THE LEISURE QUARTER

Draft Development Brief Supplementary Planning Document

challenging... iconic... vibrant... welcoming... eclectic... exuberant... legible... dramatic

fun... integrated... dynamic... spectacular... unconventional... memorable... Blackpool

September 2010

Consultation Document
The Leisure Quarter - Draft Development Brief SPD

CONTENTS

Part 1  1
Introduction and Objectives

Part 2  5
Planning Framework

Part 3  8
Wider Context

Part 4  15
The Site

Part 5  19
Development Character

Part 6  23
Approvals Process

Appendix 1  26
Key Policies

Appendix 2  27
Further Guidance on Transport Requirements

Appendix 3  31
Further Guidance on Design Principles

FIGURES

1 The Site
2 Blackpool Town Centre in the Fylde Coast Sub Regional Context
3 The Local Context
4 Transport Network including Parking Provision
5 Major Site Landowners
6 Key Land Uses
This is a consultation document and we welcome your comments.

Where to find the document…
- Customer First Reception, Corporation Street
- Enterprise Centre, Lytham Road
- Revoe Library, Revoe Street
- Download from the Council’s website: www.blackpool.gov.uk/theleisurequarter

How to comment…
1. Complete the separate questionnaire available at the locations above
2. Complete the questionnaire online at: http://consult.blackpool.gov.uk/portal
3. Submitted a written representation

Where to send comments to…
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Comments must be received by: Monday 22\textsuperscript{nd} November 2010

If you would like to contact someone about this document please telephone or email the Development Plans and Projects Team at:

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**Introduction**

This is a revised Development Brief for Blackpool’s Leisure Quarter (LQ). It is being produced as a Supplementary Planning Document (SPD) to set out Blackpool’s new aspirations for the former Central Station site and to secure private sector investment for comprehensive development.

This document replaces the existing Conference Leisure Quarter Planning Brief (2006).

The site area is some 7 hectares and is bounded to the west by the Promenade; to the north by New Bonny Street; to the east by Central Drive; and to the south by Chapel Street. A plan of the site is shown in Figure 1.

The site is smaller than the area contained in the original Planning Brief, as it now excludes Coral Island and Palatine Building to the north of New Bonny Street.

The LQ site lies adjacent to the existing town centre as defined in the Blackpool Local Plan, although within the proposed town centre boundary as defined in the emerging Blackpool Core Strategy. It has a prime seafront location on Blackpool’s famous Golden Mile within the shadow of the iconic Grade 1 Listed Blackpool Tower, and enjoys direct connection with the M55 via the Central Corridor. The site is at the centre of Blackpool’s ambition to develop a new, exciting and unique tourist destination.

This document expands on key saved policies in the Blackpool Local Plan and draft policies in the Blackpool Core Strategy Preferred Option. It will be a material consideration in assessing planning applications for the site.

**Vision**

Our vision for the site is as follows:

“A unique leisure quarter which underpins Blackpool’s appeal as a national tourist destination, driven by exceptional quality, sustaining wider resort regeneration, providing compelling new reasons to visit Blackpool”

This site has the potential to bring forward development of sufficient scale, composition and attraction to create the critical mass to assist with wider resort regeneration, linked to other key regeneration projects, the town centre, seafront, central corridor and surrounding resort neighbourhoods.
Blackpool Town Centre is located to the west of the town, next to the seafront.

Figure 2 shows Blackpool, its town centre, the Fylde Coast sub-region, and the main transport connections with Central Lancashire and beyond.

Blackpool sits within the Fylde Coast sub-region and is linked to nearby towns and cities by:

- M55 motorway
- Blackpool North & Blackpool South railway lines
- A584 Promenade route to Fleetwood and Lytham St. Anne’s
- Blackpool Airport.
Objectives

Our Vision will be supported by key objectives for the development of the site. These objectives are to:

1. Provide unique leisure attractions of national significance, widening the resort offer to attract new audiences and creating compelling new reasons to visit Blackpool all year-round

2. Provide development of sufficient scale, composition and attraction to create the critical mass to assist with wider resort regeneration

3. Underpin a year-round economy promoting sustainable local employment opportunities

4. Ensure excellence in design quality, delivering a distinctive high quality experience for visitors through creative architecture and urban design that responds to Blackpool’s historic townscape and character

5. Create a new welcome experience which presents a spectacular sense of arrival for visitors at Blackpool’s key gateway

6. Improve permeability by creating strong active connections through the site, and between the site and the town centre, seafront, central corridor and surrounding resort neighbourhoods, enhancing vitality and viability during the day and evening

7. Provide a solution for town centre car parking in addition to car and coach parking requirements for the development

8. Promote sustainable development through design, access, energy conservation and operational management.

Role of this document

This Development Brief SPD will explain the Council’s planning and design requirements for the comprehensive redevelopment of the site, providing a robust framework to ensure the key objectives are met. It provides further guidance on the interpretation of local plan policies and proposals, specifically to:

- Secure private sector investment for comprehensive development of the entire site, that will transform the area and deliver economic growth

- Ensure that proposals for the site achieve urban design, architecture and illumination of the highest standard, lifting the quality of the built environment

- Provide a framework of planning and design principles and performance criteria to guide, promote and develop creative scheme proposals in accordance with the Local Policy Framework

- Guide developers and the Local Planning Authority (LPA) on making, assessing and in determining planning applications, including providing examples of planning conditions and obligations which may be required

- Determine the submission requirements to accompany a planning application.

