed via ginnels that do not compromise the streetscene;

Appearance

Materials and details across the town centre vary greatly according to era and building type and include the following- sandstone, brick and render, stonework, stone lintels and window surrounds, applied timber patterns, slates, corbelling at eaves, corner quoins, light/dark painted details, ironwork, occasional red brick and a variety of stone / brick detailing, natural stone and cobblestone boundary walls are all found amongst historic areas. Modern building construction incorporates larger glazed areas and various cladding systems and sheet metal roofing and tend to be less richly detailed.

- The appearance and detailing of buildings should match the street or area in which development is situated but where richness of detailing is reduced the quality of surface finish and overall clarity of building form must be higher;
- Where buildings are closely related (i.e.. terraces) the materials and details must closely match in an authentic fashion or be a contemporary interpretation of the architectural character;
- Where buildings are detached or there is existing variety in the street scene then there is more scope for variation if working within the overall palette of materials style and detail;

- High quality architecture and design that is contemporary and addresses issues of sustainability and energy use in its design or is of outstanding architectural merit is also encouraged where it does not stick out like a sore thumb (i.e.. it relates across the other range of reserved matters categories of layout, scale, landscaping and access); and
- Building with minimal detailing, mean proportions and mean openings will not be allowed under any circumstances even if that is the predominant style within the existing street or neighbourhood. Poor design or eras when design was not prioritised or failed to capture the essence of Morecambe's historic town centre must not be used as justification for future neglect of design.

Add
Image



Figure 46: Open spaces along the promenade and The Town Centre Conservation Area boundary

3. Promenade & Marine Road

3.4 The Promenade

The Promenade provides an excellent vantage point from which to experience the surrounding natural and built environment. Much of the architecture of the area reflects the former prosperity and glamour with which this famous location was associated in the late nineteenth century and early part of the 20th century.

Although this area has suffered neglect, decline and insensitive design interventions there has been a huge effort to re-establish an attractive and functional public realm along the bay and it is a widely used social space and recreational resource where all ages meet, walk and cycle in safety and comfort, close-by to the town centre.

The central stretch of the promenade coincides with the Morecambe Conservation Area (Town Centre) and therefore has retained much of its former architectural character, as well as benefiting from the public realm improvement projects that link a number of beaches, parks, gardens, play areas and jetties. Landmarks of various scales such as the Town Hall, Winter Gardens, Eric Morecambe statue and Clock Tower punctuate the promenade and help create a legible, memorable place.

The Morecambe Area Action Plan (MAAP) covers much of the promenade from The Battery east to Lord Street. There are several sites identified along the Promenade by the MAAP, these include DO1, DO2, DO5 and DO6. These sites are not the specific subject of this design code but of note is the potential location for the Eden North project on site DO2, seeking government funding.

The sites are key to Morecambe's future fortunes, both for residents, tourism and local businesses. Key issues include connecting the town centre and the West End and repairing the traditional scale pattern of blocks and streets to create a legible and attractive piece of town that is not focussed around the private car but for pedestrians of all ages and abilities. Including a mix of uses, including community facilities, as well as potential leisure and residential opportunities will help to add to a vibrant promenade.



Figure 47: Marine Road West cross-section

Focus Area: The Promenade / Marine Rd

Issues and Observations:

Location: Liner urban centre and heart of the town, stretching along the Promenade following Marine Road Central from Central Drive to Morecambe Town Hall at the eastern end and supported by its inner suburbs.

Environmental quality - Generally good with recent investment in a number of public realm schemes on the main shopping streets and a high quality promenade. Towards the west, around Central Drive the overall quality decreases significantly with a huge amount of surface car parks and a break down in the urban form.

Connectivity - Good along the promenade with a series of linked public spaces and play areas, crossings are required as traffic on Marine Road Central still separates the promenade somewhat. There is a lack of connectivity between the town centre and the West End other than the promenade.

Scale of development - The 'box retail' development to the west at Central Drive and the Arnedale Shopping Centre are out of kilter with the fine grain, historic pattern of streets and spaces that mostly survives.

Active Frontage - The mostly narrow plots creates an interesting and engaging rhythm along the main mixed-use frontage with many entrances and displays in shops and venues. Wide-fronted, modern 'boxes' create boredom and lack of variety and interest.

Landmarks & public art - The Clocktower, various TERN public art projects (including Eric Morecambe statue) and buildings such as the Winter Gardens.

Streets & views - The side streets connecting to the promenade create a great deal of permeability and key vistas towards the bay, aiding legibility and conversely draw in passers by from the promenade. There are also long distance views across the bay to the Lake District.

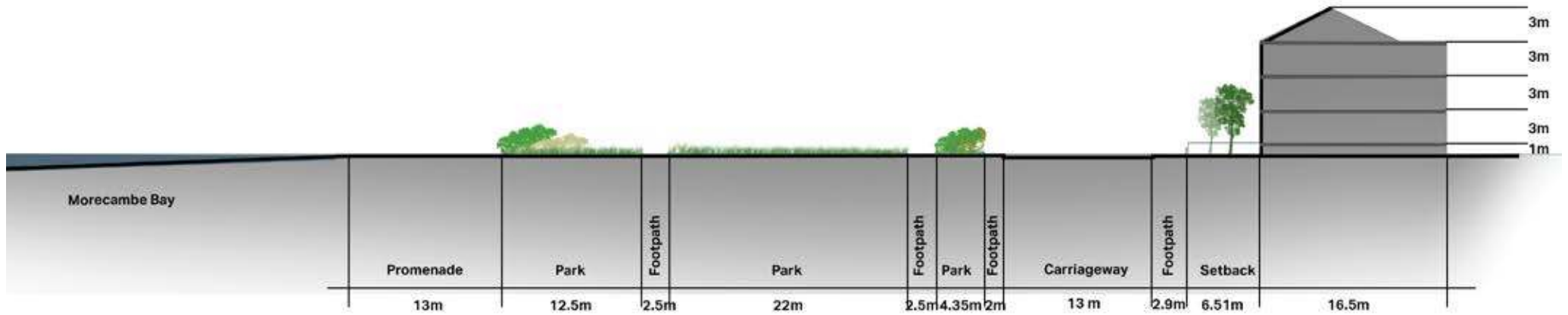


Figure 48: Marine Road West cross-section ①



Figure 49: Indicative Character Area Location



Figure 50: The Promenade's character is formed by a broadly consistent building line, 3-4 storey attached frontage, continuous pedestrian accessibility and views of the coast and sea

3.1 Promenade & Marine Road: Design Codes

The following elements are typical features and characteristics of development on the Promenade that will help ensure that development proposals reflect the scale, layout, landscaping, access and appearance that is found on this special frontage.

Developments along the Bay / Promenade must apply the following design codes:

Layout

The street that follows the bay (Marine Road) has a sinuous nature that reflects the coastline and provides onward connections to other centres and destinations along the coast;

- Main building frontages/ entrances will address Marine Road (top of the street hierarchy) and buildings on corners will address connecting streets with a secondary frontage also);
- Plots addressing the promenade should form one edge of a 'perimeter block' so that all to create contained private gardens or service areas within the block, these may require rear lanes to provide parking and service access to mixed use development along the frontage;
- Building orientation on plot must not create a 'saw-tooth' relationship to the street and must create a consistent and continuous building line along Marine Road; and
- The width and depth of plots and position of buildings on plots should relate to the typical arrangement on the section of Marine Road in which development takes place.

Scale & Massing

Buildings along the promenade from Oakley Road (Sandylands) to The Broadway are typically attached with mixed-use, multi-occupancy buildings (hotels) and terraces. Buildings are typically 3 - 4 storeys throughout this entire extent. From Broadway east to Bare Lane Buildings alternate in stretches of 2 storey detached or semi-detached homes and 3 storey terrace buildings. From Bare Lane East to Happy Mount Park buildings are generally 2- 2.5 storey homes with very occasional 3 storey. Taller buildings along the bay are exceptional and not encouraged without special reason.

- Buildings must generally match the scale of buildings on the section of the Promenade unless there is exceptional justification for a special building (e.g. community use/ benefit); buildings should not be more than one storey taller or shorter than their neighbouring buildings (up to a maximum height of 4 storeys or a minimum height of 2 storeys);
- The massing of buildings should be appropriate to the scale of the promenade; the width or sub-division of buildings must relate to that of neighbouring buildings or plots; likewise, the depth must be suitable for the size of plot and relate to neighbouring buildings and not block light to existing windows or gardens; and
- Building types will generally match the predominant type on street, e.g. linear development block or terraces for the majority and detached or semi-detached at the outer extents.

Landscaping

Buildings typically have short setbacks or terraces and rear service areas / gardens. In the town centre and West End (conservation area) building thresholds are generally substituted for wider pavements, display areas or café/pub forecourt seating areas.

Street trees are not found along the promenade to allow unobstructed views and for reasons of the micro-climate. Various bushes and shrubs are exhibited in front gardens.

- Gardens and terraces must closely match the dimensions of neighbouring plots to maintain the continuity of character along the promenade; Larger gardens/ setbacks for special buildings (e.g. the existing town hall) that add green to the street-scene may be allowed; Planting and hedges on plots should be native species and suitable for the exposed coastal micro-climate;
- Parks, verges and amenity spaces must use native or appropriate coastal species (as along the West End promenade) to help create a more naturalised environment and aid bio-diversity opportunities in this sensitive environment; and
- The sea walls, rocky breakwaters, beaches and promenade are both functional sea defences and beautiful expression of public realm design that integrates the functional with the aesthetic, making a great contribution to character. Further public realm materials and interventions should coordinate with this palette of hard materials, signage and street furniture.

Access & Parking

Terraced buildings typically take access from the rear and parking is generally not provided to the front of plot except some detached dwellings on the periphery where frontage access is provided.

- Parking situated to the front of buildings is not encouraged along the promenade in order to preserve the continuity and character of this unique frontage;
- Where essential, terraced developments should ideally provide parking to the rear via parking lanes that do not compromise the security of neighbouring buildings / gardens;
- Front boundary treatments (e.g. low walls, hedges or railings) must not be removed for front parking spaces;
- Where vehicle access is provided via the front of plot (detached dwellings on the periphery of the promenade) the plot boundaries should incorporate boundary planting to shield cars from view along the street;
- Where existing access allows (detached dwellings at promenade periphery), garages should be set behind the building to not harm the character of the existing frontage;
- Development near to public transport stops and local centres (within 5 minutes walking distance) are encouraged to consider maximum parking standards rather than minimums.

Appearance

Building materials and details across this area do vary according to era (Victorian, Edwardian, Inter-war including Art Deco and often less successfully post-war) and include the following; various brick (sandstone/red), stone, render, pebble-dash, decorative stonework, window surrounds/lintels, tiles and slates, corbelling at eaves, corner quoins, mock-tudor cladding to upper floor), a variety of brick detailing (e.g. patterns or soldier courses), multi-storey bay windows, various projecting or recessed porches, gable ends, half-gable roofs and dormers, hipped roofs and corner turrets. Steps in front of properties and half basement levels (railed) are common in terraces.

The common theme is richness of design and detail. The exceptions to this are the Art Deco style buildings where the clean form, 'weightless' façades and occasional curves

are picked out in a mono-chromatic colour scheme and glazing that reflects the colour of the sea and sky more than the heavier masonry building types that follow the front

- The appearance and detailing of new buildings should sympathise with the predominant characteristics of promenade area in which development is situated;
- Where buildings are joined or closely related (i.e.. terraces) the materials and details must closely match in a traditional fashion or be a contemporary interpretation of the architectural style to create unity across the frontage;
- Where buildings are detached and there is existing variety in the street-scene then there is more scope for variation if working within the overall palette of materials style and detail;
- High quality architecture and design that is contemporary and addresses issues of sustainability and energy use in its design or is of outstanding architectural merit is also encouraged, where it does not stick out like a sore thumb (i.e.. it relates across the other range of reserved matters categories of layout, scale, landscaping and access); and
- Building with minimal detailing, mean proportions and mean openings will not be allowed under any circumstances even if that is the predominant style of neighbouring buildings. Poor design or eras when design was not prioritised or failed to add to the character of the promenade must not be used as justification for future neglect of design quality.

