

Kirkham Town Centre

MASTERPLAN



PREPARED FOR FYLDE BOROUGH COUNCIL
BY BAUMAN LYONS ARCHITECTS

IN SUPPORT OF FUTURE HIGH STREET FUND BID





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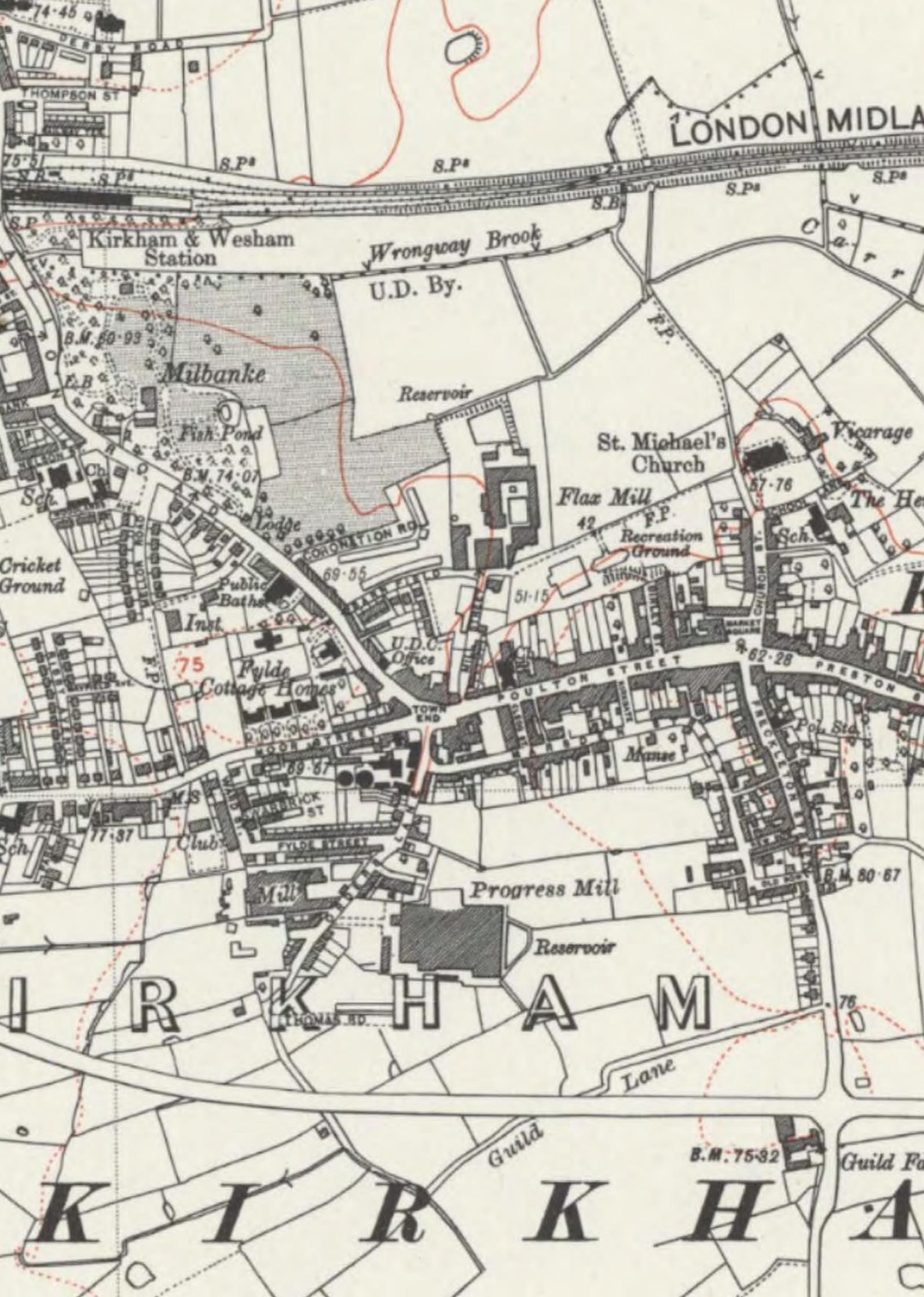
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INTRODUCTION



LONDON MIDLAND

Kirkham & Wesham Station

Wrangway Brook

U.D. By.

Milbanke

Reservoir

St. Michael's Church

Vicarage

Flax Mill

Recreation Ground

The He

Cricket Ground

Public Baths

U.D.C. Office

Pylde Cottage Homes

Manse

Progress Mill

Reservoir

KIRKHAM

Lane

Guild

B.M. 75-82

Guild Fo

KIRKHAM



Kirkham High Street

OUR HISTORIC MARKET TOWN

PROPOSALS FOR HERITAGE ACTION ZONE AND FUTURE HIGH STREET FUND

Kirkham is an inherently attractive market town dating from the medieval period that historically served as a commercial centre for a rural hinterland. It has good communication links by road and rail and mid-way between Preston and Blackpool. For this reason, it is the location of strategic housing growth within the Borough of Fylde.

Like many smaller towns, Kirkham has seen a dramatic deterioration in its fortunes over the recent years.

In common with many smaller key service centres, Kirkham has lost its High Street banks and the 'reason for visits' has correspondingly declined. Associated decline in footfall has compounded the vacancy rates and since the town centre is largely based around a single main street, these commercial voids have had a multiplying, detrimental visual effect.

Furthermore, over the decades has seen several unsympathetic developments and an increase in through traffic. Notwithstanding these detrimental impacts, part of the town centre is a designated conservation area and our ambitious bid to enhance this part of the town centre has resulted in the award of Heritage Action Zone (HAZ) status from Historic England, which is wholly complimentary to the proposals prepared for Future High Street Fund (FHSF) contained in this masterplan.

Paul Drinnan

RTPI, Institute of Place Management

Regeneration Manager Fylde Borough Council



Kirkham Club Day, June 1979



Kirkham Club Day, in the 20th Century.

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Marching down Church Street on Kirkham Club Day, in the 1950s



© Brian Young 2019

Photograph of Church Street in 2019

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I.1 VISION - Make the Historic Heart Beat Stronger

The Vision of the masterplan is to revitalise historic Poulton Street, Preston Street and the Market Square by:



Masterplan overview of proposed projects

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- restoring & re-purposing key buildings with new uses
- improving the visual appearance of the shops and streets
- introducing new and more diverse uses such as residential, skills, employment & training; new leisure facilities, restaurants and bars to make the centre a more diverse offer and enhanced evening economy
- placemaking – high quality urban design, enhancements to public realm and making the centre more attractive to families, shoppers, and visitors



I.2 WHAT DO PEOPLE OF KIRKHAM WANT?

In preparing the funding bids we have consulted with the people who live and work in Kirkham and this is what they said is needed:

Enhancing the heritage of the town.

Given Kirkham's long history as a traditional market town and the centre of the rural Fylde history and heritage are very important. Good quality restaurants & other leisure facilities, such as a community cinema to improve both daytime and nighttime economy.