The Brief will also fulfil the following supporting functions:

- Provide certainty for land-owners and developers to encourage investment

- Assist with the promotion and marketing of the site

- Provide criteria for any design competition or design team selection required in considering proposals for the site.
Background
Blackpool is a town built on tourism and leisure, famous for seaside fun and entertainment. It is Britain’s most popular beach resort\(^1\), estimated to attract more than 10 million adult visitors a year\(^2\).

A key challenge for Blackpool is to provide new high quality innovative attractions and holiday accommodation to revitalise the visitor economy and be at the forefront of a modern tourist market. This should broaden the resort appeal, creating more reasons for repeat visits and encouraging lapsed and new visitors to visit Blackpool all year round.

To achieve this, there is a need to build on the best of Blackpool’s past, through reinvestment in the existing leisure and accommodation stock, and embrace opportunities for quality new development. The Council and its partners are committed to reinvigorating and regenerating Blackpool to make it an attractive location to visit, and a desirable place to live, work and shop.

Resort Regeneration
The Masterplan was published in 2003 and developed a long-term vision for the resort; at the heart of which was a conference casino quarter on the former Central Station site.

In 2007 an alternative approach to resort regeneration was required in the absence of a regional casino. Blackpool Taskforce published ‘An Action Plan for Sustainable Growth’ report, which reviewed existing regeneration plans for Blackpool and identified actions to reverse decline.

The Resort Masterplan was updated in 2008 to present 13 ‘Key Projects’ in and around Blackpool to enable the resort achieve its growth potential. The LQ site is one of these key projects.

Other key projects have successfully secured public and private investment and have been, or are in the process of being, delivered. These include improvements to the sea defences, upgrading the Blackpool-Fleetwood tramway, Hounds Hill Shopping Centre Phase I, public realm enhancements in the town centre and along the Promenade, and remodelling along Central Corridor.

ReBlackpool Urban Regeneration Company (URC) was established in 2005 to deliver the Resort Masterplan, and secure and accelerate the development of key sites. In May 2010 its successor organisation emerged – Blackpool, Fylde and Wyre Economic Development Company (EDC) - to deliver economic improvement to a wider area covering the Fylde Coast.

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\(^1\) Source: consumer organisation Which? (2010)
\(^2\) Source: Blackpool Visitor Omnibus Survey (2009)
Policy Framework

While preparing this brief the Council has had due regard to appropriate national policy statements and guidance notes, sub-regional strategies and local policy documents:

National planning policy statements and guidance notes:
- PPS1 Delivering Sustainable Development and its supplement – Planning and Climate Change
- PPS4 Planning for Sustainable Economic Growth
- PPS5 Planning for the Historic Environment
- PPS10 Planning for Sustainable Waste Management
- PPG13 Transport
- PPS22 Renewable Energy
- PPS23 Planning and Pollution Control
- PPS25 Development and Flood Risk
- Good Practice Guide on Planning for Tourism
- Delivering a Sustainable Transport System

Sub-regional strategies
- Northern Way Growth Strategy
- Central Lancashire City Region Development Plan (2005)
- Fylde Coast Multi-Area Agreement (MAA)

One of the key economic priorities for the sub-region is to transform Blackpool into a World Class Resort Destination.

These sub-regional strategies may be replaced as part of the emerging Localism Agenda.

Joint Lancashire Minerals and Waste Development Framework 2009/2021

The Core Strategy DPD for minerals and waste was adopted in 2009 by the three joint authorities of Blackpool, Blackburn with Darwen and Lancashire County Council. The Managing and Minimising Waste in New Developments SPD was adopted by the three joint authorities in 2007.

Key local planning policies are:
- Saved Policy RR1: Visitor Attractions set out in the Blackpool Local Plan; and
- Draft Policy R10: Former Central Station site set out in the emerging Blackpool Core Strategy.

Blackpool Sustainable Community Strategy

This sets out a shared vision for the future of Blackpool to 2028, supported by four goals:
1. Improve Blackpool’s Economic Prosperity
2. Develop a Safe, Clean and Pleasant Place to Live, Work and Visit
3. Improve Skill Levels and Educational Achievement
4. Improve the Health and Well-Being of the Population

Goal 1 is supported by four key objectives:
- Create high quality, all year-round reasons to come to Blackpool
- Establish Blackpool town centre as the sub-regional centre for the Fylde Coast
- Promote enterprise
- Improve transport and increase accessibility

This Brief is consistent with these objectives.

Blackpool Local Development Framework

The emerging Core Strategy sets out strategic proposals for Blackpool’s development and growth to 2026, supported by four objectives:
- Sustainable regeneration, diversification and growth
- Maximising regeneration
- Providing supporting growth
- Balanced, healthier and greener Blackpool

This Brief is consistent with these objectives.

Draft policies contained in the Core Strategy Preferred Option (April 2010) support development on the site and are listed at Appendix 1.

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3 The MWDF can be viewed at: [http://www.lancashire.gov.uk/environment/lmwp/lancsmwdf/mwdspd.asp](http://www.lancashire.gov.uk/environment/lmwp/lancsmwdf/mwdspd.asp)

4 Viewed at: [http://www.blackpool.gov.uk/scs](http://www.blackpool.gov.uk/scs)

5 The LDF can be viewed at: [http://www.blackpool.gov.uk/corestrategy2010](http://www.blackpool.gov.uk/corestrategy2010)
In support of the emerging Core Strategy, the following documents are being prepared:

**Supplementary Planning Documents (SPDs)**

The Draft *Holiday Accommodation SPD* provides guidance on the proposed new policy approach to consolidate Blackpool’s holiday accommodation into smaller holiday areas and support an improvement in quality.