4. The Eastern Suburban Area

Eastern Suburbs - Bare and Torrisholme

The eastern suburbs originate from two historic villages, Bare and Torrisholme, each with a small cluster of listed buildings in the historic village centres. The two villages are linked together by Bare Lane, a historic route to the coast branching off the Lancaster Road (the main route through Torrisholme linking Morecambe and Lancaster). Both settlements retain some historic buildings along their main streets (focus areas C & D on map), as well as later suburban expansions which have spread and joined together, creating a degree of suburban sprawl up to the foot of the hills to the east (Torrisholme Barrow). This broad area (yellow on adjacent map) includes some Victorian/Edwardian terraces (mainly around Bare's Promenade) and many inter-war semi-detached homes. Later post-war development of two storey homes and a significant spread of bungalows (particularly in Torrisholme) completes the picture.

Morecambe's suburban expansion took-off in the 'Inter-War period' between the First and Second World Wars (1918 - 1939). Bare's suburbs expanded up to the railway line at Bare Lane Station, following on from the Victorian/Edwardian development of terraces to and along the promenade (which was similar to the West End in type and scale). West of Bare Lane suburban housing is generally semi-detached with larger gardens and typically two-storeys. Further east are later post-war Bungalows. Torrisholme also expanded with two-storey semi-detached and detached homes on streets branching off Lancaster Road (e.g. Thorpe Avenue / Hill Drive), as well as a ribbon of development along the entire length of Bare Lane, linking the suburban areas. Subsequent Post War development has in-filled the fields behind Bare Lane to the settlement edge, including many Bungalows. Torrisholme is a more car oriented settlement since the removal of the tramway.

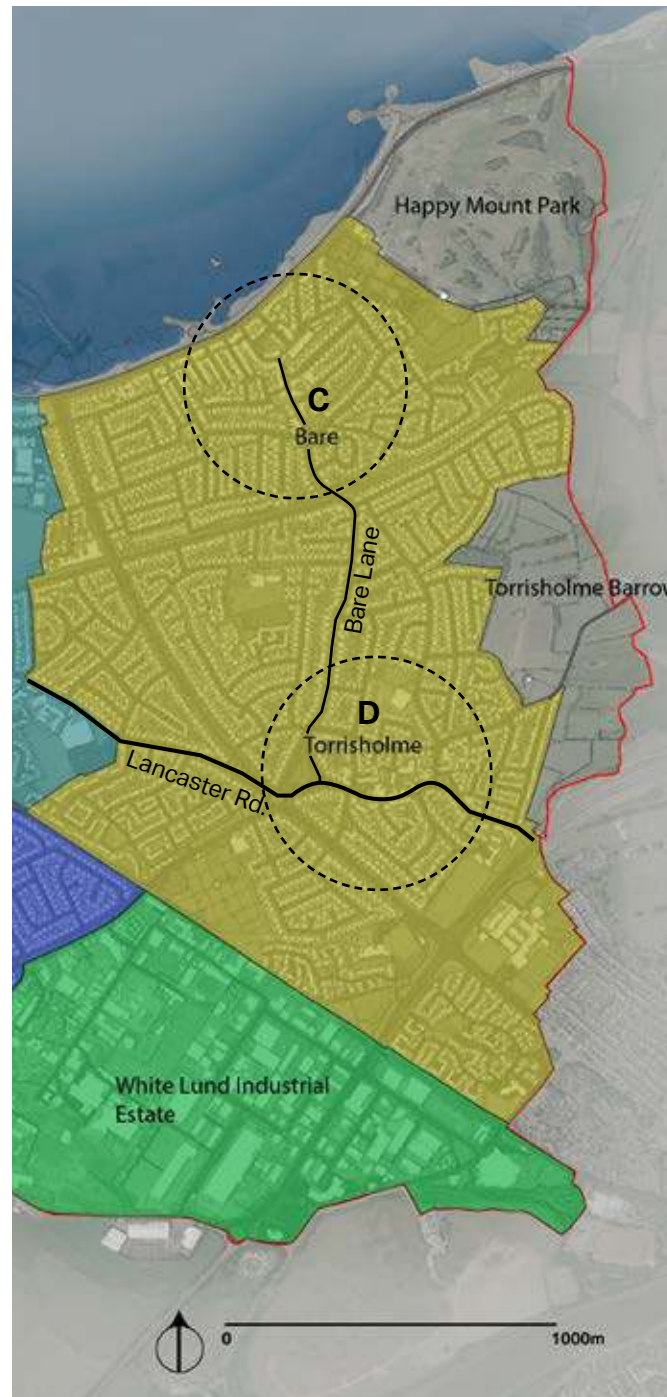


Figure 52: Indicative Character Areas



Figure 53: Tree-lined suburban street (Bare), laid out to accommodate cars, a change from the more organic historic pattern and denser Victorian urban expansion



Figure 51: Bare local centre (Princess Crescent) - Victorian expansion of the historic village to the promenade

Focus Area C: Bare (historic centre) and Victorian urban expansion

Bare retains some older residential homes and cottages located along the historic route of Bare Lane but much of the historic building fabric has been replaced or in-filled. Older houses are generally of stone construction, with slate roofs. Some of the buildings retain recessed sash windows. The historic route pattern is rectilinear and evolved around a field pattern in a semi-rural village manner, originally very low density.

A later period of Victorian/Edwardian urban expansion which includes Princess Crescent, the high street today, leads down to and joins Marine road East. Terraces of denser development, typically 2- 3 storey terraces, lead back from the Promenade (Marine Road East) to the south-west of the high street (Beach Street, Grange street, Park Street etc.).

Bare has 4 Listed Buildings, including Bare Hall; A pair of Gate Piers East of Bare Hall, Craig Convalescent Home For Children and the home's Lodge (all Grade II).

Lakeland House (a modern tower block) is an incongruous building that stands as a landmark (or eyesore depending on your view) along the promenade at the junction of Princess Crescent and Marine Road East. It is a clear contrast to the rest of the village and town. Despite its obvious height, the key lesson to note from its construction is how it interfaces with the street at ground level, which provides an inactive and blank retaining wall barely masking the car parking around the base of the tower. 'Point blocks' of this nature provide lovely views but are hard to integrate into the streetscene in urban design terms.



Figure 54: Above: this tower block's scale is out of kilter

Figure 55: Left and below: Two, three and four storey buildings work in their place



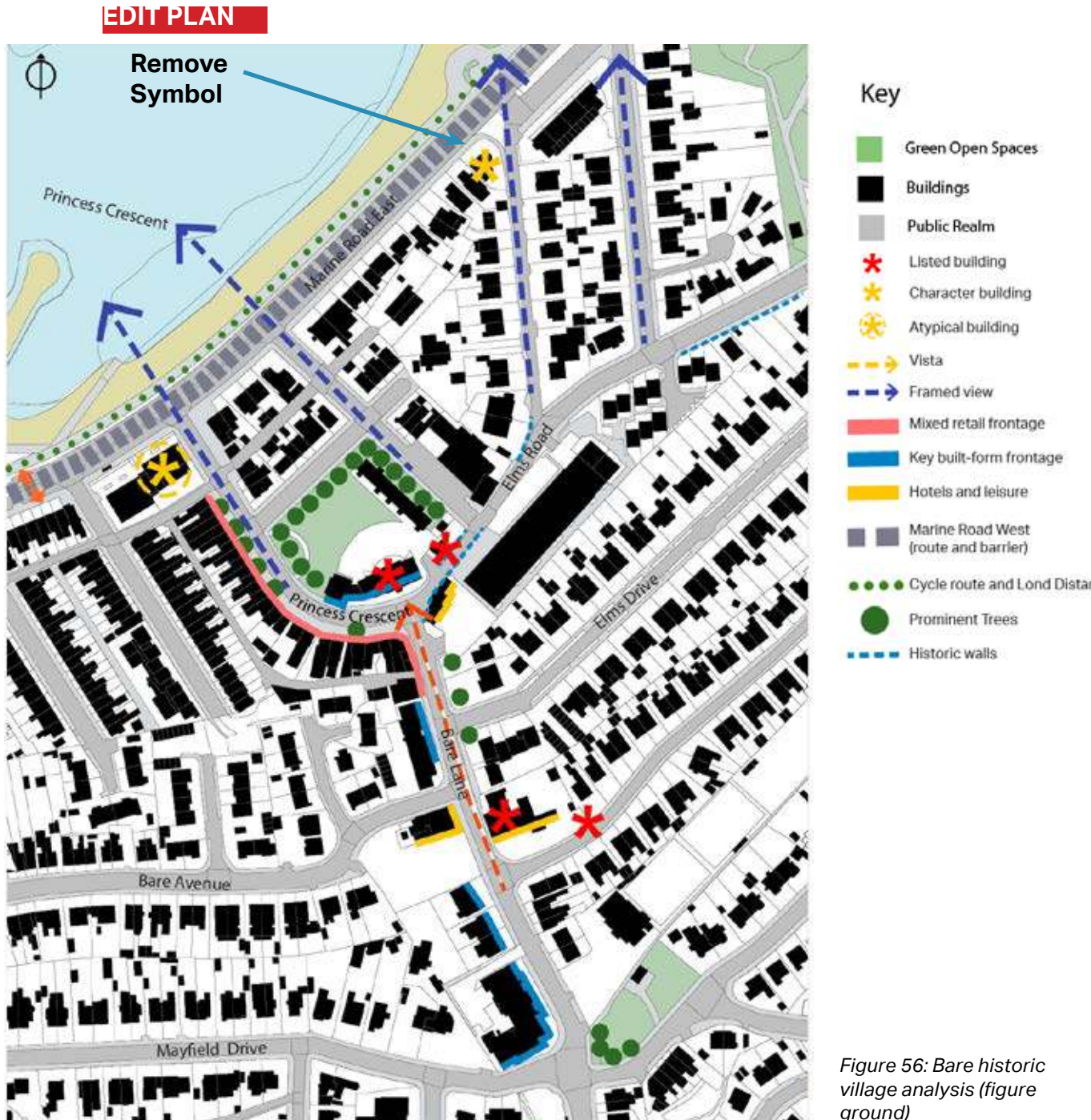


Figure 56: Bare historic village analysis (figure ground)

Focus Area C: Bare historic centre (Princess Crescent / Bare Lane)

Issues and Observations:

Location: Urban village sub-centre and heart of an historic village, stretching back from the Promenade, via Princess Crescent, south along Bare Lane to the Dog and Partridge pub and care home opposite.

Environmental quality - Generally good but towards Bare Lane station decreases somewhat. The frontage continuity breaks up along Bare Lane with car parks (can be beautified with planters and provide event space). The base of the tower block is blank / stark.

Connectivity - from Princess Crescent over to the promenade, crossings are required and traffic still separates the promenade in this area to a degree.

Scale of development - the tower block experiment should not be continued or used to justify heights in this part of Morecambe. The predominant scale is more suitable for an urban village, not city centre.

Active Frontage - Retail frontage, pedestrian space and public realm design quality need to be maximised alongside safe, integrated opportunities for on-street parking and drop-offs to serve the local businesses.

Planting - Existing mature trees soften the overall environment and create a pleasant, shaded public realm to soften the built frontage at key locations.

Side Streets - The surrounding residential areas link to Bare Lane creating a great number of junctions and in some places these are not pedestrian or wheelchair friendly and must be considered from this perspective first to maintain equality of use and a bustling centre.

