

Morecambe West End: Conservation Area Summary

Why is Morecambe West End Conservation Area special?

West End, as the name suggests, is at the western end of a large seaside resort along Morecambe Bay. The boundary encompasses the attractive Victorian promenade and the grid-iron network of streets and crescents which developed from the c.1860s onwards.

Morecambe transformed a fishing village to a seaside resort in the late-19th and early-20th century for a growing number of working-class visitors, primarily from Yorkshire, as a result of the introduction of the railway in 1848. The resort's popularity with mill workers resulted in the West End Morecambe resort being nicknamed 'Bradford-by-the-Sea'. In comparison to the town centre, the West End is a totally Victorian and Edwardian creation. The area was physically divided from the main town by the Midland railway (now demolished).

The street pattern of the West End is very formal and rigid, arranged in uniform rows of terraced houses with bisecting back alleys. The Conservation Area has an overall homogenous appearance with large sandstone-built terraces with ground floor and first floor bay windows, some with decorative bargeboards and fascias. Most buildings were constructed as hotels and B&Bs and remain in residential, some with late-20th century shopfronts inserted at the ground floor. The scale and massing of the Alhambra Theatre dominate views along the promenade and Marine Road West. Corner plots often have landmark buildings with decorative features curving around the intersection of the street.

General

- Coastal setting with buildings arranged along a promenade, overlooking Morecambe Bay and towards the Lakeland fells
- Association with the development of seaside resorts for the working classes in the late-19th and early-20th century
- Eclectic mix of revival architectural styles from the Victorian and Edwardian periods
- Dominance of the Alhambra Theatre along the seafront
- Dense and rigid layout with streets lined with sandstone-built terraced houses

Important buildings and features

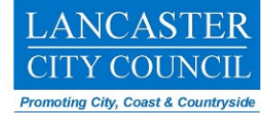
- Wellington Hotel and its opposite neighbour dating from c.1899 are distinctive corner plots that 'book-end' West End Road and the minarets punctuate the skyline
- Clarendon Hotel – a c.1896 hotel designed in a subtle Scottish Baronial style. The building is H-plan with two projecting gabled wings and small mock corner turrets
- Post office on the corner of Marine Road West & Lancashire Street
- The Lancashire Building c.1899 is constructed in red terracotta and glazed brick

- Alhambra Theatre - a theatre and entertainment venue which opened in c.1901, the building was damaged by fire in 1970 and lost the iconic Dutch gable to the frontage

Conservation Area Name

Area (ha)

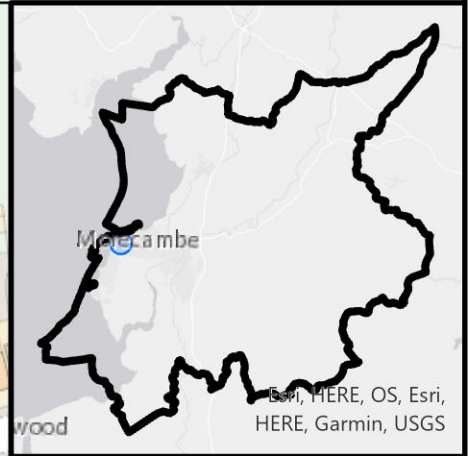
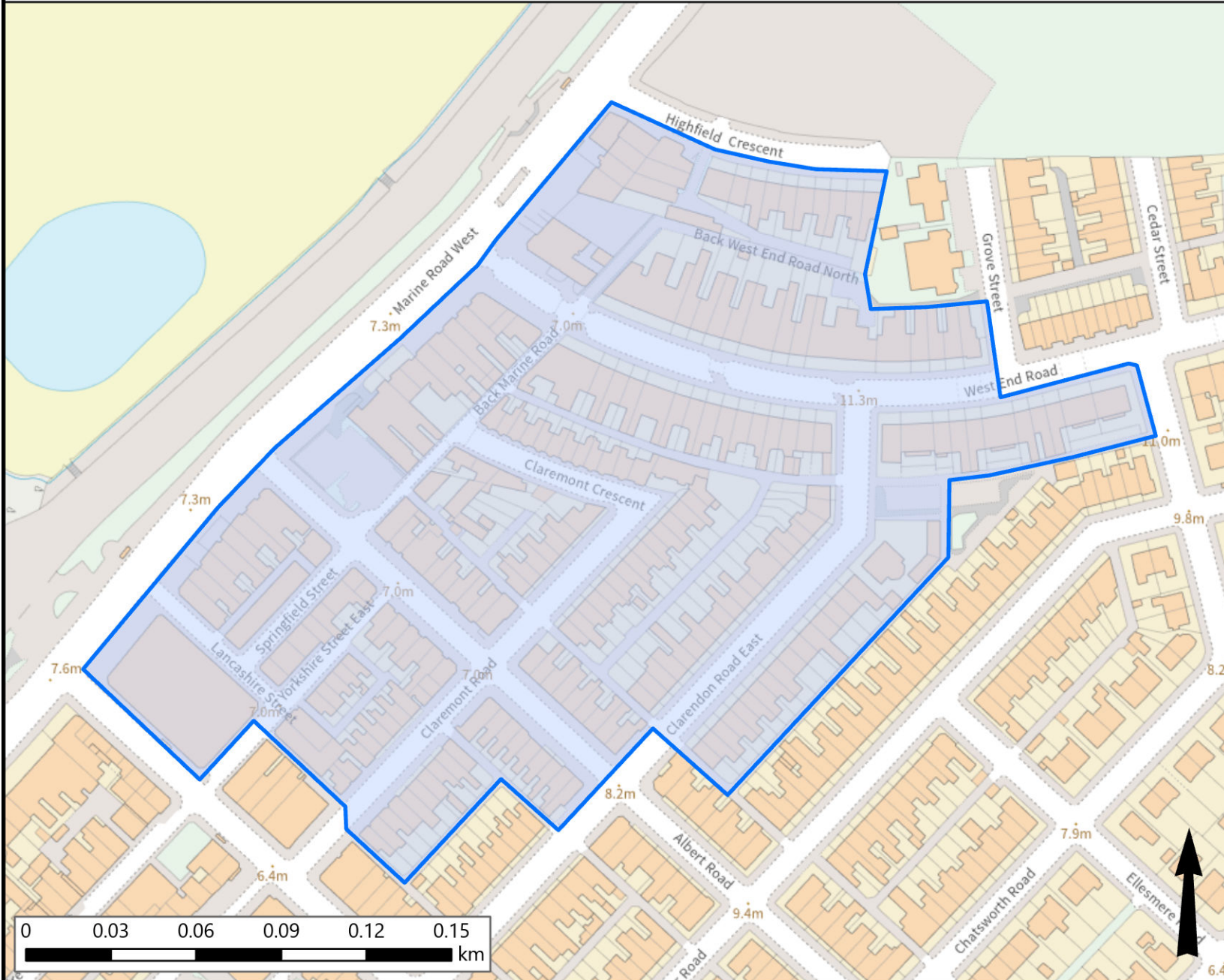
Designation Date



West End, Morecambe

5.04

1991



Legend

-  Conservation Areas
-  Lancaster District Boundary

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Scale: 1:2,000, if printed on A4

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