Outside of these holiday areas, the Draft *New Homes from Old Places SPD* provides guidance on the proposed new policy to raise the quality of residential conversions and sub-divisions, to help improve the character of existing/emerging residential neighbourhoods.

Neighbourhood Plans are being prepared for the Foxhall, South Beach and North Beach resort neighbourhoods, which are in decline. The plans will identify opportunities for new development and neighbourhood improvements, so that future investment is prioritised in these areas as appropriate.

Foxhall neighbourhood lies to the south of this site. Key proposals contained in the Foxhall Preferred Option relevant to the site are:

- Developing a mixed use corridor along Chapel Street which complements future development on the LQ site
- Improving key north-south and east-west routes and connections, and encouraging pedestrian movement into Foxhall
- Providing adequate parking
- Targeted environmental improvements on Seasiders Way.

**Blackpool Local Plan 2001/2016**

Most policies in the Local Plan have been ‘saved’ until appropriate LDF policy documents come forward to replace them. ‘Saved’ policies support development on the site and are listed in Appendix 1.

**Blackpool Local Transport Plan**

Transport provision for the development site should be compatible with wider transport and sustainability goals. The Local Transport Plan has five transport objectives:

- Reduce the impact of traffic in the urban environment
- Ensure that transport networks support sustainable local communities by allowing access to opportunities with a wide choice of modes of travel wherever possible
- Promote a step change in attitudes to transport that will support an improved local environment, ensure healthier travel choices and make streets and communities safer
- Support economic growth while managing the associated growth in travel demand, by ensuring development is accessibly located and by integrating parking with traffic management
- Maintain and manage the transport infrastructure to deliver value for money, support economic growth and help community development

This Brief is consistent with these objectives.

The Local Transport Plan expires in March 2011. The Council is working jointly with the two other transport authorities in Lancashire (Blackburn with Darwen Borough Council and Lancashire County Council) to produce a new replacement plan. This will set the transport planning framework for Lancashire.

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6 The Town Centre Strategy can be viewed at: [http://www.blackpool.gov.uk/towncentrestrategy](http://www.blackpool.gov.uk/towncentrestrategy)

7 The Blackpool Local Plan can be viewed at: [http://www.blackpool.gov.uk/Services/A-F/BlackpoolLocalPlan/Home.htm](http://www.blackpool.gov.uk/Services/A-F/BlackpoolLocalPlan/Home.htm)

8 The Local Transport Plan can be viewed at: [http://www.blackpool.gov.uk/NR/rdonlyres/A1DA3C01-F6DD-40D1-94B3-5AD865CEB726/0/SecondLTPscreenversion.pdf](http://www.blackpool.gov.uk/NR/rdonlyres/A1DA3C01-F6DD-40D1-94B3-5AD865CEB726/0/SecondLTPscreenversion.pdf)
The surrounding area

Blackpool Town Centre
The town centre is a key component of the resort offer, with the iconic landmarks of Blackpool Tower and the Winter Gardens, the new Tower Festival Headland, and a host of pubs, clubs, shops, cafes and restaurants. In order to develop a fully functioning and cosmopolitan 21st century town centre to underpin the “City on the Beach” brand, it is essential to grow the number of visitors from Blackpool, the more affluent Fylde Coast and from elsewhere in Britain.

Recent projects completed include the Phase I extension of the Hounds Hill Shopping Centre, public realm improvements and the Brilliance light display on Birley Street.

Current significant projects include:
- Restoring Blackpool Tower to its former glory with a host of new tourist attractions
- Refurbishing the Winter Gardens and introducing a mix of high quality uses
- Comprehensive mixed-use development at Talbot Gateway to the north of the town centre (outline permission early 2010).
- Completion of the Tower Festival Headland, with a comedy carpet, remodelled highway and wedding chapel - and finishing the sea defence and tramway works.

Central Corridor
Yeadon Way and Seasiders Way (collectively known as Central Corridor) form the southerly gateway into the town centre, leading directly to the heart of the LQ site. They provide good access to and from the motorway network and are flanked by the resort’s main car parks, Blackpool South Railway Station and Blackpool Football Club.

Recent environmental improvement projects completed along here include the creation of a new park, landscaped parking and facilities, and traffic modelling improvements. These have improved the visitor arrival experience.

Resort Neighbourhoods
Foxhall is located to the south of the LQ site. In common with other parts of the inner resort, it suffers from a range of serious economic, social and environmental issues. There are many opportunities for transforming this area with sufficient investment, due to its central location and redevelopment opportunity.

South Beach lies south of Foxhall and is a key holiday accommodation area with over 500 hotels and guest houses. Despite its problems there are opportunities to capitalise on the strengths of the area - its proximity to the seafront, the new promenade headlands and the Pleasure Beach to the south.

North Beach lies north of the town centre and is also a key holiday area with over 170 hotels and guest houses and many seasonal uses. Poorer quality properties on the Promenade and those immediately adjacent behind the seafront are the priority for regeneration.