Views - key vistas towards the bay aid legibility and conversely draw in passers by from the promenade.



Torrisholme Historic Centre (Lancaster Road)

Torrisholme retains some important examples of original Victorian, Edwardian and earlier Georgian residential properties located along the historic route, Lancaster Road, between Torrisholme Park and Torrisholme Square. The original settlement would have been a low-density semi-rural village with simple stone cottages and later terraces for worker housing. The Victorian tramway which linked Morecambe to Lancaster passed along Lancaster Road and a row of two-storey Victorian terraces with canted bays linked by a porch was added to the southern side of the street towards the middle, providing a greater sense of street enclosure.

Torrisholme Square, to the east, is the historic focus of the village with its chapel and many cottages in good upkeep today surrounding a charming village green. Older cottages are generally two storeys, rustic stone construction, with irregular stone courses and stone window surrounds, with slate roofs and chimneys. Some of the buildings retain recessed sash windows. The street menders in an organic way, forming an intermittent high street with shops taking up some ground floors. Modern highways design lowers the quality of the public realm through the former village.

4.1 Focus Area D: Lancaster Road, Torrisholme (historic centre)

Issues and Observations:

Location: Suburban gateway to Morecambe from the east and local centre / historic linear village on the path of former tramway to Lancaster, residential expansion.

Environmental quality - Good in places, particularly around the north edges of Torrisholme Square but the width and details of the Lancaster Road and pavements including front parking imposes a car dominated feel, out of keeping with the quaint cottages and terraces,.

Connectivity - the width of the road requires central pedestrian refuges in several places but at the same time the foot-ways either side can be quite narrow, There could be potential to increase space for pedestrians or cyclists along the Lancaster Road.

Scale of development - the predominant scale of two-storey development is rarely broken, although there is local variation in dwelling heights that creates interest in the roofscape and joins between buildings.

Active Frontage - Facilities and local retail frontage should be encouraged along the Lancaster Road to reinforce this as a high street and local centre that is easily walkable from surrounding residential areas.

Planting - Torrisholme Park is green focus, as is Torrisholme Square but in-between and around the public realm could be improved, particularly to the south of the Lancaster Road where there are some frontages with greater setbacks.

Side Streets - The surrounding residential areas link to Lancaster Road creating a great number of junctions which is good for permeability but some of these junctions have larger than necessary corner radii which create a greater distance for pedestrians to cross and increase car speed round corners.

Views - The key set-piece of Torrisholme Square should be considered in light of highways design (junctions, markings signage etc.) which could be reduced and improved to create an a first rate square.

Negative Factors - Some buildings to the south and east of Torrisholme Square are not sympathetic to the historic context and could be greatly improved upon.



UPDATE PLAN TO LATEST VERSION



Figure 57: Torrisholme historic village analysis (figure ground)



Figure 58: Bare's suburban character is mixed but held together by mature planting which provides a green setting to buildings, allowing styles to mix on looser neighbourhood streets

4.2 Bare & Torrisholme Suburban Areas: Design Codes

The following elements are typical features and characteristics of the eastern suburbs of Bare and Torrisholme that will help ensure that development proposals reflect the scale, layout, landscaping, access and appearance that are found in these areas.

Developments in this area must apply the following design codes:

Layout

Streets in this area have a more organic pattern which reflects the historic lanes, and topography, and modern avenues, providing onward connections to other centres and destinations;

- Building frontages will address the street (the main frontages will address the main street in the hierarchy and buildings on corners will not have blank façades on either frontage);
- Buildings will combine to form a 'perimeter block' to address all street frontages and create secure private gardens within the block;
- Building orientation on plot must not create a 'saw-tooth' relationship to the street and must generally follow the existing building line on the street; and
- The size and layouts of plots and position of buildings on plots should relate to the typical arrangement in the street or area where development is located.

Scale & Massing

Buildings in this area are typically detached and semi-detached with some terraces (near village centres for example). Buildings are typically 1- 2 storeys with occasional 2.5/ 3 storey buildings;

- Buildings must generally match the scale of buildings on the street unless there is a special justification for a special building (e.g. community use); buildings should not be more than a half-storey taller than their neighbouring buildings (up to the maximum height that is typical in the area);
- The massing of buildings should be appropriate to the scale of street and plot; the width of buildings must relate the width of neighbouring buildings or the plot; likewise, the depth must be suitable for the size of plot and relate to neighbouring buildings and not block light to existing windows or gardens; and
- Buildings types will generally match the predominant type on street, e.g. terrace, bungalow or detached/ semi-detached houses.

Landscaping

Homes typically have front gardens and larger rear gardens; street trees are also common in places and are used to create some very attractive avenues of various scales ;

- Gardens must closely match the dimensions of neighbouring plots to maintain the suburban character of the street or neighbourhood; Larger gardens that add green to the street-scene may be allowed but not generally smaller ones (to prevent cramming);
- Planting and hedges on plots should be native species or specific for the landscape character or typical urban / ornamental species already found in the area;
- Street trees and trees planted to the front of plot where space is tight, must be introduced wherever possible to moderate micro-climate and green our streets to make them attractive to look at from homes, to walk and cycle in, to play in and as a setting for local community;

Access & Parking

Buildings typically take access from the street and parking is generally provided on plot to the side of dwellings and behind the building line (so as not to dominate the street scene), larger plots may have front courts but these are well defined with low walls and hedgerows;

- Vehicle parking spaces should not compromise the prevalence of front boundary treatments (e.g. low walls and hedges or railings) and as such narrow plots should not consist of parking with no or minimal boundary definition;
- Where vehicle parking must be provided to the front of plot the side of plot boundaries should incorporate hedges to shield cars from view along the street;
- Garages should be set behind the building line and not dominate the frontage;
- Terraced developments should ideally provide parking to the rear in small overlooked courts (max. 6 spaces), accessed via ginnels that do not compromise the security of neighbouring buildings or rear gardens;
- Development near to public transport stops and local centres (within 5 minutes walking distance) are encouraged to consider maximum parking standards rather than minimums.

Appearance

Materials and details across this area do vary according to era and include the following, various brick and render, pebble-dash, stonework, clay tiles and slates, corbelling at eaves, corner quoins, light/white painted details, various bricks and a variety of brick detailing (e.g. soldier courses) and simple projecting or recessed porches. Modern estates, often consisting of bungalows, tend to be bereft of detailing and more homogeneous in terms of type and style of homes found on the street.

- The appearance and detailing of new buildings should sympathise with the predominant characteristics of the street or neighbourhood in which development is situated;
- Where buildings are tightly-packed (i.e.. terraces) the materials and details must closely match in a traditional fashion or be a contemporary interpretation of the architectural style;
- Where buildings are detached and there is existing variety in the street-scene then there is more scope for variation if working within the overall palette of materials style and detail;
- High quality architecture and design that is contemporary and addresses issues of sustainability and energy use in its design or is of outstanding architectural merit is also encouraged, where it does not stick out like a sore thumb (i.e.. it addresses the other key issues of layout, scale, landscaping and access); and
- Building with minimal detailing, mean proportions and mean openings will not be allowed under any circumstances even if that is the predominant style within the existing street or neighbourhood. Existing poor design must not be used as justification for future design negligence.

Add
Image



Figure 59: Torrisholme's suburban character sample images

5. Westgate

Character Area 6: Westgate

Westgate is a post-war, late C20 expansion based around the car-oriented distributor road model. Several residential estates, which are typically suburban in nature and consist of mostly detached and semi-detached two storey houses or bungalows 'hang-off' of the distributor road but are not well integrated as a result, dividing nearby communities.

There is a local centre Glentworth Road and a couple of supermarkets straddling the Westgate but this is not well integrated for both sides and fails to form a traditional high street. The 'high street' as such is set perpendicular to the north of Westgate, making it somewhat less accessible to residents on the southern side and the frontage car parks on both sides simply encourage driving and reduce the perceived comfort of walking / cycling for all residents.

There are also various 'fringe features' (as constitute a car-oriented edge of settlement development) including; Morecambe Football Stadium, a Fire Station and caravan parks, which add variety in terms of uses but don't really benefit the character and quality of the urban corridor.

Suburban homes / bungalows in this area are modern-
esque and lacking in traditional details and richness of materials of more historic neighbourhoods suggesting a clean modern architectural approach with incorporation of technology would be less jarring in this area.

Public realm quality and attractiveness is a key issue within many of the housing estates that make up this area. There is great scope for improvement of streets as spaces for people to use for recreation, play and to socialise within,

5.1 Westgate Corridor Design Principles

The long term strategy for development along this key green-way and movement corridor must:

1. Aim to adapt the design of the Westgate street corridor for a hierarchy of users that begins with the young and vulnerable, incorporates wheelchairs and cycling and considers last large vehicles (whilst considering emergency vehicle accessibility) in order to meet the statutory duty of care.
2. Take advantage of the 'loose-fit' Westgate corridor and consider how to adapt the over-generous allocation of vehicle carriageway to maximise active travel (walking & cycling), provide linear open space and integrate green infrastructure along an active 'green spine';
3. Improve the sense of enclosure (building height to street width ratio) and built-frontage to define an active and overlooked corridor with well-defined and attractive building frontages that generate a Westgate neighbourhood identity, give a sense of ownership and presents opportunities for local shops and services to serve the existing residential communities;
4. Ensure connectivity to the existing neighbourhoods and facilities and ease of crossing the Westgate corridor based on direct and convenient pedestrian and cycle desire lines

(where people find it most convenient to cross, not subservient to vehicle traffic movements);

5. Discourage car parks to the front of commercial buildings and improve landscaping and attractive consistent boundary treatments to define an attractive and welcoming public realm for walking and cycling;
6. Apply Manual for Streets design principles and standards to junctions and particularly aim to reduce large turning radii thus helping to reduce cornering speeds, hereby improving pedestrian and cycle crossing of junctions and accessibility and safety for vulnerable users;
7. Integrate development with the provision of proper cycle lanes (preferably segregated) and crossing facilities that can encourage and handle a considerable modal shift to cycling;
8. Maintain and protect existing open spaces, integrating these with green infrastructure;
9. Encourage a human scale and rhythm of building frontage along the corridor to create an interesting street scene that sits well in between the current extremes of single-storey bungalows and big-box retail outlets; and
10. Concentrate facilities along this green spine to encourage an active, mixed-use spine to the neighbourhood which helps deliver the principles of the '15 Minute Neighbourhood' (being able to conveniently walk and cycle in a pleasant environment to meet your daily needs).



Figure 62: Westgate (parallel lane)

Greening Street Corridors

Continuing growth or compaction of the town in order to support local vitality, particularly the town centre, local centres and frequency and viability of public transport requires green comfortable streets / paths, particularly along key arterial routes (e.g. former rail corridor). 'Greening' - planting and increasing space for equitable, low-carbon forms of movement can help to preserve and facilitate the adaptation of the town through changing patterns experienced during the 2020 pandemic. It could work well in Morecambe's favour to preserve its most historic urban districts, villages and seafront by maximising green infrastructure opportunities along key routes such as the Westgate and Broadway that already have scale and underutilised space that could support attractive walking and cycling routes to local facilities, furthermore improving public transport options and maximising both natural capital and active travel along these routes so creating a sustainable-urban boulevards that attract selective growth opportunities and densification based around community facilities.

- Any further densification of Morecambe's urban form or population will have to be matched by provision of green walking, cycling, habitat infrastructure and public transport to community facilities, helping net increase to bio-diversity via connected green habitats.
- Westgate (and Broadway) may also have potential to vastly increase modal shift to walking and cycling and some more local opportunity to selectively accommodate green infrastructure led growth that instigates modal shift through green infrastructure opportunities.