Better urban design

This is seen as essential to attract more families and visitors into the town centre by creating a more appealing destination. The dominance of road traffic in the town centre was identified as a concern in terms of reducing attractiveness and ambience of the town centre for people to visit and dwell. A better balance between cars and humans is a priority.

Re-use and re-purposing

Empty shop units and empty spaces above shops create a feel of neglect. New uses need to be considered such as:

New housing

There has been and will be more new housing in the town, 1364 new homes have been identified in Kirkham & Wesham by 2032 in the Local Plan and some of it should be provided in the town centre.

Flexible workspaces,

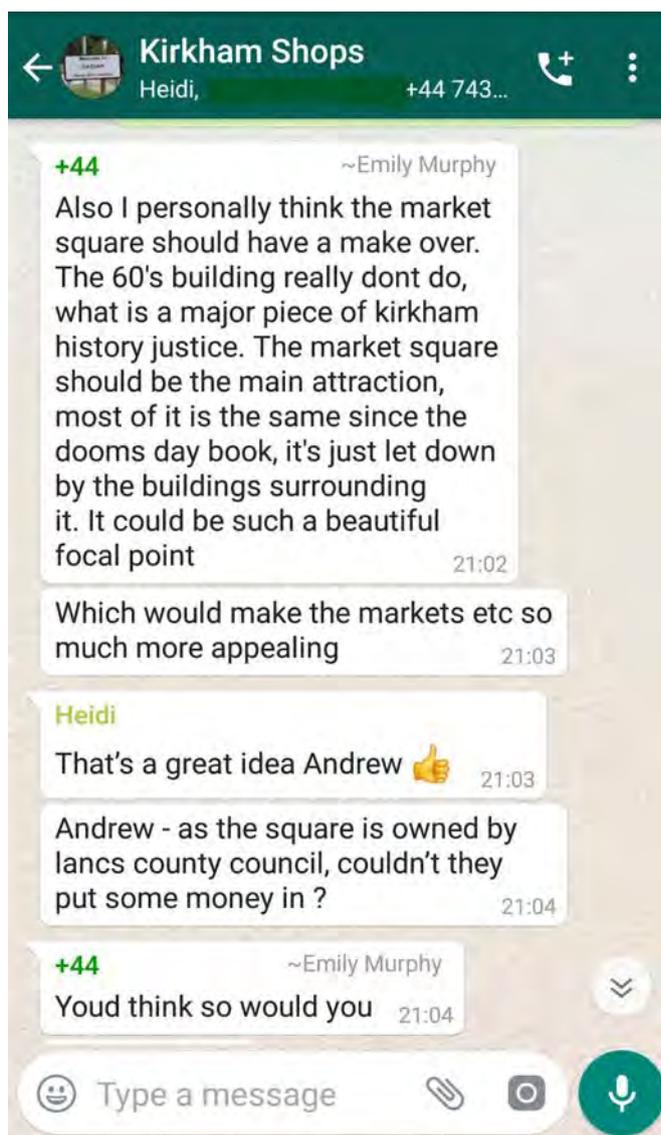
The decline of retail on high streets across the world, necessitates new uses to be found for empty and underused units. The trend for home and remote working means that there are opportunities for flexible and creative workspaces, hot desking places and live-work units.

A better and more vibrant weekly market and events.

The decline of the weekly Thursday market is a concern. Traders would like to be involved in other market events such as the Food Fayre and other specialty markets.

Support for leisure uses.

There is a widely supported need for community leisure facilities such as cinema and arts and heritage centre.



Screenshot: Supporting messages from shop owners and stakeholders.

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Top to second row: People who live and work in Kirkham whom we interviewed
Bottom: Kirkham HS HAZ Meeting, 21 November 2019