Figure 3 shows the relationship between the site and the Town Centre, Promenade, Central Corridor and Resort Neighbourhoods.
Figure 3  The Local Context

Key
- Leisure Quarter
- Town Centre
- Central Corridor
- Promenade

Resort Neighbourhoods
- A. North Beach
- B. Foxhall
- C. South Beach

Key Investment Sites
1. Winter Gardens
2. Talbot Gateway
3. Rigby Road
4. Blackpool Tower
5. Hounds Hill Shopping Centre
6. Gas Works site
7. Bus and Tram Depot
8. Festival Park
9. Blackpool Football Club
10. South Car Park

* Proposed town centre boundary outlined in the Blackpool Core Strategy Preferred Option

Not to scale
Key Investment Sites

The LQ site is identified in the Blackpool Core Strategy Preferred Option as one of four major investment sites to deliver early and fundamental change to the town centre and resort core. The other sites are:

1. Winter Gardens
2. Talbot Gateway
3. Rigby Road.

In addition to these major investment sites, other key sites in the town centre and along central corridor are important to complement development on the LQ site:

4. Blackpool Tower
5. Hounds Hill Shopping Centre
6. Gas Works site
7. Bus and Tram Depot
8. Festival Park
9. Blackpool Football Club
10. South Car Park

Figure 3 shows these key investment sites.

Those sites in the town centre present opportunities for comprehensive redevelopment, expansion or improvement, to strengthen the tourism, retail and commercial offer. New development on the LQ site must provide an effective solution to town centre parking, to ensure these town centre sites remain accessible.

Those sites along central corridor provide opportunities for complementary (or ancillary) uses to the LQ, including:

- quality new leisure uses
- quality new housing
- car and coach parking
- Gateway improvements into the resort.

Given the uncertainty of public funds available to bring these sites forward for development, the Council will encourage private investment to secure appropriate new development.

Details of future development opportunities that exist on these key investment sites are:

**Winter Gardens** *(Council ownership)*
To restore and promote the Winter Gardens, by developing a mixed-use complex

**Talbot Gateway** *(Multiple ownership)*
Comprehensive mixed-use development which may include offices, retail, food and drink, new Courts and Police HQ and residential uses

**Rigby Road** *(Multiple ownership)*
Comprehensive redevelopment to support town centre and inner area regeneration

**Blackpool Tower** *(Council ownership)*
To restore and invest in a new visitor offer with attractions targeted at the family market

**Hounds Hill Centre** *(Private ownership)*
To support the continued development and improvement of the shopping centre, in particular further phased development

**Gas Works site** *(Private ownership)*
Comprehensive redevelopment to provide mixed use development which may include housing, parking or new leisure uses

**Bus and Tram Depot** *(Council ownership)*
Comprehensive redevelopment in the long term, to provide mixed use development which may include housing, parking or new leisure uses

**Festival Park, Rigby Road** *(Private ownership)*
Upgrade existing leisure, food and drink uses, with complementary mixed-use development in the long term to support inner area regeneration

**Blackpool Football Club** *(Private ownership)*
Complementary leisure / commercial uses to strengthen the existing leisure offer

**South Car Park** *(Council ownership)*
Comprehensive redevelopment to support gateway improvements and improve access into South Beach
Current Access

Road access
The site has direct road access to the motorway network. It lies at the end of Yeadon Way/Seasiders Way - a visitor route established in 1986 over the old railway line. This corridor provides excellent access to/from the M55 for cars and coaches.

As well as providing direct access to the LQ site, Seasiders Way is flanked by the resort’s main visitor car and coach parks. This area is known as Central Corridor.

Central Corridor provides direct access to the site, with limited access and egress points to the local network at Parkinson Way (leading onto Waterloo Road), Bloomfield Road and Sands Way, ensuring that its visitor function is not undermined by local traffic movements.

There is currently vehicular access through the site onto Chapel Street and Central Drive, which take traffic into the town centre via the Town Centre Distributor Route (TCDR) or onto the Promenade via New Bonny Street. Bonny, Richardson and Brunswick Street (pedestrian only) are adopted, unclassified highways which also run through the site.

Yeadon Way has a 7.5 tonne weight limit for heavy commercial vehicles (although coaches are allowed); while Seasiders Way is currently unclassified and is a private road within the Council’s ownership.

The site may also be approached from the local network via Central Drive or the Promenade.

Junction improvements and traffic management measures have been used to establish a TCDR, to facilitate more direct access to car parks while relieving the Promenade of traffic. A section of the TCDR runs along Chapel Street and Central Drive adjacent to the site, which is an important route when the Central Promenade is closed.

Car parking
Existing On Site
Central, Bonny Street and Chapel Street car parks occupy the site and provide approximately 1,050 spaces available to the public. These are in high demand during the holiday season due to their close proximity to resort attractions and the town centre.

Central Corridor
Seasiders Way provides approximately 2,250 car parking spaces. These serve attractions and resort accommodation in the southern and central parts of the resort (including Blackpool Pleasure Beach).

Town Centre
The town centre provides approximately 2,100 car parking spaces available for public use. Generally these are geared to and most popular with short stay shoppers and commuters.

Coach parking
Three drop-off bays are sited on New Bonny Street and six pick-up bays with shelters are located on Central car park at the north-east corner of the site. Coach parks along Central Corridor provide approximately 100 coach layover parking spaces, with a coach station facility at Lonsdale Road. Talbot Road coach station in the town centre is currently a terminus facility for National Express and other coach operators; although National Express will move to use Central car park as a terminus facility in the near future.

Figure 4 shows the local transport network and the location of car and coach parking available for public use within the site boundary, town centre and along central corridor.