Figure 61: Indicative Westgate street adaptation with increased built-frontage and green infrastructure providing improved environment/ crossings for pedestrians and cyclists



Figure 60: Indicative view of rejuvenated residential Avenue street with street trees creating a comfortable, attractive walking and cycling environment for residents to benefit activity



Figure 63: Westgate's suburban character is fairly homogeneous in the main, however, these examples represent some of the best homes and gardens, many on corner plots particularly

5.2 Westgate Suburban Area: Design Codes

The following elements are typical features and characteristics of the eastern suburbs of Bare and Torrisholme that will help ensure that development proposals reflect the scale, layout, landscaping, access and appearance that are found in these areas.

Developments in this area must apply the following design codes:

Layout

Streets in this area have a more organic pattern which reflects the historic lanes, and topography, and modern avenues, providing onward connections to other centres and destinations;

- Building frontages will address the street (the main frontages will address the main street in the hierarchy and buildings on corners will not have blank façades on either frontage);
- Buildings will combine to form a 'perimeter block' to address all street frontages and create secure private gardens within the block;
- Building orientation on plot must not create a 'saw-tooth' relationship to the street and must generally follow the existing building line on the street; and
- The size and layouts of plots and position of buildings on plots should relate to the typical arrangement in the street or area where development is located.

Scale & Massing

Buildings in this area are typically detached and semi-detached with some terraces (near village centres for example). Buildings are typically 1- 2 storeys with occasional 2.5/ 3 storey buildings;

- Buildings must generally match the scale of buildings on the street unless there is a special justification for a special building (e.g. community use); buildings should not be more than a half-storey taller than their neighbouring buildings (up to the maximum height that is typical in the area);
- The massing of buildings should be appropriate to the scale of street and plot; the width of buildings must relate the width of neighbouring buildings or the plot; likewise, the depth must be suitable for the size of plot and relate to neighbouring buildings and not block light to existing windows or gardens; and

- Buildings types will generally match the predominant type on street, e.g. terrace, bungalow or detached/ semi-detached houses.

Landscaping

Homes typically have front gardens and larger rear gardens; street trees are also common in places and are used to create some very attractive avenues of various scales ;

- Gardens must closely match the dimensions of neighbouring plots to maintain the suburban character of the street or neighbourhood; Larger gardens that add green to the street-scene may be allowed but not generally smaller ones (to prevent cramming);
- Planting and hedges on plots should be native species or specific for the landscape character or typical urban / ornamental species already found in the area;
- Street trees and trees planted to the front of plot where space is tight, must be introduced wherever possible to moderate micro-climate and green our streets to make them attractive to look at from homes, to walk and cycle in, to play in and as a setting for local community;

Access & Parking

Buildings typically take access from the street and parking is generally provided on plot to the side of dwellings and behind the building line (so as not to dominate the street scene), larger plots may have front courts but these are well defined with low walls and hedgerows;

- Vehicle parking spaces should not compromise the prevalence of front boundary treatments (e.g. low walls and hedges or railings) and as such narrow plots should not consist of parking with no or minimal boundary definition;
- Where vehicle parking must be provided to the front of plot the side of plot boundaries should incorporate hedges to shield cars from view along the street;
- Garages should be set behind the building line and not dominate the frontage;
- Terraced developments should ideally provide parking to the rear in small overlooked courts (max. 6 spaces), accessed via ginnels that do not compromise the security of neighbouring buildings or rear gardens;

Appearance

Materials and details across this area do vary according to era and include the following, various brick and render, pebble-dash, stonework, clay tiles and slates, corbelling at eaves, corner quoins, light/white painted details, various bricks and a variety of brick detailing (e.g. soldier courses) and simple projecting or recessed porches. Modern estates, often consisting of bungalows, tend to be bereft of detailing and more homogeneous in terms of type and style of homes found on the street.

- The appearance and detailing of new buildings should sympathise with the predominant characteristics of the street or neighbourhood in which development is situated;
- Where buildings are tightly-packed (i.e.. terraces) the materials and details must closely match in a traditional fashion or be a contemporary interpretation of the architectural style;
- Where buildings are detached and there is existing variety in the street-scene then there is more scope for variation if working within the overall palette of materials style and detail;
- High quality architecture and design that is contemporary and addresses issues of sustainability and energy use in its design or is of outstanding architectural merit is also encouraged, where it does not stick out like a sore thumb (i.e.. it addresses the other key issues of layout, scale, landscaping and access); and
- Building with minimal detailing, mean proportions and mean openings will not be allowed under any circumstances even if that is the predominant style within the existing street or neighbourhood. Existing poor design must not be used as justification for future design negligence.

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4. Overarching Guidance

4.1 Overarching Guidance

The design guidelines set out in this section focus on coordinating issues such as 'Neighbourhood Structure' and 'Townscape' which are key to character or cross-cutting topics such as 'Public Art' and 'Sustainability' which must be considered for all design proposals in all of the character areas. The guidelines set out overarching approaches and responses that will help to formulate and review local design proposals alongside the Character Codes.

4.1.1 High-quality holistic design

COVID19 has put Morecambe under great strain, but has also revealed new opportunities and reminded us of some things people value: green spaces and parks, local centres, local walks for recreation, and community / family support. As we look likely to continue to spend more time in our home / local environments in the future we need to build our homes and neighbourhoods as decent places where people enjoy spending time, and in which we can create a better way to live. Likewise, with tourism likely to thrive nationally with holidays in the UK, Morecambe has a good opportunity to become a thriving seaside resort again. We must learn from the acute test that the pandemic has given our lives, homes, neighbourhoods, parks and town to build better living environments in the future and to adapt those that we already live in today. Housing Design Audit for England

(2020) suggested that in recent years we have let design standards drop so we must look at design holistically, not just buildings but plots, streets, neighbourhoods, green infrastructure networks and open spaces in order to respond to the challenges (climate change, economic shock-waves and mental health to name a few) we may face and prepare to capitalise on the emerging holiday trends.

4.1.2 Community Consultation

Consultation with the community and regular, high quality communication and liaison with community groups must form a key part of the design process from an early stage through to submissions. Co-creation is key to a quick response and recovery to the Covid19 pandemic.

"There is no logic that can be superimposed on the (city) people make it, and it is to them, not buildings, that we must fit our plans." Jane Jacobs, 1961

Whilst there certainly is a logic and evidence based approach to understanding the town's character, future growth must be driven and supported by a range of local people, stakeholders, partners and professionals. Tools such as Building for a Healthy Life (BHL, 2020) can also help local communities to set clear expectations of new housing developments by offering a series of easy to understand considerations that will also allow local communities to more easily identify the qualities (or deficiencies) of development proposals in their area.

4.2 Response to Character and Context

Designers must set out a clear response to the character area/s in which it is sited or adjacent to (see adjacent plan), including landscape character areas;

Designers are not required to mimic the existing design period of an identified character area in the form of pastiche, though this is not ruled out if authentic;

The character response should be clearly outlined according to all categories of reserved matters detail design including; Use & Amount, Means of access, Layout, Scale & Massing, Appearance (details and materials) and Landscaping.

All proposals must be considered in their immediate context and proposals which may have an impact on the wider landscape should be assessed in this context also.

The designer should respond to the character area context with one of the following three approaches, to be considered in the following order;

- Reflect the Townscape (or Landscape)
- Complement Townscape (or Landscape)
- Contrast with the Townscape (or Landscape)

These are ordered based on consultation with local community groups who propose that reflecting the heritage and good character of Morecambe is most desirable but who also value high-quality design or innovation with purpose that may evolve the town.



Figure 64: Indicative visualisation for the Eden North project which seeks to respond to, research and educate on the Marine landscape (subject to funding). This approach might seek to be justified under 'Complement the Landscape or Townscape' Character Response, particularly responding to Morecambe Bay in its seashell-like (to this author) appearance and potential to literally reflect the landscape.



Reflect the landscape or townscape

First and foremost, development must clearly respond to existing characteristics within the character area, street and site across most of the reserved matter categories (including; Layout; Scale and Massing; and Appearance) in order to blend in appearance and maintain the character of the area. This is most applicable where the area, e.g. the West End has a strong palette of materials, building types and urban grain that would be disrupted by unfitting development.



Complement - Add to the whole, varied composition of landscape / townscape

If the local context permits, development may do something slightly different (e.g. introducing complementary materials that still fit in with the predominate palette of the street or development area) that adds to the overall character and quality in a way that is still fitting (also harmonising in several categories including; Layout, Scale & Massing or Landscaping). This would be appropriate in some areas of the Town Centre where variety exists.



Contrast - honestly express both the historic and contemporary elements

The third, and perhaps most bold approach, is building something of exceptional design quality that is in some ways quite different to the immediate context, as the adjacent image shows dramatically.

Where it is extremely difficult to satisfactorily reflect the design of something (e.g. a highly unique historic building) rather than copy it in-authentically, it is perhaps better to build with today's building technology, honestly displaying the difference between old and new



Figure 65: Above - Design examples that express the three approaches, sometimes in a literal or overpowering way



Figure 66: Top to bottom - Local examples: West End (reflect); The Battery (complement); Torrisholme (contrast)



Figure 69: This recent addition to the Promenade in Morecambe - The Broadway Hotel - appears to draw inspiration from the Midland hotel and the Art Deco style. It does stand out from the predominantly 4 storey development along the promenade but steps up in height at a very important (in Townscape terms) corner site. The reference to Morecambe's glamorous past and the mono-chromatic colour scheme is referential to local heritage as such (the two-storey element to the right is an adjacent building that is not in keeping with the scale of the promenade, creating a slightly clunky step-up for now).



Figure 68: PlaceFirst's The West End One and West End Two refurbishment projects have brought modern, open-plan living to the West End, whilst retaining the historic façades, lovingly restored, and pattern of large Victorian terraces that fits like a glove to the West End's urban grid.



Figure 67: This highly ambitious design concept was not accepted for the West End due to its overly contrasting character and erasing of what came before it (check). The architecture is exciting and the corner tower also evokes the curve of the Midland Hotel, applying a clear precedent but unfortunately it is simply proposed in the wrong character area (West End) which is overwhelmingly sandstone terraces construction and provides a context to the West End Conservation Area. The scheme covering a whole block may have undermined the coherence and attractiveness of the whole area which is worthy of an urban renaissance. The concept is a delight though.

4.2.1 Pastiche, Evolution and Innovation

Reinterpreting and/or complementing existing styles such as Art Deco or Victorian architecture is a way to add to the story and richness of Morecambe, whilst moving forward into the 21st century. This is continuing the evolution of the townscape, whilst protecting and giving a strong nod to its heritage.

However, designers are not required to attempt to mimic the design of dwellings according to the predominant design period of an identified character area in the form of pastiche, as this often has disastrous results. Rather it is expected that echoing certain elements of local or predominant building styles in a street or area (scale/ form/ storey heights / facade proportions/ fenestration and materials) whilst using current building technologies can update and continue the design evolution without sticking out like a sore thumb.

It cannot be ignored that well-executed pastiche design is popular and so this approach is not ruled but really it must be done to a high quality with an authentic regard for materials and detailing as well. Furthermore it needs to be done in the right place. This is probably more suited to smaller infill sites and extension projects.

Simple bolt-on elements such as porches or a bit of applied-timber detail are rarely sufficient to encapsulate a style - in deed it is often the richness of former era that is difficult or impossible to replicate en masse with today's building economies so better not to try in this case.

The default position is that buildings should be of their time and place so we look to local characteristics as outlined in section three and push forward with modern technology in order to innovate with purpose and meet the climate challenge (see also Sustainability guidance in next section).

Sustainability

Towards Zero Carbon

Natural Daylighting

There are six key principles to daylighting: prevent direct sunlight penetration into the space; provide gentle, uniform light throughout the space; avoid creating sources of glare; controlling the daylight (with use of louvres or blinds); electric lighting systems to complement the daylighting design and encourage maximum energy savings, and lastly planning the layout of interior spaces to take advantage of daylight conditions.