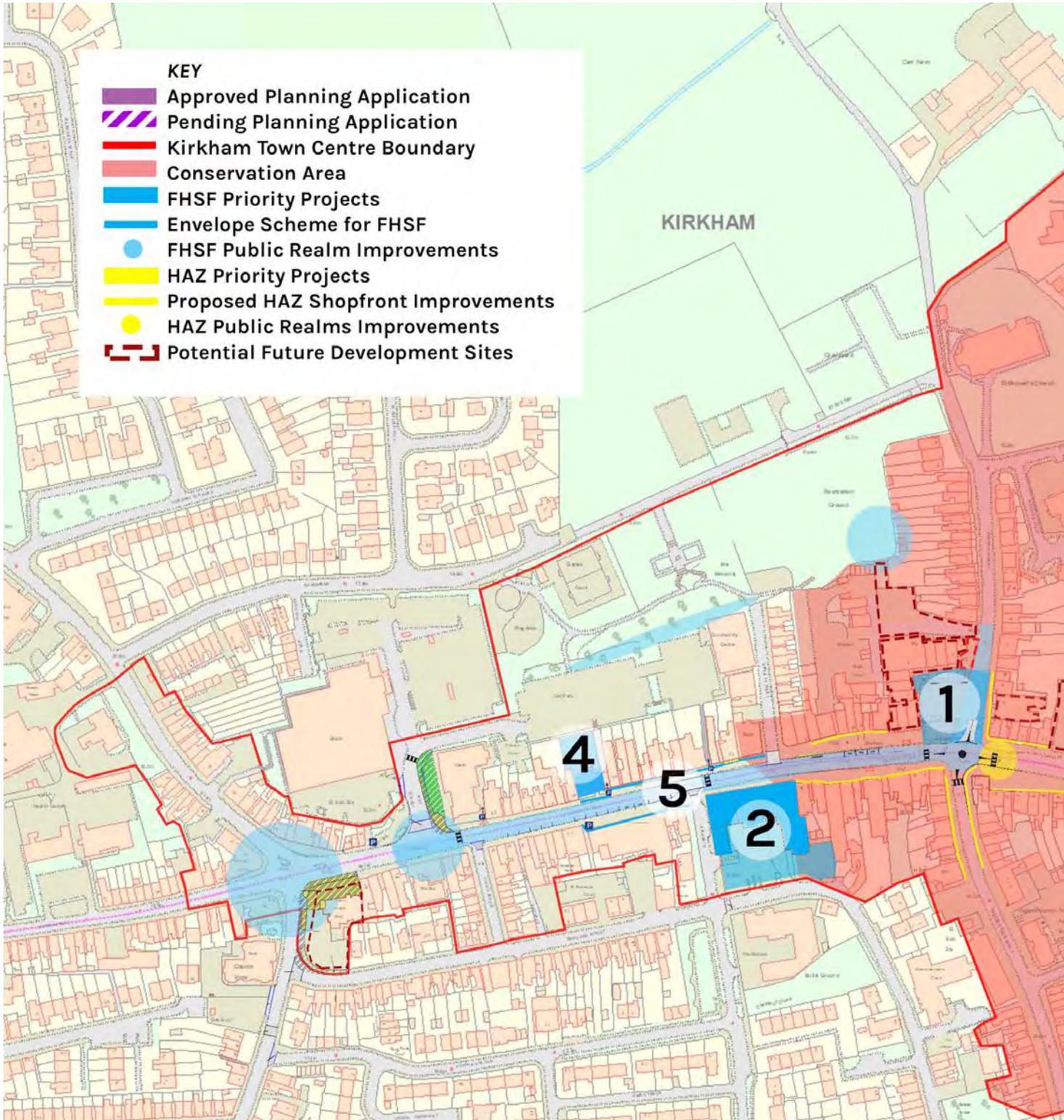


I.3 KEY PRINCIPLES OF THE MASTERPLAN

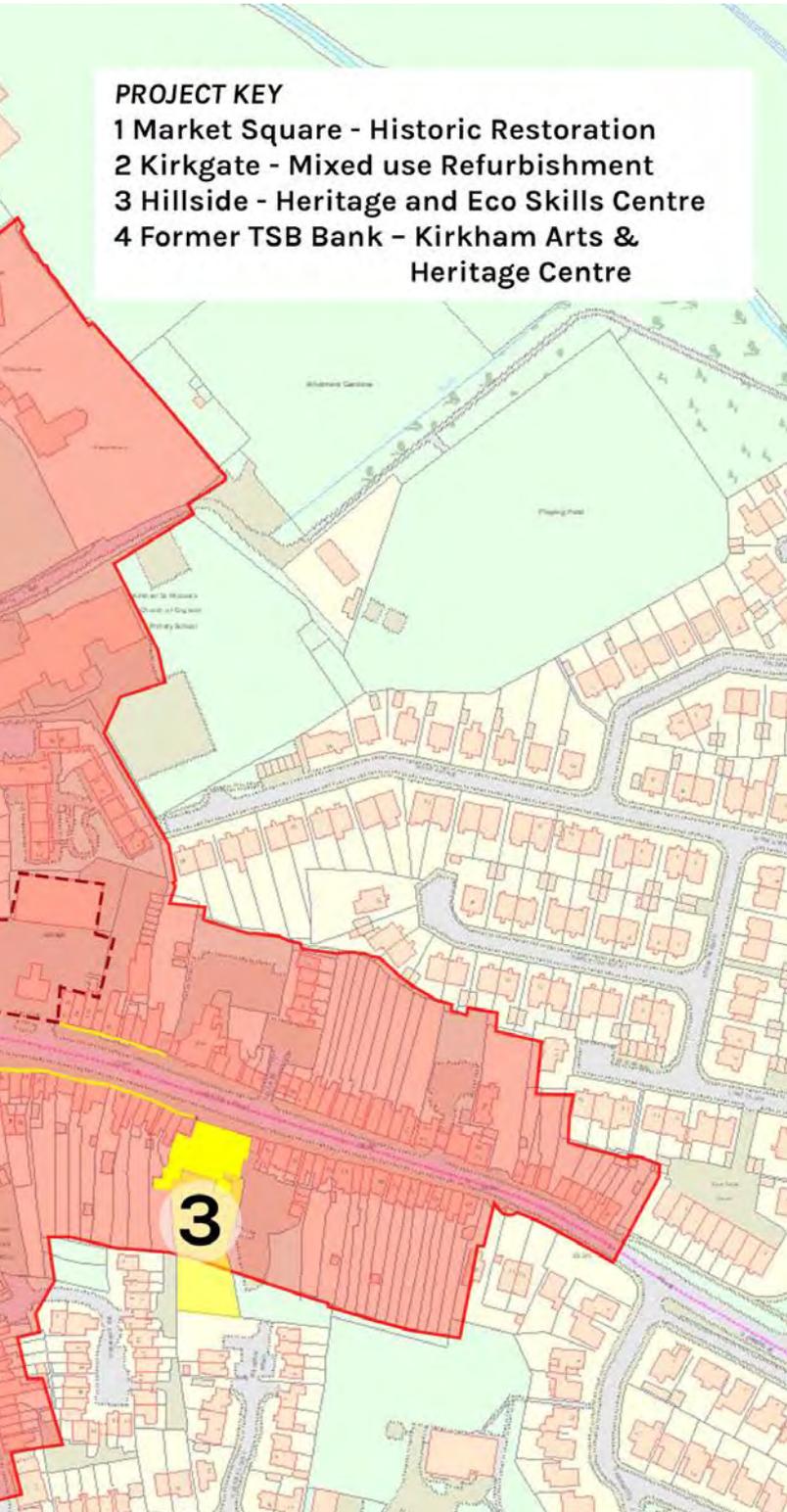
Key Principles

The long-term Masterplan and the suggested projects to take forward over the next 4 years have been identified to meet the two key aims of the Future High Street Fund (FHSF) and High Street Heritage Action Zone (HS HAZ) Fund

1. “to deliver structural transformation through capital investment in land, buildings, and infrastructure.”
and



2. "to renew and reshape town centers and high streets in a way that improves experience, drives growth and ensures future sustainability."



There are six principles of investment to meet these aims:

Principle 1:

Physical Regeneration

Investment in physical infrastructure, restoration of historic buildings and improvements to public realm.

Principle 2: Diversification

Acquisition and assembly of land to support new housing, workspaces, leisure, training, greening, and evening economy.

Principle 3: Better connectivity and Active Transport

Providing more space for pedestrians in the town centre and better links to the town centre, while reducing the dominance of traffic and parking.

Principle 4: Densification

Supporting change of use, especially for the empty building and empty floors above the shops encouraging more people to come back to live and work in town centre

Principle 5: Adapting to new behaviours and technologies

Supporting adaptation of the high street in response to changing technology and new working, shopping, and leisure preferences.

Principle 6: Strong identity and governance for Kirkham community

Enhancing local knowledge and appreciation of the heritage of the town through a rich programme of community led activities.

2.0 PROPOSALS

2.1 MARKET SQUARE: THE HEART OF KIRKHAM

In time the Masterplan envisages that the current 1960's shops will be redeveloped to provide a mix of uses such as shops, leisure and residential accommodation above the shops, and to restore the Market Square to its historic footprint and its use as a civic space.

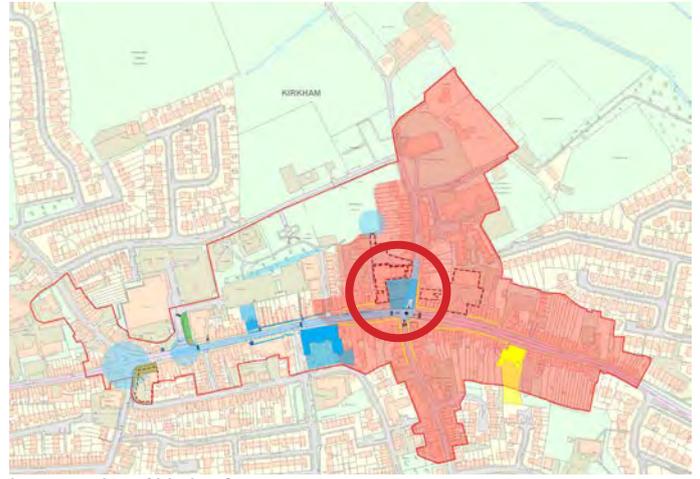
The masterplan also identifies a new link between the Market Square through to Eagles Court where it proposes a new community orchard, children's play area and a set of large steps connecting Market Square to Memorial Gardens and to the existing Community Centre.