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9 Details of this route are shown in Figure 4.

10 This figure excludes private car parks (with the exception of Hounds Hill which is a major private car park in the town centre).

11 These are approximate figures obtained from Parking Services -correct as at July 2010.
KEY
- Leisure Quarter Site
- Motorway
- Primary Road Route
- Secondary Road Route
- Minor Road
- Town Centre Distributor Route
- Railway Line
- Railway Station
- Tramway
- Tram Stop
- Key Cycle Route

Public Car Parks (no. bays)
1. Central (696)
2. Bonny Street (135)
3. Chapel Street (227)
4. Central Coach (148)
5. Blundell Street (103)
6. Sands Way (67)
7. Lonsdale (171)
8. Rigby Road (190)
9. Central Beach (617)
10. South (950)
11. Hounds Hill (687 - major private car park)
12. West Street (160)
13. Talbot Road Surface (49)
14. Talbot Road Multi-storey (520)
15. East Topping Street (147)
16. Queen Street (38)
17. Swainson Street (36)
18. Seed Street (213)
19. Banks Street (200)
20. Cocker Street (28)
21. Cocker Square (22)

Coach Parks (no. bays)
A. Central (8)
B. Central Coach (15)
C. Sands Way (42)
D. Lonsdale (44)
E. Talbot Road (3)
Transport Services

Coach
National Express provides year-round scheduled services to Blackpool town centre. A number of companies provide seasonal scheduled services and large numbers of day-trip excursions arrive in the season.

Bus
The site is well served by bus, Monday to Saturday, during the day. Services on Sundays and in the evening are less frequent. There are no services late at night or early morning. Numerous bus routes use Central Drive, the Promenade, New Bonny Street and Bank Hey Street. Details of bus services and routes can be found at www.blackpooltransport.com and www.stagecoachbus.com – providing out of town services to Preston, Lancaster, Manchester and beyond.

Tram
The Blackpool-Fleetwood tramway provides a vital public transport link to the Fylde Coast. The line runs directly past the site, with the closest stop at Central Pier. The tramway is currently being upgraded. New trams will operate from 2012, which will offer improved comfort, frequency and journey times. New platform stops will improve access for all users.

Rail
The main railway station at Blackpool North is approximately 1.5km from the site, with bus links and a convenient taxi rank. There are four services per hour to Preston and beyond, with direct connections to Manchester, Liverpool and York (via Leeds).

Blackpool South station is approximately 2km away, with bus links to the site. This has hourly services to East Lancashire via Preston, St Anne’s, Lytham and Squires Gate station - within reach of Blackpool Airport.

Both lines connect Blackpool with London and Glasgow via Preston.

Taxi
The main rank for licensed hackneys in the vicinity of the site is on Bank Hey Street to the north. There is another smaller taxi rank on the Promenade, north of Chapel Street.

Pedestrians & Cycle

Pedestrians
There are significant pedestrian flows to, from and through the existing site which links the town centre with adjacent neighbourhoods. In particular, pedestrian movement is strong between the car parks on site and the retail core in the town centre, along Bank Hey Street.

Bonny Street links through to Dale Street in the south, which lies in the heart of the Foxhall neighbourhood. These connecting streets provide a more sheltered north-south link through to the town centre for both residents and visitors.

Promenade crossings are provided at New Bonny Street and Chapel Street junctions. The emerging Promenade Movement Strategy seeks to greatly improve public realm and pedestrian conditions to improve connectivity and safety.

Cycle
Cycle access to the site is available using the local highway network, although cyclists cannot use Seasiders Way. New ‘explorer’ cycle routes connecting the Promenade with Stanley Park are being developed as part of the Cycle Towns Infrastructure Programme. One of these routes will, on completion, run along Chapel Street to the south of the site.

Air
Blackpool International Airport is located 4km to the south of the site, with scheduled low-cost routes to many European destinations. Figure 2 shows the relationship between Blackpool Airport and the town centre.

12 Distance measured by road
Site Description

The Site
The site area is some 7 hectares. It is bounded to the west by the Promenade (A584); to the north by New Bonny Street; to the east by Central Drive; and to the south by Chapel Street. A plan of the site is shown in Figure 1.

Site Ownership
Figure 5 details the major landowners of the site (as at September 2010). Blackpool Council has a major interest in the site. Information regarding leaseholders is available from Blackpool Council or the EDC.

Existing on site and adjacent uses
Following the closure of Blackpool Central railway station in 1964, the site has hosted a number of uses.

The central portion of the site is dominated by surface car parks, following the demolition of a 780 space multi-storey car park in 1998 due to structural problems. To the north of this, a public toilet block and a coach drop-off/pick-up point have recently opened.

The Promenade frontage to the west of Bonny Street comprises large amusement arcades and well-known Blackpool attractions, including the Sealife Centre and Louis Tussauds. The frontage also includes some incidental retail provision.

An open air market is located at the northern end of Bonny Street, which opened in 1985. At the southern end are the law courts, police headquarter buildings and Chapel Street multi-storey car park.

The former King Edward Cinema on Central Drive is Grade 2 Listed and lies at the south-easterly corner of the site. This building was constructed in 1913 and is possibly one of the first purpose built cinemas in Lancashire. It was recently used as a bingo hall and is currently lying empty. This building lies adjacent to commercial uses, holiday flats and vacant premises.