There are a number of advantages in the use of daylight and well-designed daylighting:

1. Better light quality and clarity of vision
2. Benefit to academic performance
3. Energy savings / efficiency
4. Improved health

Optimising Solar Gain

Solar gain can be an issue with windows and curtain walling, and reducing it is increasingly a requirement, particularly for offices and schools. Building occupiers need the benefit of natural ventilation and high levels of natural light to help maintain comfortable working environments, and fresh air has been proven to contribute to concentration levels, but highly-glazed buildings are vulnerable to heat gain. Glass and building orientation are part of the solution, but if not sufficient, the designer should look at external solar shading to help reduce the reliance on mechanical cooling.

Building and Street Orientation

The orientation of buildings and roof pitches should incorporate passive solar design principles and allow for efficient solar energy collection. Ideally, one of the main glazed elevations of future dwellings should be oriented within 30° of south. This applies to future dwellings whether solar panels are proposed or not to allow for retrospective implementation. This must of course be balanced with other siting needs and recognition that buildings knit into the existing urban fabric to create a coherent pattern of streets and spaces. The 'long' sides of buildings, development blocks and streets will all help to achieve the benefit of this orientation.

Similarly, as far as possible orient buildings across to prevailing winds to generate cross ventilation in buildings. In Morecambe prevailing winds tend to be from the south-west so orientation for both wind and solar access are able to correspond.



Micro-climate & Resilience to Climate Change

All new development should work to moderate extremes of temperature, wind, humidity and pollution within the town. Development must also determine the combined effects on local micro-climate of the following:

- Solar orientation and exposure (sun/shade study) - public spaces should have direct sun over a significant portion of the day, year-round;
- Prevailing winds, direction and speed need assessing- avoiding local wind tunnel effects;
- Understanding topography and distribution of buildings to avoid low-lying contained spaces;
- Identify areas of the site that would be most usable for outdoor amenity space and activity;
- Use trees and boundaries to mitigate and improve micro-climate for the public realm.



Figure 70: These compact row houses feature carefully angled solar panels that harness every moment of the sun.

Figure 71: Windows on side elevation for daylighting and good orientation for solar gain

Assessing Alternative Energy Sources

The key considerations for an assessment of alternative energy sources may include (but are not limited to):

- Ground conditions and sufficient space to accommodate ground loops for ground source heat;
- Availability of locally sourced wood fuel for biomass heating;
- Proximity of large heat users such as public buildings, leisure centres and schools to provide sufficient base load for biomass district heating;
- Appropriate locations for siting of plant and delivery of fuel for district biomass;
- Local wind speed and direction, SW is the prevailing wind direction for Morecambe Bay.



Figure 73: Caption

Future Homes - Towards Zero Carbon

All new development in Morecambe must demonstrate that it is responding to climate change and reducing its carbon dependency. The government's forthcoming Future Homes Standard, including changes to Part L and Part F of the Building Regulations, will aim to cut carbon emissions by 80% in all new homes by 2025.

For new homes this likely means a 'fabric-first' approach with the highest standards of insulation and energy conservation - roof, wall and under floor insulation, efficient double or triple glazing and air-tightness. Ventilation with heat recovery, solar panels, ground and air source heat pumps must be considered alongside smart meters.

New housing should demonstrate how rainwater will be stored and reused as grey water to reduce demand on mains supplies. All proposals must demonstrate sustainable surface drainage systems that will not unduly increase pressure on existing wastewater and natural drainage systems (see Blue Infrastructure Design Guidelines).



Figure 72: Caption

Passivhaus / Passive House

Passive House is a rigorous voluntary energy-based standard in the design and construction industry today. The result is to require 90% less heating and cooling energy than conventional buildings and it is applicable to most building types and designs. The Passive House high-performance building standard is internationally recognized, evidence-based and scientifically proven and achieves unique results.

The following five principles are central to Passive House design and construction, determining the energy efficiency of the buildings,:

- Super-insulated envelopes;
- Airtight construction;
- High-performance glazing;
- Thermal-bridge-free detailing; and
- Heat recovery ventilation.



Figure 74: Example of a Passive House compatible with Morecambe's appearance and materials

Neighbourhood Structure

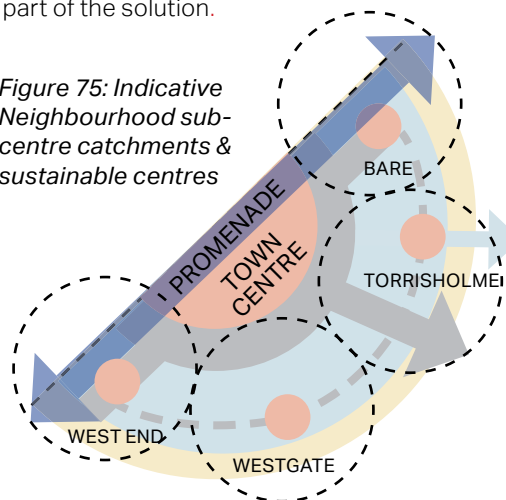
15 Minute Morecambe

From consultation with local community groups and leaders the desire for walkable neighbourhood came out strongly and the idea to work towards a 5-15 minute town (access to basic needs and services within 5-15 minute walk from home) was strongly supported. This is an important focus in Morecambe in order to improve the daily lives of all local residents and as a response to the issues highlighted during the pandemic, e.g. significant dissatisfaction with newer neighbourhoods that don't provide these daily needs (for detailed evidence see the 'Home Comforts' report by Place Alliance, 2020)

It is a fundamental concept that had previously been common to settlement logic in the UK with pattern embedded in settlements across the UK pre-car, pre-1920's where walking and cycling were common to meet your daily needs (or using horse and cart / canal tow path and river boats for goods and services). In contrast, the design of car focussed homes and neighbourhoods in the latter C20 allowed continued access to established centres but we forgot how to build new ones in our new neighbourhoods which simply became housing estates. Car use grew and out environment became dominated by the car. Our towns became carved up and dominated by cars.

Pedestrian, cycle and public transport access and proximity, along with safety, must be the concepts we grow Morecambe around. If our planning focuses on REDUCING the need to travel, we may be able to avoid constantly ADDING costly transport infrastructure (e.g. expensive road and bridge building that segregates our neighbourhoods further) in a losing battle against traffic congestion and overcrowded buses. Clean, green public transport systems such as electric buses/trams must be a part of the solution.

Figure 75: Indicative Neighbourhood sub-centre catchments & sustainable centres



The structure of the 5-15 minute town must provide:

- Proximity: Things must be close (5 - 15 minute walk as an example).
- Diversity: Land uses must be mixed to provide the widest variety of urban amenities nearby. These may be local centres and open spaces but also reintegrating employment into our neighbourhoods to round them out.
- Density: There must be enough people per hectare to support a diversity of businesses in a compact land area, this would involve a change in character over time that will not be desirable to many so must be consulted thoroughly.
- Everywhere: These neighbourhoods must be 'the new normal' so that they are available and affordable to anyone who wants to live in one. Older neighbourhoods (pre-1920, pre-car) are often like this already. Newer neighbourhoods post 2000 are often least like this unless specifically defined in this way. The newer neighbourhoods with fewer facilities were the least satisfying for residents during lockdown (Place Alliance, 2020).



Figure 76: Add images and captions

The Impact of Covid19

Maintaining our health, adapting our behaviours, staying safe and recovering from a pandemic are key challenges that our use of public space, our common ground and meeting place, must address going forward. Whether streets, pockets parks or linear green/blue spaces they must work for us now and in the future more than ever. For those without private outdoor space this is a critical resource that must be accessible to all and located nearby to homes to help meet the challenges of maintaining our mental, physical and social health during the pandemic and to meet the changing patterns of behaviour in our lives as some work moves towards being home-based and travelling less for our work and daily needs becomes more desirable to many people. The structure of our local neighbourhoods and nearby shops, facilities, recreation and services within 15 minutes of where we live (by mobility vehicles, walking, cycling and other means) begins to take on equal importance to our larger centres.

The town centre will have to adapt and community uses and services may be the solution to reduced retail activity, once again focussing town centres around a mixed-use social offer. In the short term the activation and rebalancing of our streets and centres must be facilitated through flexible planning measures that help us to achieve more liveable, usable streets and spaces across a wider range of locations and situations than in normal times, waiving the primacy of the motor vehicle somewhat.

Slowing traffic within neighbourhoods, increasing space for non-motorists and maintaining safety for all are short term measures that could help us move towards a longer term sustainable future. If trials for extra bike lanes, wider pavements and temporary uses of pavement space are successful they could be adopted as more permanent measures going forward. Flexible, not hard solutions, however, are very much the point right now. Streets are a flexible urban form that have changed throughout history to serve our needs for place, movement and exchange.

The concept of a well defined public realm, with good 'enclosure' from buildings with front doors, boundary walls and vegetation effectively creates 'outdoor rooms' that set the scene for community interaction whilst maintaining an equally important degree of openness and free ventilation. Green streets are very much welcomed as they bring nature right up to our front doors and link our private gardens with nature and wider habitats. A green street is a linear space with both the necessary place and movement functions - suitable for recreational daily walks and active runs. Trees must be included alongside highways (see Street Trees section) for moderation of climate and sense of well-being they give to us all, an appreciation that has increased in recognised value during lock-down (see http://placealliance.org.uk/wp-content/uploads/2020/10/Place-Alliance-Homes-and-Covid-Report_2020.pdf for the evidence base).

As Morecambe recovers from the pandemic and aims to keep coronavirus cases low, safe and equitable paths, parks, streets and places are a top priority to 'future proof' the town from the issues raised by the pandemic.



Figure 77: Photographs of temporary installations and flexible street furniture that can help to transform public space into a greener and more attractive meeting places

Emerging principles and practice

We may have been confined somewhat by the pandemic but it has given us a window to see towards a better way of living and brought much focus on to how we may create a more usable, accessible, attractive public realm and local centres for people of all backgrounds / abilities.

The temporary experiments in widening cycleways and reducing traffic are going to yield takeaways and the safe activation of the urban landscape is a key part of the design problem. This should be used to help us redefine the way that we use public space forever. Seize the opportunity to rethink public space and how it can be made better. That's the design challenge.

Low-traffic neighbourhoods can be achieved and are a step towards our changing paradigm of putting the natural environment and our local environment, from which we gain so much, first. Self-driving cars may be on the roads, if we can afford them. Hopefully they will not require so much space and make the alternatives safer and more comfortable for more of us to use the full hierarchy of streets within our town. Electric charging points are present to a degree in Morecambe and will need to be integrated wholesale towards 2030 (just 10 years).

Temporary neighbourhood street adaptation, e.g. making streets one way or access only to residents (and trades etc.) can test what works and signal the way for longer term solutions. Community forums will have to mediate interests and we must learn to accept and live with due process in this regard. Balance will be key to the design adaptation that local people lead. The results could be an inclusive street hierarchy.

For Open spaces and Green Infrastructure:

- The importance of good quality open green spaces and multi-functional open space networks that serve many purposes (going for a run, dog-walk, biodiversity etc.);
- Linking linear green and blue spaces with open spaces including the Promenade as an active recreation and movement corridors for all-round health; and
- Exploring ideas for a trim-trails, play parks and mini-gym that can improve park infrastructure to create individual workout spaces with equipment in the great outdoors.