Visual: Proposal for Market Square.



Current state of Market Square, 2020



Location plan of Market Square



2.2 REFURBISHMENT OF KIRKGATE CENTRE

The High street needs diversified uses and more footfall. Kirkgate can be converted to provide 20 apartments and retain retail on the ground floor. Many people remember Kirkgate Centre as a lively centre of many different activities. With the nature of retail changing we partnership with a housing

provider is envisaged to convert the upper floors to apartments and the ground floor to be retained as retail with an addition of other uses such as leisure and a community space with a banking facility, and wellbeing and health hub. The basement car parking will be available as public car park and the yard above will be an amenity space for the apartments.

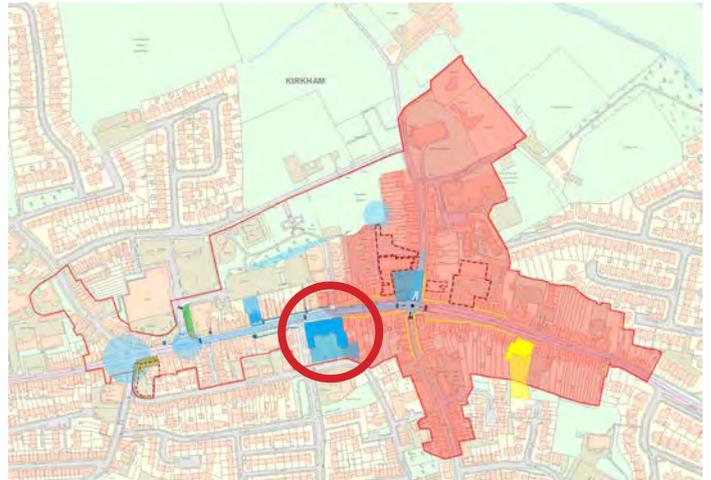


Visual: Proposal for Kirkgate Centre.

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Existing elevation of Kirkgate Centre, 2020



Location plan of Kirkgate Centre



Proposed ground floor plan of Kirggate Centre for retail, leisure and banking facilities



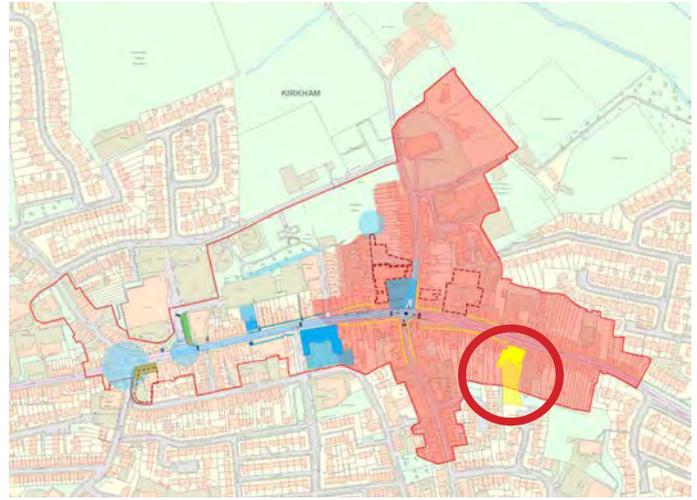
Proposed upper ground floor plan of Kirggate Centre for residential accommodation

2.3 HERITAGE & ECO SKILLS CENTRE AT HILLSIDE

There is heritage and eco construction skills shortage and there are no training facilities for these in North West. The proposal is to set up a regional skills centre in Hillside.

Old and new skills are needed to restore heritage buildings, retrofit all buildings for better energy efficiency and to build new places that meet the net carbon government targets by 2050. We are proposing establishing regional Heritage and Eco Skills training centre of excellence in the listed building of Hillside.

The centre will provide apprenticeships, qualifications, short courses for students, building firms wishing to upskill, do it yourself enthusiasts and self-builders. All students will be learning their skills on the regeneration projects planned for the High Street including a Repair Project on Hillside itself. It is hoped that this will generate a new economic offer for the town.



Location plan of Heritage & Eco Skills Centre at Hillside.



Visual: Stage 3 of proposed construction with addition of second earthship built on site



Existing elevation of Hillside, 2020

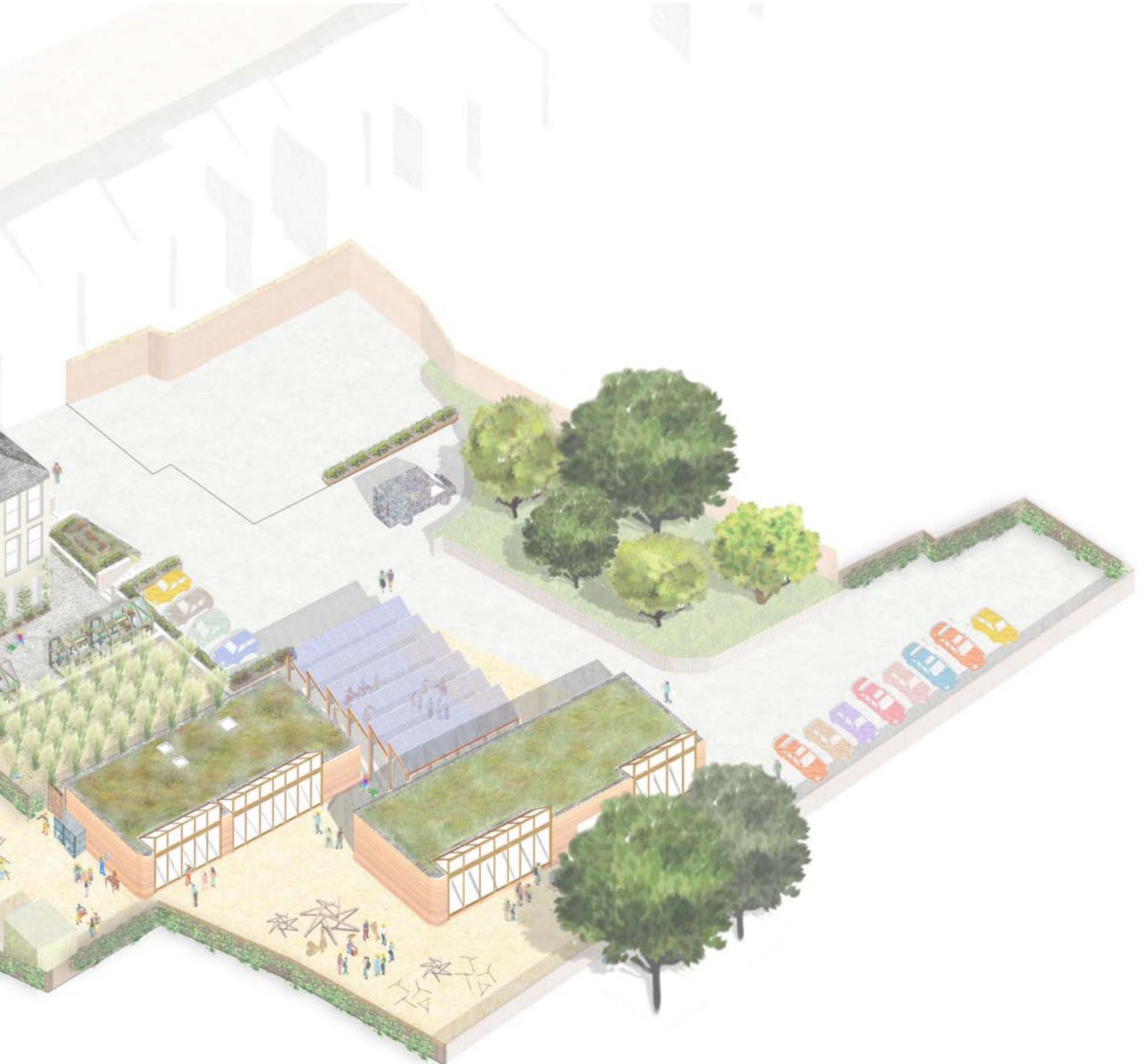
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Visual: Stage 1 of proposed construction with reed bed and PV roofed sheds as space for training.