A diverse range of land uses surround the site. To the north, Coral Island and The Palatine Building are sizeable leisure and retail users; while Central Drive to the east and Chapel Street to the south host a number of retail and service uses with some residential and holiday accommodation - although many premises are vacant.

Figure 6 provides indicative existing uses on and surrounding the site (subject to change).

Physical overview of site
Topography
The LQ site lies approximately 7.5 metres above sea level. The land is generally flat; although overall there is a rise in level from south to north.

Ground Conditions
Historic borehole analysis shows that the geology of the area consists of alluvial deposits and wind blown sands. An underlying impermeable bedrock layer indicates the presence of aquifers. There is no significant sub-surface flow.

A preliminary ground investigation study on the ground conditions and contamination levels is available from the EDC or the local authority. However, this does not remove the requirement for prospective developers to undertake their own studies.
Figure 5  Major Site Landowners

<table>
<thead>
<tr>
<th>Plot</th>
<th>Plot Name</th>
<th>Freeholder (information correct as at September 2010)</th>
<th>Plot Size (m²)</th>
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<tbody>
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<td>1</td>
<td>Golden Mile Centre (Mr T's)</td>
<td>Blackpool Council</td>
<td>2051.8</td>
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<td>2</td>
<td>Golden Mile Centre (Sealife Centre)</td>
<td>Blackpool Council</td>
<td>2331.1</td>
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<tr>
<td>3</td>
<td>Funland</td>
<td>Crossco No.3 Unlimited</td>
<td>1095.1</td>
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<tr>
<td>4</td>
<td>Golden Nugget</td>
<td>Brunswick Property Co Ltd</td>
<td>253</td>
</tr>
<tr>
<td>5</td>
<td>Pump &amp; Truncheon</td>
<td>Brunswick Property Co Ltd</td>
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<td>6</td>
<td>Oasis Amusements</td>
<td>Blackpool Council</td>
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<td>7</td>
<td>Louis Tussauds</td>
<td>Blackpool Council</td>
<td>516.7</td>
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<tr>
<td>8</td>
<td>The Huntsman Leisure Centre</td>
<td>Terence Peter Kenyon</td>
<td>1226</td>
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<td>9</td>
<td>Bonny Street Market</td>
<td>Blackpool Council</td>
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<td>Lancashire Police Authority</td>
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<td>11</td>
<td>Former King Edward VII Cinema</td>
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<td>12</td>
<td>King Edward VII Pub</td>
<td>Punch Taverns (Pubs) Ltd</td>
<td>643.4</td>
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<tr>
<td>13</td>
<td>Central/Chapel St/Bonny St Car Parks, Courts and King Edward Apartments</td>
<td>Blackpool Council</td>
<td>38,077.6</td>
</tr>
</tbody>
</table>
Figure 6   Key Land Uses (indicative)

Key
- Leisure
- Retail & Service Provision
- Residential
- Holiday Accommodation
- Other Commercial Use
- Vacant Building
- Community Facilities
- Public Conveniences
- Public Car/Coach Park
- No Classification

Not to scale
Flood risk
The site is categorised within Flood Risk Zone 1: Low Probability where the land is assessed as having a less than 1 in 1000 probability of flooding in any year (<0.1%)\(^{13}\).

Blackpool’s £62 million sea defence scheme currently under construction further reduces the risk of seawater flooding to the central area of Blackpool\(^{14}\).

The main risk of flooding is from the sewerage network, which is relied on for combined foul and surface water disposal. Incidental problems are generally caused by maintenance issues on watercourses or highway drainage.

Public Utilities
This relates to British Telecom (BT), Transco (Gas) & United Utilities (elecricities/sewers/water mains) and includes the locations and routes of utility equipment above and below ground level.

Most utilities and services tend to follow the boundary of the site beneath roads, not transgressing across the site. However, utility equipment is sited below Bonny Street, which runs parallel to the Promenade. Cable TV equipment also runs through the site. Developers will need to undertake their own investigations with respect of utilities infrastructure.

Archaeology
Lancashire County Council’s Archaeological Unit has advised that the site is unlikely to have any traditional archaeological remains that would merit preservation at the expense of development. There is a possibility that there are buried deposits relating to the early occupation of the town and its development into its current form, but these are likely to be fragmentary and not of national importance. Information on the need for an archaeological study is provided in Part 6.

\(^{13}\) Detailed in the latest Blackpool Strategic Flood Risk Assessment (December 2009) available at: http://www.blackpool.gov.uk/Services/S-Z/TheEvidenceBase/Publications/

\(^{14}\) The sea defence work will provide additional protection, although is not taken into account when assessing the flood risk category.
PART 5
Development Character

The development character of the site is the critical factor in ensuring the vision and objectives are achieved. The Council considers that the key elements fundamental to site development are:

Comprehensive Approach

Only a comprehensive approach to the development of the entire site will be acceptable, to ensure the development achieves appropriate physical and functional integration with the resort core and town centre, as well as the highest quality of architecture and urban design.

The emphasis on a comprehensive approach is central to the requirements of Draft Policy R10 in the Blackpool Core Strategy Preferred Option.

The Council recognises that the site is likely to be constructed in phases, but will not support development proposals that are piecemeal in approach. Any developer bringing forward proposals must:

- Secure permission for the development of the whole of the site (which may be in outline). A phased development programme must set out how the comprehensive development of the site is to be achieved with an indication of timescales.

- Set any subsequent proposals within the context of that formal planning approval or submission for the whole of the site, and demonstrate a willingness to collaborate with other development partners to pursue comprehensive development through the planning, licensing, land assembly and construction phases.