For Streets and Active travel:

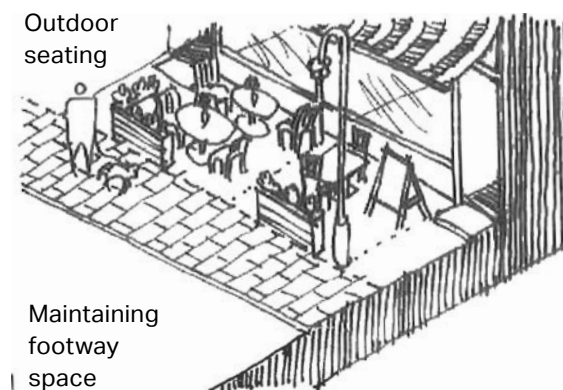
- Flexible streets and/or home zones can be adapted to serve a range of uses beyond serving private vehicles;
- Catering for public transport options that include trains, trams/ guided buses, cars, cycling, mobility scooters and e-scooters as appropriate; and
- Placemaking - Treating the streets and spaces of the town as public outdoor rooms with fresh air where people can interact safely during a pandemic.

For Neighbourhoods & Activation of spaces:

- Placemaking - Treating the streets and spaces of the town as public **outdoor rooms** with fresh air where people can interact safely during a pandemic;
- Placemaking and temporary activation have become really important (e.g. street cafés) and help define what the new normal should be
- Minimum sizes for unobstructed footways where licensed use of pavements is occurring;



Figure 78: Linking existing 'offline' green spaces




- For restaurants who are participating in outdoor dining, two standards should be used: visual cues for social distancing and modular installations for equitable pedestrian safety; and
- Consideration of modular, moveable or reconfigurable furniture that allows for multiple uses by groups of various numbers (balanced against creating more street clutter).

Streets & Spaces

Accessible & Inclusive

The overall aim is to create an accessible (by all modes) but primarily walkable, wheelchair and public transport accessible compact town, with traditional streets and spaces that promote non-vehicle use and activity over more polluting vehicular transport. At the same time this must create a framework of spaces that reduce barriers to non-vehicle movement, help to increase the attractiveness and environmental quality of the town and provides access to a range of facilities and open space within 5 - 10 minutes of people's homes and places of work. Public transport use, although currently low, is still key to creating inclusive and equitable neighbourhoods and centres that are thriving.

Traditional streets and spaces have proved adaptable and will continue to be so we must understand that creating characterful streets for people and not just cars is key to making a locally distinctive and diverse built environment that reflects its diversity of users and abilities. The users / rank that we must design for is shown in the table below.

<p>Consider first</p> <p>Elderley, vulnerable and young children</p>  <p>Private cars</p> <p>Consider Last</p>	Pedestrians (inc. wheelchair users)
	Cyclists
	Public Transport
	Emergency services / Municipal services
	Delivery and trade vehicles
	Other motor traffic

The following aims are key to designing new streets and also adapting Morecambe's huge resource of existing streets and spaces for changing needs and applying best practice, not dangerous, outdated practices from a bygone era. Aim to create a walkable compact town the design of streets and spaces must:

- Be evidence based (as per Manual for Streets) and conscious of discharging the statutory duties and duty of care, to all users particularly the most vulnerable users (see table also);
- Prioritise and design from wheelchair, pedestrian and cyclist perspective first (including various abilities such as hearing and sight impaired pedestrians with guide dogs or young children who may not be able to judge traffic speed accurately above 20mph when out playing close to home);
- Understand the needs of emergency service vehicles (e.g. fire and ambulance) and municipal vehicles such as waste collection - however, streets should not be designed for the biggest vehicle to use them as this creates hostile environments and particularly wide crossings / junctions for children on the way to school, pedestrians and wheelchairs;
- Understand tighter design and geometry naturally controls speed without resorting to speed limit controls, signage, markings and vertical traffic calming - unlike looser sweeping roads;
- Create traditional streets have frontage access to dwellings and buildings, not internally focussed developments surrounded by distributor roads;
- Boost public transport accessibility with tailored parking options to support the use of trains and buses; potentially allowing more car free streets;



Figure 79: Provide new trees; ensure level surrounds; allow permeability; incorporate seats and artistic decoration



Image: Level-surface crossing with tactile paving is good for the partially-sighted, wheelchairs and pedestrians

Character and Legibility

The contribution to structure and character (and overall identity of the town) of a hierarchy of streets (ranging in scale/regularity/length) is clear. Development must know its place in the town and respond to its location and character of the street on which it sits or creates with a suitable street presence (e.g. taller or grander buildings defining wider or grander streets or at key junctions / spaces). This will help to define place and the 'legibility', the ease with which parts of the town – crucially buildings, streets and spaces – can be 'read' together to give an understanding of the specific place one finds oneself and also give clear indications as to where you may progress to, e.g. in to town, out of town, or to the Promenade etc. Way-finding around the town and its neighbourhoods is thus made easier for all, including vulnerable users or the elderly. Memorable places do this.

This is not to say that some more intricate parts of town should not have some 'depth' (i.e.. take a bit of exploring to fully understand), as can be the case with historic back-streets that are quite delightful to explore and may reveal some interesting tucked away store, historic building or piece of public art to 'instagram'. A balance is required.

The overall mental image of the town that people can instinctively understand or build up over time should provide linkages between the parts (to integrate places) and memorable features or changes in physical character (to express the identity of the neighbourhoods). The street hierarchy provides this core structure to relate to, both linking and expressing quite subtle changes in the street-scenes across the different parts of the town and neighbourhoods. Visitors need to understand this quickly also. Street signage and mobile-mapping are part of this but are no substitute for a rich and attractive visual appearance.

Connectivity & Character

Applying a topological assessment of connectivity of existing streets using archetypes will help to understand place issues, movement function and character response required to improve and

1 - Radial routes - Connect between major centres, e.g. Lancaster Road, Morecambe Road, Marine Road East, Marine Road West and Heysham Road). These should be capable of carrying high volume traffic - slowly - through neighbourhoods and focus on green infrastructure improvements, strategic walking/cycling & crossings;

2 - Inter-radial - Connect between radial streets, linking neighbourhoods, e.g. Broadway (Boulevard), Westgate, West End Road, Lord Street. These streets are important to maintain the integration of neighbourhoods and non-town centre facilities particularly;

3 - Local Grid - Through routes connecting different level streets in a grid format (regular or irregular) that maximises permeability and traffic dispersion, e.g. Balmoral Road / Regent Road (West End - regular) and, Seaborne Road / Mayfield Drive (Bare - irregular);

4 - Loops - connect back to the same street serving residential areas (e.g. East of Bare and Torrisholme where landscape constraints limit onward connectivity). These are not ideal but may be necessary where constraints apply; and

5 - Culs-de-Sac - these dead ends limit connectivity, and without a specific reason for their use, should be avoided, particularly multi-headed cul-de-sacs forming inaccessible 'pods' of development which frustrate walking and cycling to local facilities and encourage car use. Must not be used in most scenarios but if used must be short and straight, not blocking a desire line or extension to a connected street.



Street furniture

Lighting, benches, bollards, signposts, bins and bus stops

Lighting

The role of the lighting designer is to understand specific requirements and to detail lighting levels accordingly to maintain a consistent character and style across the varying urban areas and corridors across Morecambe. Street lighting provides many benefits to the neighbourhoods, including:

- Maintaining and/or improving the quality of life and personal wellbeing promoting personal physical fitness and sustainability by encouraging walking and cycling after dark;
- Reducing accidents and injuries, crime and fear of crime and increasing 24hr social inclusion / use of amenities after dark;
- Supporting the 24-hour leisure economy promoting economic development and providing safe access to educational facilities supporting lifelong learning;
- Assisting emergency services to identify locations and so reduce response times and permitting the effective use of CCTV during the hours of darkness;
- Providing an aesthetically pleasing appearance during the day and night and enhancing local character by identifying local landmarks and highlighting heritage; and
- Light pollution or obtrusive light must be avoided and should comply with limitations contained in the Guidance Notes for the Reduction of Obtrusive Light published by the Institution of Lighting Professionals.



Figure 80: Morecambe By Night (copyright Terran Brown)



Good practice: Reduction of Street Clutter

To reduce the amount and align carefully street furniture in order to simply and improve attractiveness of public spaces. For example, street lighting columns might also be employed for; Traffic signals; Crossing controls; Footway luminaires; Trixi safety mirrors; CCTV cameras; Bus flags and timetables and banners and advertising (subject to license).



Figure 81: Samples of street furniture in the Town Centre

Street Trees & Planting

As a response to climate change, the planting of street trees is increasingly being promoted as a mechanism for dealing with the expected future increases in temperature. Recent research at Manchester University shows that a 10 per cent increase in green infrastructure (or tree canopy cover) in a heavily urbanised area can reduce ambient temperatures by 4-5°.

Local grid (e.g. West End): Informal scattered rhythm along streets and at street junctions creating attractive, leafy street-scenes with shade. Mostly positioned in edge of the footway or within front gardens.

Radial routes (e.g. Broadway): Regular spaced tree pairs on wide streets to define spatial enclosure and moderate the environment for pedestrians and cyclists, creating a strategic green infrastructure connection.

New Street trees - Potential issue of root damage and so use root blocking bases to protect highway and services by limiting growth. Well maintained trees at junctions will not adversely affect driver pedestrian inter-visibility in what is a lower speed environment. Positioning of trees in coordination with crossings, lighting and parking spaces together is essential.



Figure 82: Existing streets in Morecambe - Broadway key axial route (above) and typical West End street (below)

X Typical existing street tree - trapped by uneven tarmac



✓ Precedent image examples for tree pit / surround options



Images: protect new trees; ensure level surrounds; allow permeability; incorporate seats and artistic decoration

Parking

Looking forward, new visitor attractions (e.g. Eden North) should not be relying on major parking provision within the town centre (due to impact on the town and due to its environmental credentials) but should explore green travel plans and possibly a park and ride solution; public realm improvement at the railway station also.

For residential parking, developers must consider providing maximum not minimum parking standards according to location and public transport/ local centre accessibility (e.g. 0 – Town Centre/Nr. Train station, 1 – Urban, 2 – Suburban, 1 – Local Centre, 3 – Outer / Rural)

Location, management and pricing of public car parking (on and off street) to better support activity and trading within central Morecambe is set by City and County councils joint transportation plan.