Visual: Stage 2 of proposed construction with addition of earthship built on site



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Lincoln Heritage Skills Centre



Centre for Alternative Technology, Wales



Middle and bottom row: Example training provided by Canofan Tywi, Carmarthenshire



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Top: Centre for Alternative Technology, Wales



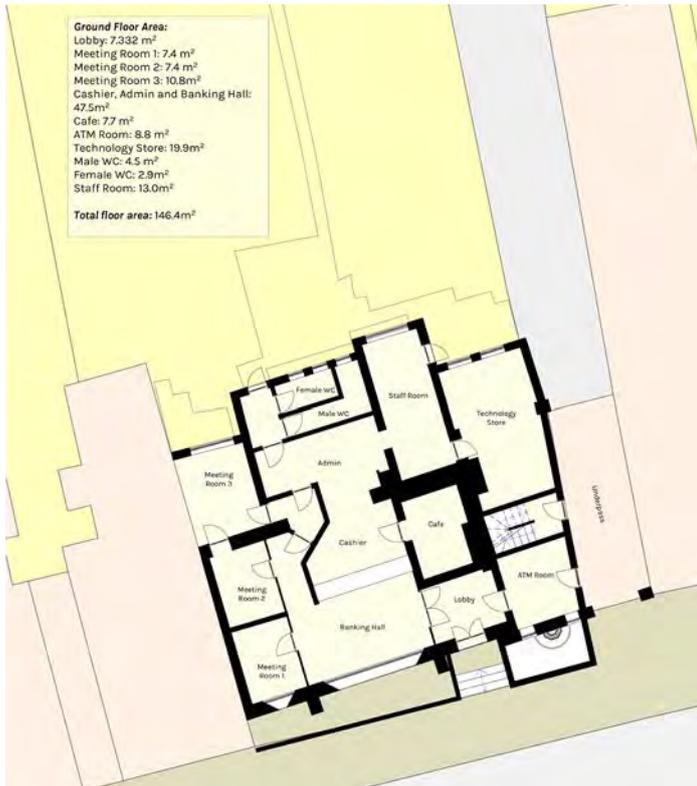
Middle and bottom row: Example activities from the Prince's Trust Building Craft Programme Heritage Skills NVQ Level 3 Course

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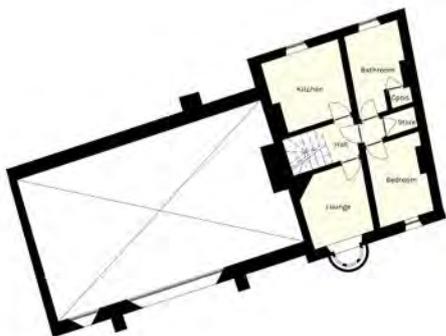
2.4 KIRKHAM ARTS & HERITAGE CENTRE & COMMUNITY CINEMA

The most urgent need expressed by the residents is for a heritage and arts community centre and a cinema. The proposal is to set one up in the Former Girls School on Poulton Street.

52-64 Poulton Street is a Grade II Listed former school was built in 1860, became a community hall in 1896 and latterly TSB bank. The building is now vacant and well located to provide additional facilities to the existing community hall in a form of multipurpose Arts and Heritage centre for film screenings, performances, exhibitions, archives, and a hire venue for private events.



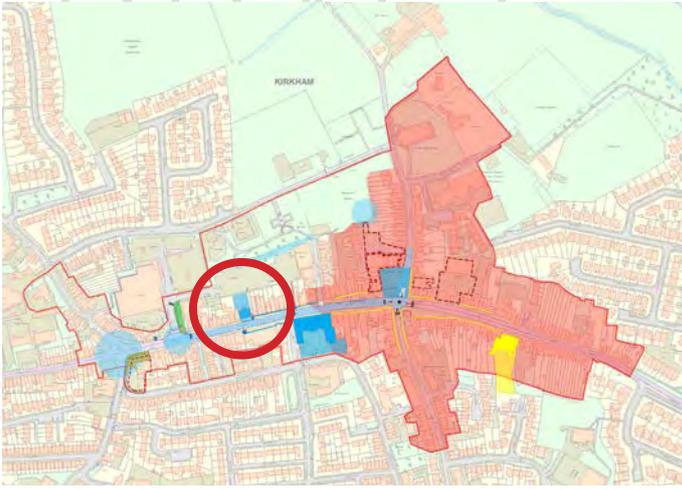
Existing ground floor plan of former TSB bank.



Existing first floor plan of former TSB bank.



Visual: Proposal for Kirkham Arts & Heritage Centre.



Location plan of former TSB bank.



Existing elevation of former TSB bank on 52-64 Poulton Street



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Artist impression on shopfront improvements for 36-50 Poulton Street with heritage motives and design.



Artist impression on shopfront improvements for 36-50 Poulton Street with bold and contemporary pattern design.



Artist impression on shopfront improvements for 71-87 Poulton Street.

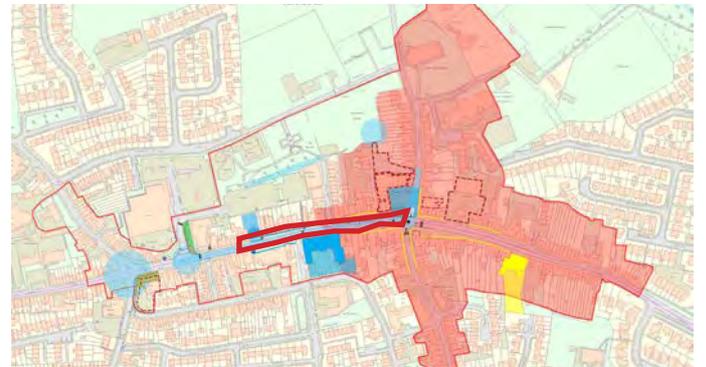
2.5 FACADES AND SHOP-FRONT IMPROVEMENTS GRANTS



High street looks sad with some of the elevations neglected. There will be funding available to help owners refurbish the shopfronts and bring upper floors into residential use.