This is to ensure that:
- the objectives in this brief are fully satisfied
- individual phases achieve functional and physical integration
- the site has a robust composition; and
- all reasonable measures have been taken to relocate uses that are incompatible with achieving the objectives of this Brief (where required the Council will use its compulsory purchase powers to assist with land assembly).

The purpose of this is to secure the delivery of comprehensive phased development for a range of agreed uses to an agreed programme. Blackpool Council as a major landowner of the site will seek to establish a development agreement with other landowners, public sector partners and selected developer(s), to assist with this process.

After all reasonable measures have been taken to redevelop the whole of the site, if this is not possible then the retention and improvement of existing buildings will be allowed where such retention will meet the brief objectives.

To the south-east of the site, the former King Edward VII Cinema, which fronts Central Drive, is a Grade 2 Listed Building. This lies adjacent to the King Edward VII Pub, which is not Listed but has a positive character. Together, this group of buildings provide an important landmark on Central Drive. Proposals for the site must demonstrate that the scope to retain these and incorporate them into the development has been fully explored.

Appropriate site management will need to be considered and detailed in a ‘Handover, Maintenance and Management’ Plan which should also include how the disruption of the construction phases on surrounding uses will be managed and minimised (e.g. interim access and parking arrangements and maintenance of the Promenade frontage).
Appropriate Uses

Draft Policy R10 identifies a range of appropriate uses for the site that will, in combination, define a compelling visitor attraction. These are:

Major Leisure Development of National significance – the cumulative impact of a singular or group of leisure uses would provide a compelling new reason to visit Blackpool.

Complementary Leisure Uses that would add value and support the major leisure development.

Complementary Hotel Development consisting of high quality hotel provision commensurate with 3-5* standard\(^{15}\). On-site provision must not exceed 60% of the projected bed-space demand for the whole of the site. This under provision will help to meet the objectives of wider resort regeneration, by allowing visitor overspill into the existing hotel offer. A comprehensive hotel assessment is required to be undertaken to underpin the level of provision\(^{16}\). The location and grouping of hotel development will need to be considered. A Promenade frontage location will be supported.

Ancillary Retail Development – it is accepted that major leisure uses and hotel development are likely to incorporate an element of ancillary retail development and food and drink uses in the form of shops, cafes and restaurants. Other commercial uses forming part of a comprehensive mixed-use proposal will be considered on merit.

Any retail development must complement the retail offer in the town centre, enhancing its vitality and viability.

The location and grouping of retail development will need to be considered to provide transition between the leisure development on the site and the main town centre to the north. A frontage character predominately defined by continuous retail will not be supported.

An impact assessment dealing with the impacts set out in policy EC16.1 of PPS4 will be required in support of any retail proposals\(^{17}\).

Parking and Servicing including major public car park provision to serve the development and to provide a solution for town centre parking; coach parking; drop-off and pick-up facilities; and taxi access.

High Quality Public Realm – block and architectural development will need to be set within an integrated spatial context, delivering a distinctive identify for the site.

Other Ancillary Development – the servicing and management of the site may require specific facilities for their accommodation. The Council will expect such uses to be integrated in such a way as to be unobtrusive within the publicly visible areas. In addition the Council will require the provision of conveniently located public toilets.

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\(^{15}\) Informed by ‘A Visitor Accommodation Study of the Fylde Coast Sub-Region’ which identifies the need to re-balance the supply of Blackpool’s holiday accommodation, whilst still encouraging new quality replacement holiday accommodation in appropriate locations. This can be viewed at: [www.blackpool.gov.uk/corestrategy2010](http://www.blackpool.gov.uk/corestrategy2010).

\(^{16}\) Refer to section 6 for further guidance

\(^{17}\) Refer to section 6 for further guidance
Transport Requirements

Ease of access, quality arrival points and adequate parking facilities are important aspects of the visitor experience. The site must also integrate with and support existing resort core uses and attractions.

Key objectives in developing the site are:

Highway Access
- The site must have simple, direct, car and coach motorway access and egress via the dedicated Yeadon Way / Seasiders Way route and the development must provide the means of achieving and maintaining this, with appropriate highway improvements
- There should be physical integration and connectivity of the site with the town centre, Promenade, resort core attractions and the adjacent resort neighbourhoods to achieve strong permeability by vehicle and on foot
- The minimisation of traffic impacts on congestion and pollution by effective traffic and parking management (introducing Urban Traffic Management and Control as appropriate), with travel planning to ensure visitors and employees walk, cycle and use public transport as far as possible

Parking
- The establishment of suitable levels of parking provision and a management regime that balances projected demand and needs of on-site and off-site uses. In addition to the parking demands of the development itself, 800\(^{18}\) dedicated car parking spaces will be required within the site (or elsewhere if it can be demonstrated to be as conveniently located – the developer should liaise with the Council to find alternative locations) and be appropriately managed to serve the wider town centre and nearby resort attractions and accommodation

Access by Public Transport
- Appropriate improvements to public transport access to the site for employees and visitors, and measures that ensure bus and tram travel to the site is more attractive and bus services around the site boundaries suffer no additional delays
- Promoting and maximising use of existing connections to Blackpool North and Blackpool South railway stations, and Blackpool International Airport

Pedestrian and Cycle Access
- The provision of enhanced, safe and accessible routes for pedestrian access with enhanced permeability to the town centre, Promenade and resort neighbourhoods during the day and in the evening, and with defined and signed routes to, across and through the site
- Encouragement of cycling by employees and visitors through cycle parking provision and associated facilities to ensure that site users can conveniently access the site by bicycle

Construction and Servicing
- Suitable parking and access provision during the construction phase
- The ability to service uses on the site from the local highway network without impacting on pedestrians, local communities and traffic flows.