Residential parking solutions and preferences:

See Character codes for preferred approach by area but generally the following rank should be offered;

On plot to rear: appropriate uses shared single access for two properties to minimise gaps between buildings in urban areas;

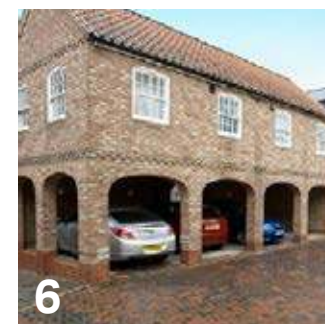
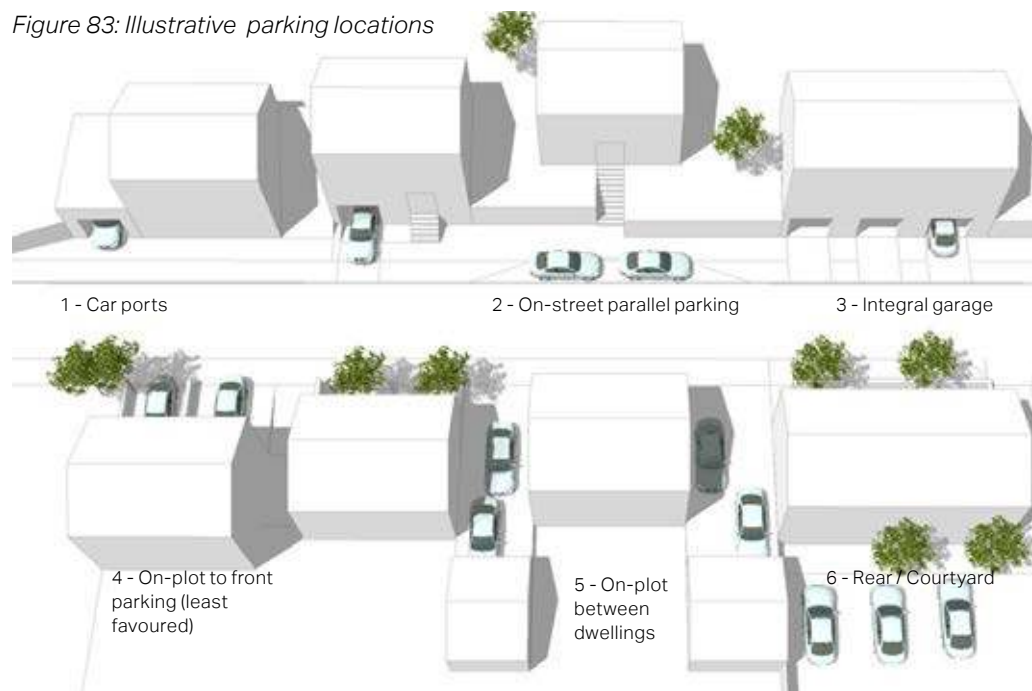
On plot to side: set behind building line to minimise appearance of cars on the street-scene (suburban);

On plot to front: last resort for urban solutions (double parking in front of terraces not allowed) parking treated holistically across a terrace is preferable and side - plot boundary treatments such as hedges required to screen cars from the street;

Garages and car ports: Promote car ports instead of garages for new dwellings to prevent garages as storage and cars on pavements. Car ports or integral garages, should be inset and not dominate frontages; and



Figure 83: Illustrative parking locations



On street: Well designed on-street parking schemes should be encouraged as part of new development in order to minimise infrastructure expenditure and achieve densities that support local facilities and services. Electric charging points must be part of this solution as well as well integrating parking spaces into public realm with hard and soft landscaping.

Blue Infrastructure

SuDS, Swales, Bio-retention, Systems, Rainwater harvesting and Permeable hardstanding

Sustainable Urban Drainage (SuDS)

The term SuDS stands for **Sustainable Drainage Systems**. It covers a range of approaches to managing surface water in a more sustainable way to reduce flood risk and improve water quality whilst improving amenity benefits.

Large areas of Morecambe Parish are at risk to flooding from the sea, River Lune and surface water. SuDS can mitigate flooding by reducing the amount and rate at which surface water reaches the combined sewer system. Usually, the most sustainable option is collecting this water for reuse, for example in a water butt or rainwater harvesting system, as this has the added benefit of reducing pressure on valuable water sources.

Where reuse is not possible there are two alternative approaches using SuDS:

- **Infiltration**, which allows water to percolate into the ground and eventually restore groundwater; and
- **Attenuation** and controlled release, which holds back the water and slowly releases it into the drainage or sewer network. Although the overall volume entering the system is the same, the peak flow is reduced. This reduces the risk of sewers overflowing. Attenuation and controlled release options are suitable when either infiltration is not possible (for example where the water table is high or soils are clay) or where infiltration could be polluting (such as on contaminated sites).

The most effective type or design of SuDS would depend on site-specific conditions such as underlying ground conditions, infiltration rate, slope, or presence of ground contamination. A number of overarching principles can however be applied:

- Manage surface water as close to where it originates as possible;
- Reduce runoff rates by facilitating infiltration into the ground or by providing attenuation that stores water to help slow its flow down so that it does not overwhelm water courses or the sewer network;
- Improve water quality by filtering pollutants to help avoid environmental contamination;
- Form a 'SuDS train' of two or three different surface water management approaches;
- Integrate into development and improve amenity through early consideration in the development process and good design practices;
- SuDS are often as important in areas that are not directly in an area of flood risk themselves, as they can help reduce downstream flood risk by storing water upstream;
- Some of the most effective SuDS are vegetated, using natural processes to slow and clean the water whilst increasing the biodiversity value of the area;
- Best practice SuDS schemes link the water cycle to also help make the most efficient use of water resources by reusing surface water; and
- SuDS must be designed sensitively to augment the landscape and wherever possible provide biodiversity and amenity benefits.

Attenuation ponds and detention basins

Where appropriate, opportunities to integrate attenuation ponds and detention basins into new and existing developments in Lingfield Parish should be examined to reduce the risk and severity of flooding.

Attenuation ponds are permanent bodies of water with storm-water storage capacity above the permanent water level. Detention basins are similar to attenuation ponds, but without a permanent pool of water.

Detention basins provide more attenuation storage per unit surface area than attenuation ponds of the same depth, so may be used when space is more limited. However, attenuation ponds are preferred due to the greater amenity and biodiversity benefits offered.





Swales

Swales are the preferred option for water conveyance due to their provision of biodiversity and amenity benefits.

Swales should only be used where they can be integrated with the landscape design and their character will suit the surroundings, with soft, natural features providing contribution to biodiversity.

They will be located within development packages to convey surface water to attenuation features.

Due to their open, linear features, crossing points are required where they intersect with access routes, which will require careful design for future maintenance. Therefore swales are better suited to locations where fewer crossing points would be required, such as alongside buffer zones or perimeter roads encircling a development plot.

¹ UK Rain Gardens Guide. Available at: <https://raingardens.info/wp-content/uploads/2012/07/UKRainGarden-Guide.pdf>

Bio-retention and remediation systems

Bio-retention systems, including soak away and rain gardens, can be used within each development, along verges, and in semi-natural green spaces. They must be designed to sit cohesively with the surrounding landscape, reflecting the natural character of the Parish. Vegetation must reflect that of the surrounding environment.

They can be used at varying scales, from small-scale rain gardens serving individual properties, to long green-blue corridors incorporating Bio-retention swales, tree pits and mini-wetlands, serving roads or extensive built-up areas.

These planted spaces are designed to enable water to infiltrate into the ground. Cutting of downpipes and enabling roof water to flow into rain gardens can significantly reduce the runoff into the sewer system. The UK Rain Garden Design Guidelines provides more detailed guidance on their feasibility and suggests planting to help improve water quality as well as attract biodiversity.¹



Rainwater harvesting, storage and slow release

Rainwater harvesting refers to the systems which allow the capture and storage of rainwater (particularly from roofs), as well as those enabling the reuse in-situ of grey water. These systems involve pipes and storage devices that could be unsightly if added without an integral vision for design.

Therefore, it is recommended that design incorporate one or more of the following methods:

- Consider the collection of rainwater from roofs and other surfaces, such as outbuildings or raised areas;
- Use of suitable, attractive materials for pipes, tanks and water-butt and/ or concealment of tanks by cladding them in complementary materials;
- Combination of landscape/ planters with water capture systems (e.g. domestic water-butt);
- Utilisation of water bodies for storage or underground tanks; and



Figure 84: Illustrative details of Rain garden and Storm-water planter

Green roofs and walls

Green roofs are increasingly accepted and often can be seen integrated in new building design. Whether the roof is partially or completely covered with vegetation, their design should follow some design principles such as:

- Understand the local landscape character, solar orientation and micro-climate;
- Plan maintenance via easy to access and maintain;
- To complement (where applicable) the surrounding landscape and townscape character or to help integrate the building with the rural countryside; and
- Design comprehensively with other green design measures such as water harvesting and permeable pavements.

Permeable/ cellular paving & hardstanding

Most built-up areas, including roads and driveways, increase impervious surfaces and reduce the capacity of the ground to absorb runoff water. This in turn increases the risks of surface water flooding. Permeable pavements offer a solution to maintain soil permeability while performing the function of conventional paving. The choice of permeable paving units must be made depending on the local context; the units may take the form of unbound gravel, clay pavers, or stone setts.

Permeable paving can be used where appropriate on footpaths, public squares, private access roads, driveways, and private areas within the individual

development boundaries. In addition, permeable pavement must also:

- Respect the local material palette;
- Help to frame the buildings;
- Create an arrival statement;
- Be in harmony with the landscape treatment of the property; and
- Help define the property boundary.

Regulations, standards, and guidelines relevant to permeable paving and sustainable drainage are listed below:

- Flood and Water Management Act 2010, Schedule 3;1
- The Building Regulations Part H – Drainage and Waste Disposal;2
- Town and Country Planning (General Permitted Development) (England) Order 2015;3
- Sustainable Drainage Systems - non-statutory technical standards for sustainable drainage systems;4
- The SuDS Manual (C753);5
- BS 8582:2013 Code of practice for surface water management for development sites;6

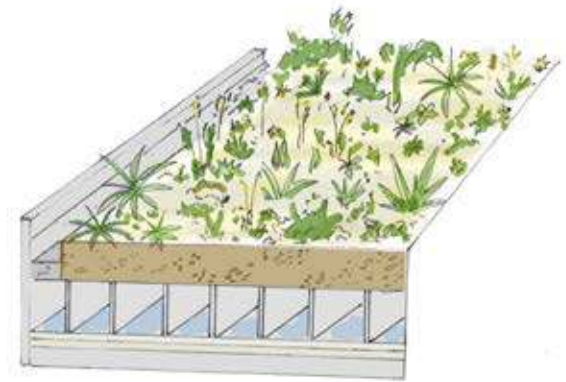


Figure 85: Photographs (clockwise from top left) Green Roof; green wall, Rain garden; permeable paving construction detail and cellular paving

Public Art

Sculptures, murals, mosaics, permanent and temporary installations and planting

Place-based elements such as arts, culture, heritage and decorative features, should be included in town plans rather than being seen as additional costs. Arts and cultural activities play important roles in sustaining the spirit of the town and can positively engage local communities and improve their neighbourhoods. This in turn builds stronger and cohesive communities that support a sense of civic pride and place identity.

In a physical sense, art can make places more attractive through as part of high quality urban design. Art in the public realm can contribute to distinctive landmarks, streetscapes and way-finding and also bring economic and educational benefits to the area. For example, a thriving cultural scene is an important local asset that can support economic growth. As such, cultural anchors can attract footfall and boost other economy.

The cultural sector can potentially act as a catalyst for regeneration by driving employment and boosting tourism. Together, this shows how arts and culture can help address the challenges faced by Morecambe's high street (such as declining retail) and contribute to revitalise the town centre in an entrepreneurial and innovative manner (e.g. re-purposing vacant units) as a way of aiding ongoing recovery from the pandemic.



Townscape

Building 'a piece of town'

The term 'Townscape' refers to the overall character and composition of a town, including the buildings, streets, spaces and details. Gordon Cullen, who pioneered the concept proposed it as, 'the art of giving visual coherence and organization to the jumble of buildings, streets and space that make up the urban environment'. As such, we are able to see and undertake urban visual analysis to assess the degree to which the relationships between buildings streets and spaces have been considered, to what degree 'pieces' match or link in with their surroundings and what effect they have on activity, e.g. attractiveness to visit (local centre) or ease and comfort to walk or cycle along (e.g. green boulevard).

Building Frontage

'Active Frontage' - ground-floor use

A good townscape provides a setting for life in the town, it is the people, their service and business that generate a community by attending meeting places, gyms, a nursery or shopping along streets or public squares. This variety of use creates a multi-functional space, not a zoned single use. It serves a variety of different age groups who have informal opportunities to meet and see each other going about their life. Its the combination of a setting that has sufficient footfall to support services and close-knit flexible spaces in buildings at ground floor level that increases visual interest (at eye-level) / attractiveness of place as well as adaptability to markets over time. A public ground floor use combined with other, often residential or commercial uses above, in a mixed-use building, and higher density residential surrounding centres and good accessibility help to establish this working.

An active frontage has many; shop-fronts, entrances to key facilities and services, doors to homes, display windows, public art and avoids blank or uninteresting façades for significant stretches (i.e.. not 'big-box' retail).