Many of the shopfronts and elevation onto Poulson Street and Preston Street need renovation. We will be inviting owners and tenants to take advantage of the grants on offer. The renovations proposed would include new shopfronts and windows and refurbishment of the façades and rainwater gutters.



Location plan for facades and shopfront improvements

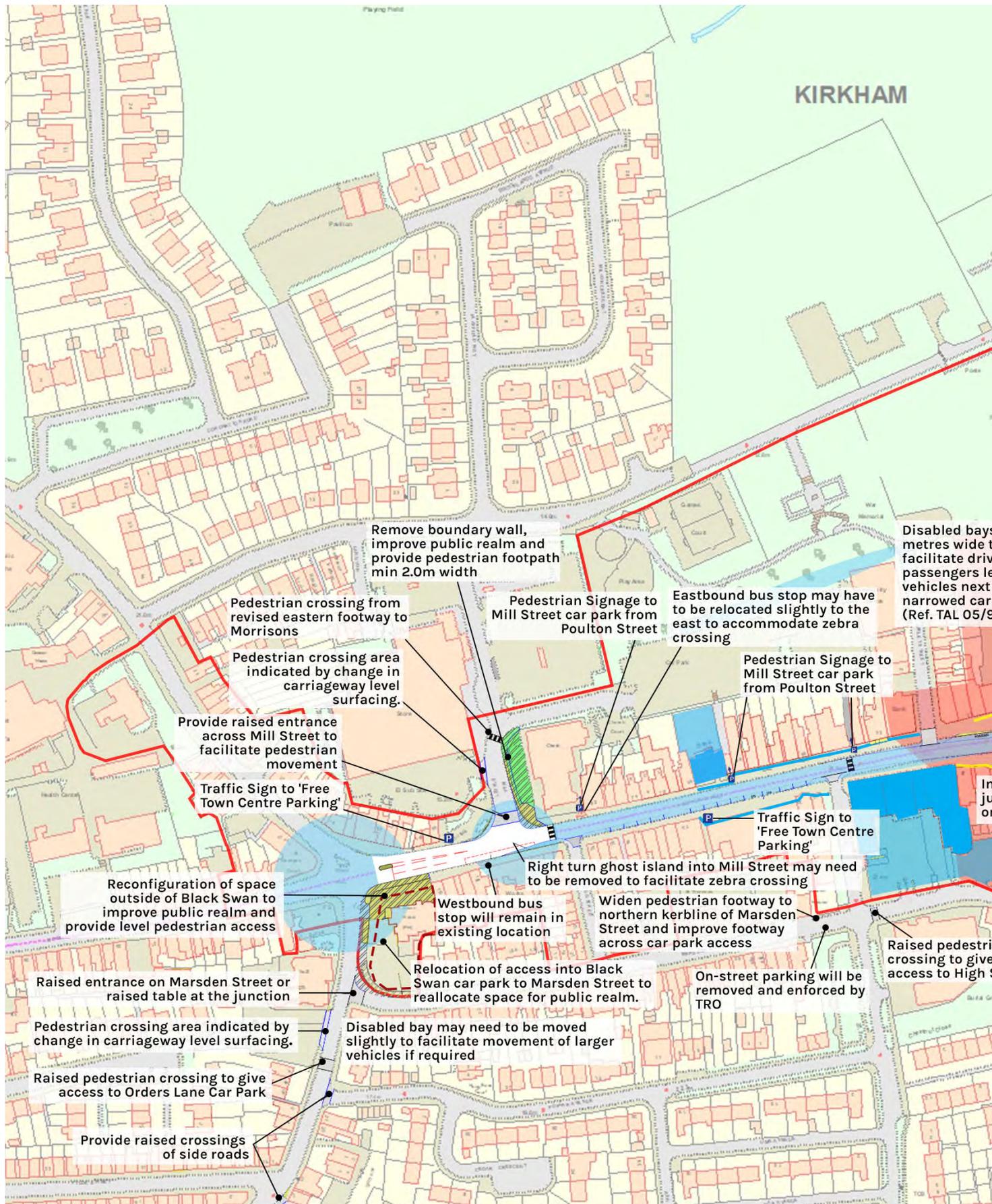


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2.6 PUBLIC REALM IMPROVEMENTS

The High Streets thrives when people want to be there. There will be improvements to public realm to make it more comfortable to shop and meet with friends and family.

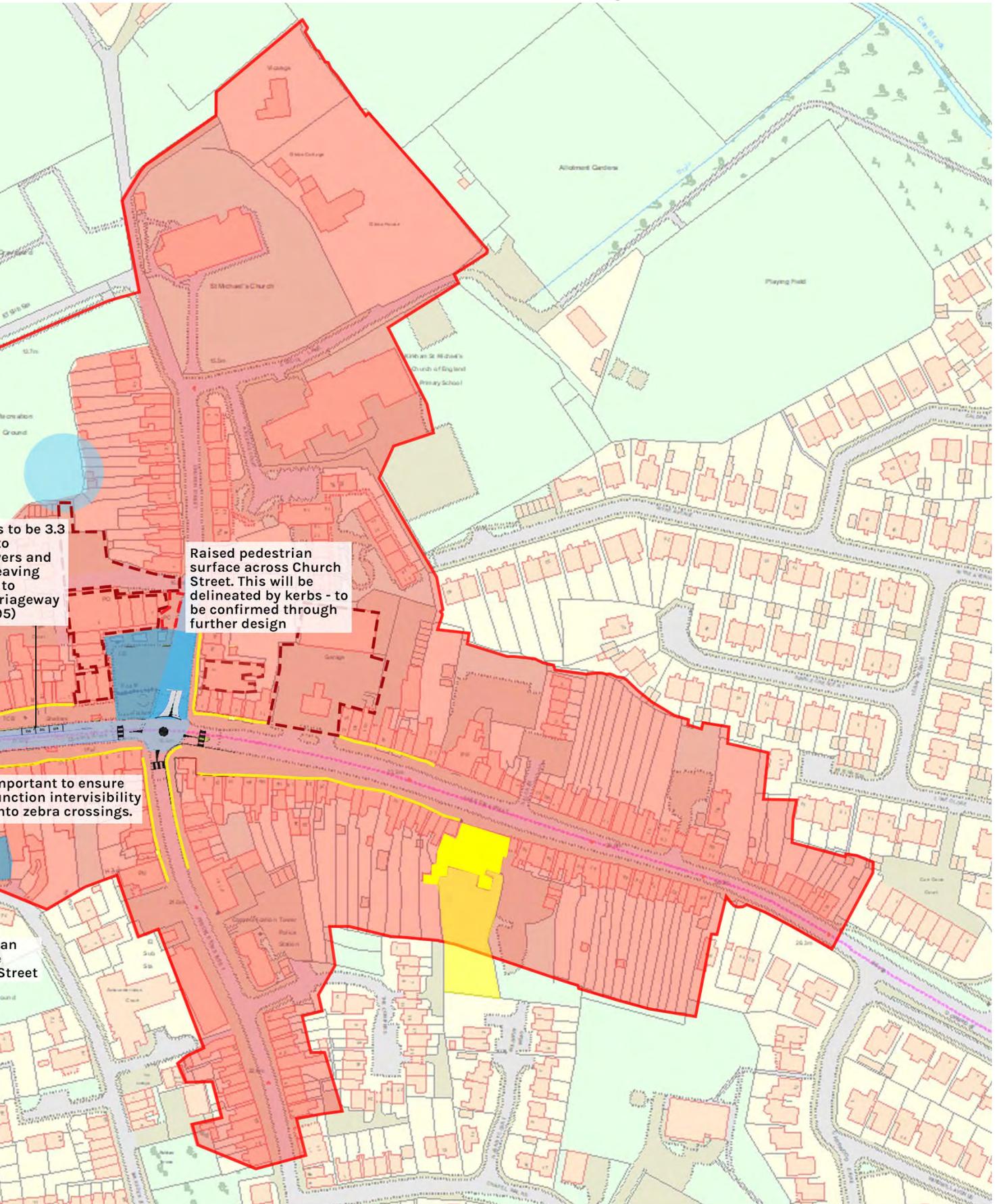
To improve amenity for town centre users (shoppers, visitors, residents), we will provide more space for pedestrians.



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We will re-establish the historic Market Square (see 2.1 above), widen footways and narrow the carriageway on Poulton Street to reduce traffic dominance, provide better signage and pedestrian

links to Mill Street car park and rationalise parking along Poulton Street, giving over a few of the current spaces to disabled parking and loading.



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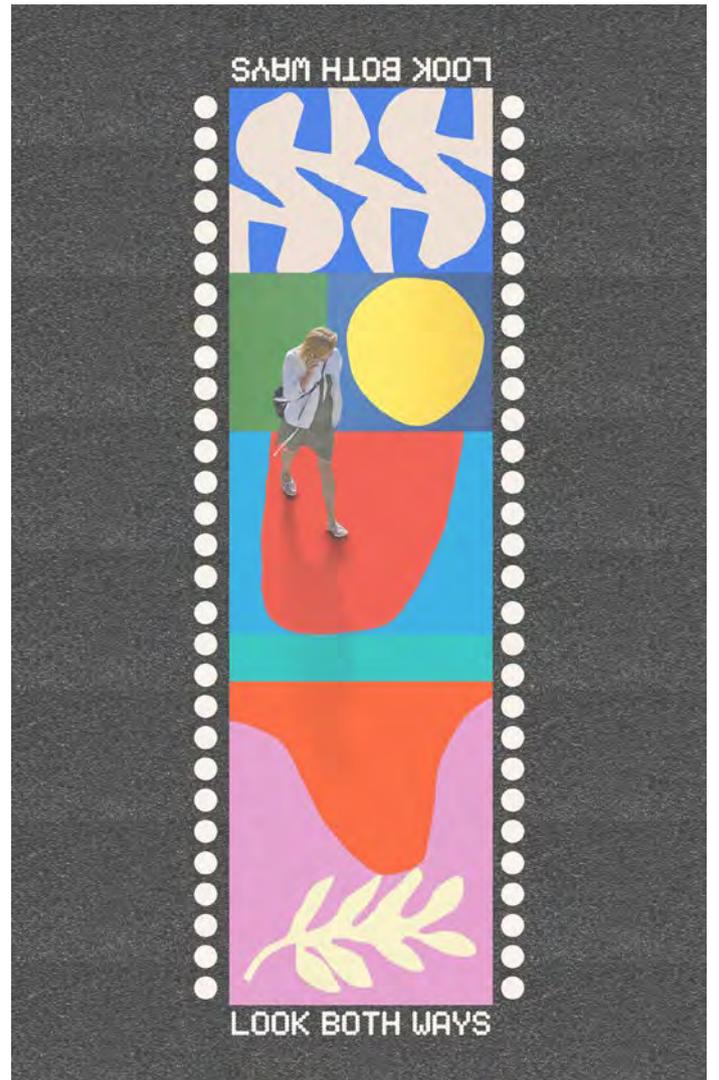


Artist's impression on arts and heritage projects on public realm improvement with graphic patterns on existing gable.

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Heritage and historic gable design option.



Artist's impression on proposed multicoloured pedestrian crossing



Gable design option with heritage and historical motives along Preston Street.



Gable design option with motives of existing context along Preston Street.



Gable design option with bold and contemporary graphic patterns along Preston Street.

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Gable design option with warm welcoming graphics along Station Road.



Gable design option with motives of existing context along Station Road.



Gable design option with bold and contemporary graphic patterns along Station Road.

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Top: Artist's impression on farmer's market and bold pattern design for facade and shopfront improvements.



Center: Artist's impression on light installation for Market Square with bold pattern design for facade and shopfront improvements.



Bottom: Artist's impression on farmer's market with heritage and historic motives and design for facade and shopfront improvements.