Building frontage continuity

This ranges from terraced (attached) buildings fronting the street to, repeated detached suburban houses to a blank boundary wall and sets the tone for what level of activity will take places and the character of the area. This is important in both urban and suburban settings and should vary across the town (see Neighbourhood Structure). The continuity of building to streets also sets the quality of enclosure and provides a natural sense of security through doors and windows onto the street. This drops off in more suburban areas but likewise allows a greater sense of calm and more green space to permeate into neighbourhoods. Townhouses have proved flexible over time as they can be used as homes, shops or offices. Providing a good close-knit community, they work well in residential areas or on high streets.

A strong building line is key to defining streets space and increase the sense of formality and of ownership, helping to define 'urban rooms' that are well contained spatially.



Figure 88: Suburban villas in Torrisholme with set-backs and front gardens, and gaps between buildings



Figure 87: Smaller urban step-back

Building Line & Setback

Typically this will be smallest in the most important dense spaces where space is a premium and footfall and easy exchange is key to the use, e.g. Town centre / promenade. Towards the edge of the settlement privacy increases in importance and set backs increase, also due to the relative value of land/plots. Variety in the building line also tends to increase towards the edge of the settlement or with historic areas where micro-siting decisions incrementally grew the place. Where changes in the building line occur for parking or access the frontage line is best still defined with features such as trees or boundary treatments to add definition to the space and reduce poorly defined spaces.



Figure 86: Euston Road, a mixed-use town centre street

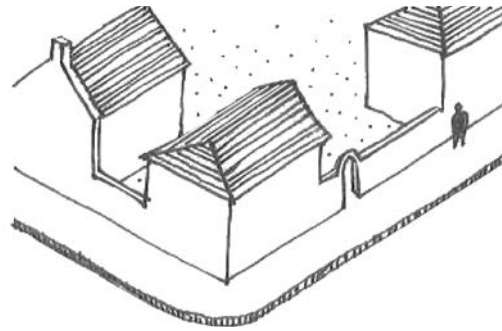
Rhythm & repetition

The repetition of buildings and house types can be key to establishing a character and rhythm along the street or in a space. Similarly the regularity of the set-back and boundary treatments can reinforce this. In the West End it is particularly important to maintain the existing rhythm along many of its more formal streets.

New development should generally aim to reflect this rhythm where it is strongly exhibited unless a specific contrast is to be achieved for a different use, e.g. a public building.

Symmetry of semi-detached homes or, a rhythm of particular built-form elements such as gable ends or bays should all be used to form the 'backbone' of the streetscene so an attractive whole is created, adding to the sense of place. Again, context is key and looking for existing patterns a must. In suburban areas, the plot size and gaps between buildings make variation less jarring potentially, Variety is also the spice of life.

Building type repetition across wide areas creates a unified theme but the building type being repeated will have to be of great quality, having delightful proportions, richness of detail and excellent quality of materials. Variety of building types may need street design and boundary treatments to hold it together as a whole.



Plot Boundaries

The building façade and additional elements of the facade and boundary should be considered as an integrated part of the architecture and street scene. Features such as canopies, bay windows, bin and bike stores should be designed in combination with front boundary treatments and integrated to help create a legible and joined up frontage that forms a piece of the streetscape, hiding a multitude of sins. Rear and side boundary walls should also connect between buildings and help achieve security and enclosure of the private gardens and public realm. A tidy street scene that adds to a sense of pride and ownership in the neighbourhood.

One-off special elements or features (e.g. corner turrets) can



Corner, Gateways & Marker Buildings

It is important that all frontages respond directly to public spaces, streets and junctions. On corner plots the elevation treatment of both key façades and the use of devices to respond to corner sites maintain active frontages; stepping-up or out (bold); stepping-down or set-in (welcoming); change in roof-form, special fenestration or entrances. These features may be more pronounced on public buildings depending on the style (e.g. houses in the urban West End exemplify this).

Building Heights

Building heights should be related to adjacent buildings or predominant heights across the area.

Scale can also be considered in relation to the size of space or street that a building relates to, e.g. a wide street or larger square may require more definition by taller buildings.

Typically adjacent buildings should not increase or decrease in height by more than one storey than their neighbours without good justification, and even then perhaps only a key part of the building (think church spire). Another existing outlying building that is not typical of an area is not sufficient justification in itself.

Exceptions require good justification but could apply to: prominent corner site, a key gateway, a key landmark or along a key corridor such as a green boulevard.

The broad pattern is that height will reduce from the promenade / town centre (3-4.5 storey) to the edge of town (1.5 - 2 storey). The pattern is more complex in that there is also some variation within different neighbourhoods from the local centre out to the suburban periphery. As such site specific context remains key to decide heights of new development.

Promenade / Town Centre

The promenade frontage is an especially important mixed-use frontage which defines the bay-front and promenade and associated activities which is vitally important to the community and sense of identity.

As such it is appropriate to have some of the tallest and most formidable buildings. Buildings must be a minimum of 3 storeys and preferably four storeys or equivalent to maintain the scale of this key frontage.

The Town Centre forms the central mixed-use area of Morecambe along the Bay. A strong streetscape is required to appropriately define the importance of this area. This will be achieved, in part, through the proposed higher density but we recommend the predominant use of 3-3.5 storey buildings, with occasional 3.5 - 4 storey elements to mark important corners and sites.

Urban

3 - 3.5 storeys buildings are recommended in the urban areas of the Town including the core of the West End. This is in order to continue to maintain the predominant heights that span the area, matching the Victorian urban planning approach that defines the character and scale.

Suburban

New residential dwellings must typically be in the range of 1.5 - 2 storeys with occasional 2.5 storey dwellings. Allowing for some densification to support key facilities and local centres - up to 3 storeys may be appropriate around local centres if the prevailing character allows.

Edge of town / Semi-rural

1.5 - 2 storey buildings are appropriate within clusters such as terraces, cottages, farmsteads and houses. Allowing for conversion of loft space in 1 storey dwellings is key, by having sufficient roof pitch (>40° if practicable).

These sites may be isolated, or visible from the wider landscape so the local context will depend on the landscape itself and whether it is a prominent site or sheltered by surroundings. Exceptions such as a house on a farm or country estate, shielded by woodland could justify an exception at 2.5 - 3 storeys if visibility allows but would require evidence of low impact on the landscape.



Promenade /
Town Centre



Urban



Suburban



Edge of town /
semi rural

Landmarks and vistas

Views and vistas to existing landmark buildings, particularly designated or un-designated heritage assets must be protected in order to maintain the legibility and sense of place accorded by these key focus points of the town. The key strategic viewpoints are defined in the first section of this document (principally along Morecambe Bay and Torrisholme Barrow. It may be that local residents wish to define important local views across the different character areas in order to register a more fine grain set of views and vistas. Likewise developers and design teams should take regard of views within their site assessment work.



Figure 89: The Promenade provides great views out and across Morecambe Bay, as well as views to the buildings of the Promenade / Town Centre making it an important frontage with a variety of building types and roofscapes knitted together

Roofscape

The roofscape (including eaves heights and ridge heights) often varies a little (within certain limits) between neighbouring buildings on historic streets, creating a subtly varied and interesting skyline. New additions to this skyline on the existing frontage must sit within the range of existing roof-lines as a whole and correlate closely to neighbouring buildings with ideally not more than one storey or 2.5m in variance. Long, new flat-roofed buildings are not permitted on this frontage in order to preserve and enhance the richness and variety of the roofscape.

Materials must harmonise with or compliment adjacent buildings which are predominantly grey slate. Re-roofing in natural slate is the default option.

Chimneys are important features within the townscape and form an important element of the character of the Conservation Area to retain. New buildings may not require traditional chimneys stacks but can consider incorporating ventilation flues / heat exchangers instead.

Gables, turrets and spires likewise form interesting additions to the roofscapes across the town as well.



Façades & Fenestration

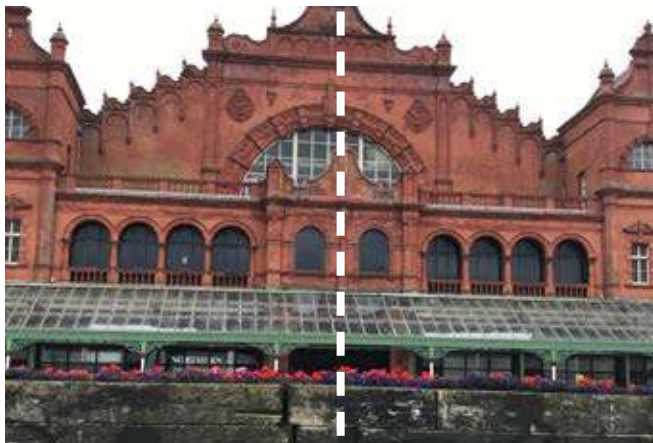
Incorporating windows and fenestration into a building design is a fundamental and integrated design activity and decisions about the size, shape, type, and characteristics of such fenestration are increasingly driven not just by aesthetic concerns, but by demands for energy efficiency as defined by building regulations (including the emerging Future Homes Standard), best practice in 'green' design standards and local sustainability targets or by the developer themselves who recognise the benefits.

However, historic patterns of fenestration do remain particularly important to retain within the conservation areas and solutions such as UPVC windows that undermine the character of the area are not to be promoted unless they can conform to the original dimensions, thickness and detailed proportions and colour of the window in question.

Symmetry & Formality

The more formal architecture will usually be sited on the more formal, axial or symmetrical streets and spaces within the plan, or in a significant location such as a public space.

Formality is a result of regularity and symmetry of elements of the facade and form of the building. Formality can provide distinction to places according to the busyness or scale of a place and help to define the space or add a recognisable pattern.



Materials Palette

The core materials that are recognisably used in different areas across Morecambe, particularly across the Promenade, Town centre and West End are: sandstone bricks, stone, slate and glass. Light render is also common, as are black and white painted details. This changes from the urban to the suburban to the more semi-rural areas where different eras have introduced different materials such as clay tiles and red brick. See Section 3 for further details of focus areas.



Sandstone



Stone



Slate



Glass

Entrances

Doorways, porches, steps, porticos & canopies

All buildings in Morecambe will generally provide a sheltered entrance in some form or other. These can range from a simple canopy or recessed porch on a single dwelling to more elaborate designs and grander raised entrances with steps up to them on more public buildings which, sadly, suffer from accessibility issues.

Original panelled doors of various combinations are common in the Conservation Area as are occasional original shop-fronts. Key principles to consider are:

- Accessibility and level access for all buildings;
- Design suitable to building scale and grandness;
- Size and scale relating to capacity and usage; and
- Traditional materials and proportions to match the style of building.



Images: Entrances, ranging from a simple but elegant canopy on a terrace house to more elaborate arts and craft detail on a private residence and grand columns supporting an ornate portico on the Park Hotel.



Shop Front Design

Signage, displays & thresholds

A 'Shop Front and Advertisement Design Guide' (Lancaster City Council) was produced as part of the Morecambe Townscape Heritage Initiative and should be referred to in the application for shop front proposals, within the Conservation Areas principally. The following principles can help to extend good shop-front design across the town. Key design principles are:

- Consider the whole building style, composition and materials. Bigger, brighter signage obscures good quality architecture;
- Signs should be fitted within the proportions of the building facade (e.g. within a fascia) and should generally be well below the sills at first floor level;
- Consider the proportion of sub-divisions within the building facade and express these in the shop-front with vertical /horizontal elements as necessary;
- Doors position, type and level access considerations should be integrated into the shop-front design;
- A-boards or sandwich boards are not allowed on pavements (obstruction), only private thresholds;
- Quality signage through colour, material and lettering contributes to the overall attraction of a town for all.

Furthermore, temporary measures to increase outdoor street usage (e.g. during the coronavirus pandemic) must not obstruct footway access for wheelchairs or pedestrians.



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