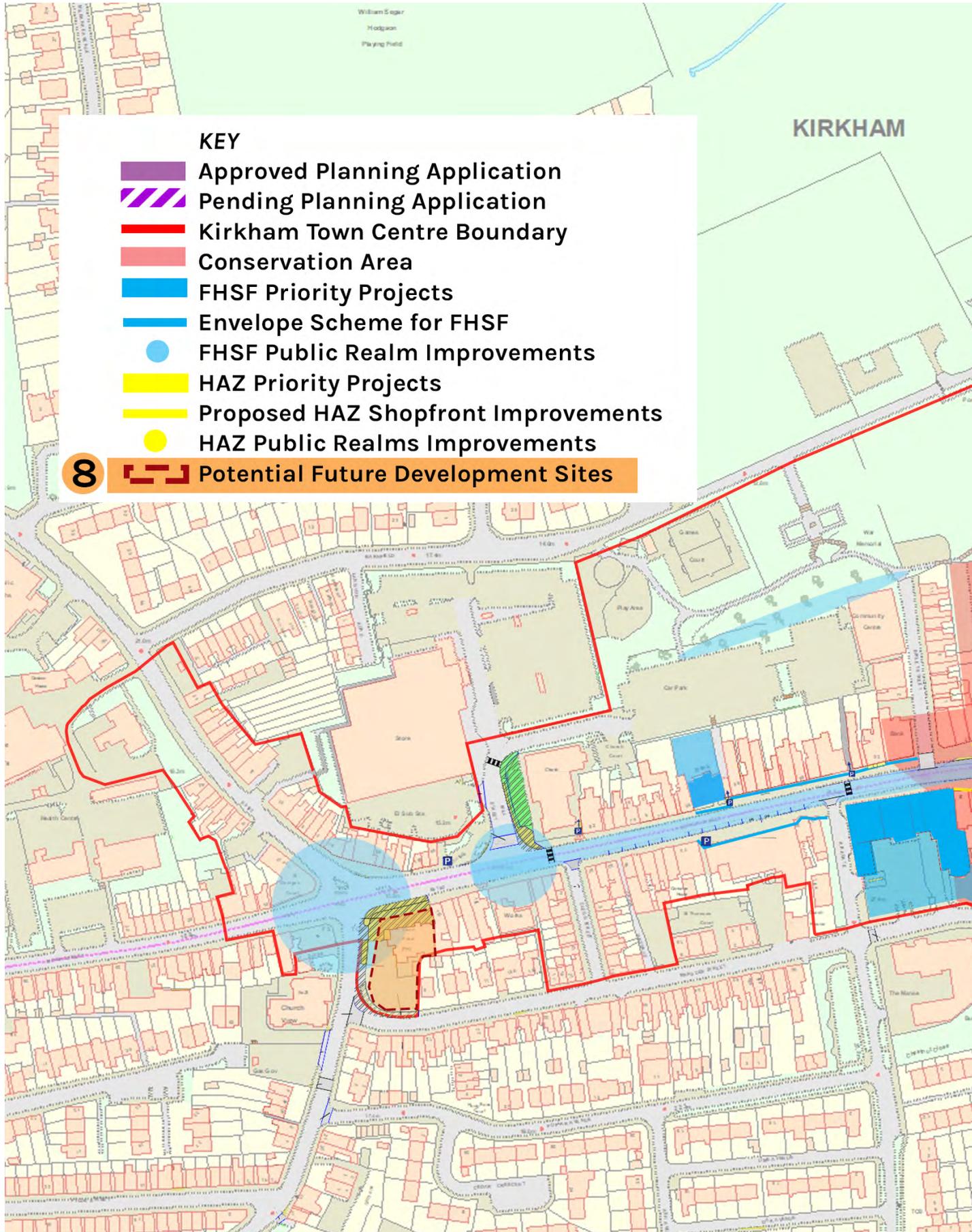
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2.7 FUTURE DEVELOPMENT SITES

There is never enough money to do everything that is needed. Some opportunities for development have been identified for the future phases of regenerating the High Street.



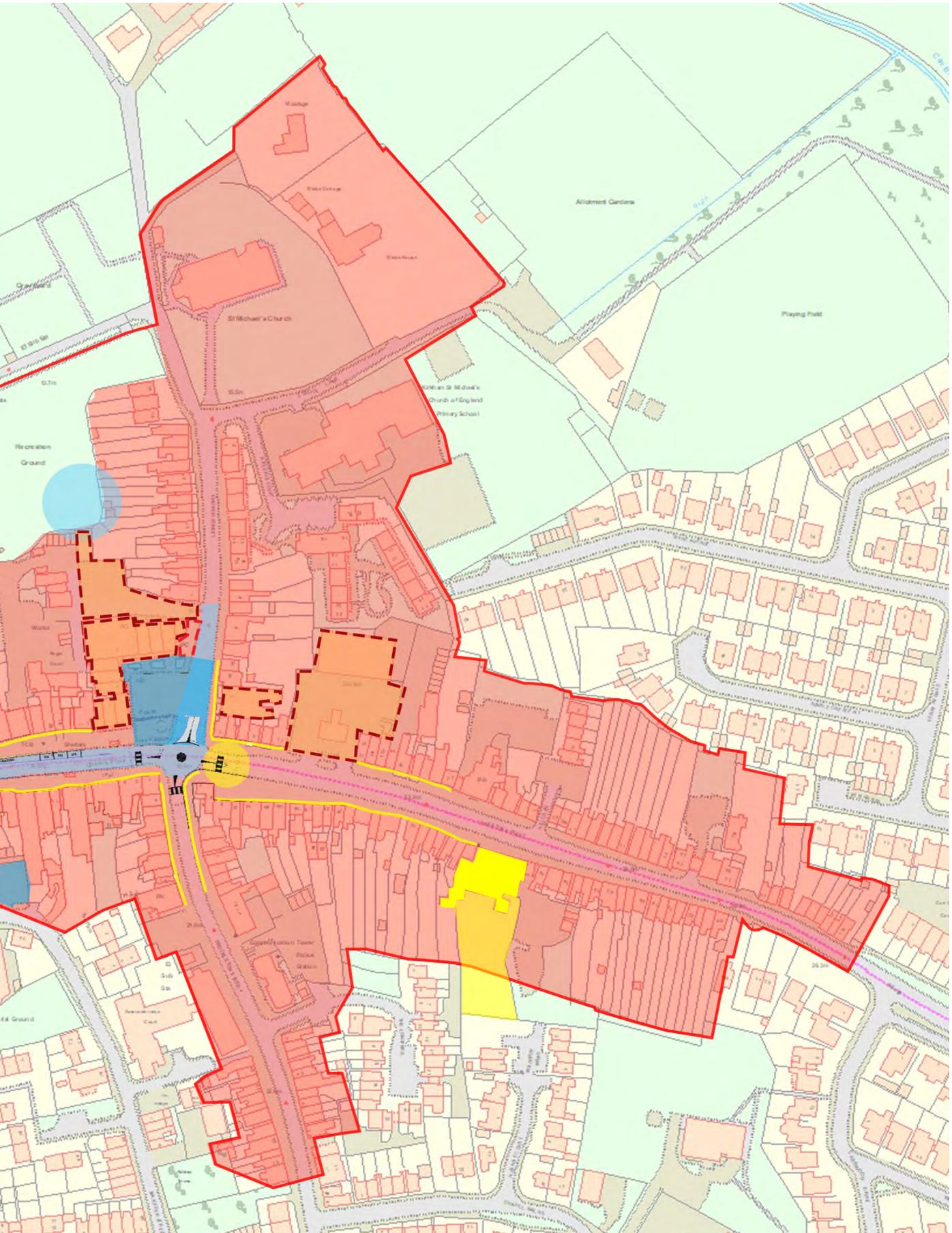
KEY

- Approved Planning Application
- Pending Planning Application
- Kirkham Town Centre Boundary
- Conservation Area
- FHSF Priority Projects
- Envelope Scheme for FHSF
- FHSF Public Realm Improvements
- HAZ Priority Projects
- Proposed HAZ Shopfront Improvements
- HAZ Public Realms Improvements
- Potential Future Development Sites

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Future development opportunities that would enhance the high street include The Black Swan, Ash Tree House (when the GP practice relocates); Eagles Court (land to rear and west of Market Square), the Garage site on Preston Street.





Funded by
Historic England

Kirkham Future

We need your help with ideas for a number of areas of the plan going forward. We have set up interactive exhibitions to leave comments, ideas and feedback on the approach to the shopfronts, and for the arts and heritage programmes.

To find out more information on how to get involved and updates, please visit <https://www.kirkhamfutures.org/>

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Martin Higgitt
Associates

Accend

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