Guidance on the requirements for measures to address the above objectives is provided at Appendix 2, including potential developer contributions which may be required.

A Transport Assessment (TA) will be required to support a planning application, with an accompanying Travel Plan Framework. These documents need to be scoped out and submitted in full consultation with the Council’s Transport Division\(^{19}\).

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\(^{18}\) This figure is approximately 80% of the current provision within the site. Data obtained from the Council’s Transport Division shows that in 2007/08 approximately 81% of visits to Central Car Park were short stay (less than 4 hours).

\(^{19}\) Refer to section 6 for further guidance
Design Principles
Lifting Quality in the Built Environment
Blackpool’s success as a visitor destination depends on its ability to excite and amaze.

This guidance draws on saved design policies in the Local Plan. It sets out the Council’s expectations as to how the design of the site should be pursued, highlighting the design characteristics most important in developing a distinctive and relevant brand for the site.

The concept developed for the site must demonstrate the highest design quality and most adventurous design ambition; befitting this unique opportunity site and worthy of being an independent attraction in its own right.

**Key design principles** in developing the site are:

- A new icon. A building or group of buildings which make a striking, architectural statement, adding positively to the resort character through evocative high quality design and the creative use of suitable materials.

- A comprehensive masterplan which allows individual phases to come forward as coherent standalone pieces of townscape until subsequent phases are completed.

- A development that achieves the highest design and material quality enhanced with spectacular illumination and exceptional public realm/art.

- Recognising the importance of the character and setting of the Grade 1 Listed Blackpool Tower - utilising the location of the development site to complement key views of the Tower to ensure that the Tower retains its status in the skyline.

- Achieving seamless pedestrian links through the site during the day and in the evening through to the town centre and adjoining resort neighbourhoods - which provides a more sheltered alternative to the Promenade.

- Active frontages on all four sides of the development that help to animate and populate surrounding streets, with key pedestrian entrances into the site from the Promenade and at the north-east corner from New Bonny Street, linking to the main town centre to the north.

- Adding value to the Promenade experience. The main height and mass of the proposal must be orientated towards the Promenade, so the development can present its primary frontage and brand directly onto Blackpool’s shop window.

- Softer edges. The proposal should respond to its surroundings and consider scale, rhythm and detail of its external interactions with Chapel Street, Central Drive and New Bonny Street.

- Innovative energy saving and generation measures befitting the flagship development status are expected.

The Council’s expectations on the design approach and the above design principles, is set out in Appendix 3.
This section provides information on the approvals process and an outline of the LPA’s submission requirements with respect to any planning application, including Environmental Impact Assessment and other relevant supporting technical assessments and information. Information is also provided on the likely range of matters that will be subject to planning conditions or legal agreements.

Early pre-application discussions are essential to determine the precise nature of the information that is required to support any application and to ensure that the approvals process is not subject to delay.

The Council and the EDC will facilitate pre-application joint-working arrangements with officers from various divisions across the Council, including Planning, Transportation, Built Heritage, Asset Management, Illuminations and visitBlackpool.

In addition, the Council and the EDC will facilitate pre-application discussions with key external organisations, including English Heritage.

Planning Applications

Full or Outline Planning Application
Applications may be submitted in full or in outline. All applications must demonstrate consistency with the criteria set out in Part 5 of this Brief.

If in outline form, an application will be expected to seek approval of the following matters (as a minimum):

- Layout - the way in which buildings, routes and open spaces within the development are provided, situated and orientated in relation to each other and to buildings and spaces outside the development

- Scale - the height, width and length of each building proposed within the development in relation to its surroundings

- Access - accessibility to and within the site, for vehicles, cycles and pedestrians in terms of the positioning and treatment of access and circulation routes and how these fit into the surrounding access network.

Appearance and Landscaping will be acceptable as reserved matters.

The proposal should also indicate the use or uses proposed for the development, the amount of development proposed for each use, and any distinct development zones within the site.

Approval of Reserved Matters
Detailed proposals for phased development will need to be pursued as either reserved matters to an existing outline approval for the whole site, or form part of an application for the site as a whole with proposals for other phases submitted in outline.

Listed Building Consent
Parallel to the planning application will be the need for Listed Building Consent to support any proposal relating to the Grade 2 listed former King Edward VII cinema building located on the south east corner of the site fronting Central Drive.
Technical Assessments

Technical Assessments required for a planning application submitted in full or in outline are as follows:

Environmental Impact Assessment (EIA)
EIA is an important procedure for ensuring that the likely effects of new development on the environment are fully understood before the planning application is determined.

An Environmental Statement will be required for the development of this site in accordance with Schedule 2, 10(b) of the Town and Country Planning (EIA) Regulations 1999.

A scoping report should be submitted to the LPA at an early stage for a formal ‘Scoping Opinion’ on the information to be supplied in the Environmental Statement.

The EIA may include (although is not exclusive to) an assessment on:
- Socio Economic impact
- Transport and Access
- Noise and Vibration
- Microclimate: Wind Assessment
- Ground Conditions and Contamination
- Water Resources and Flood risk
- Sustainability and Energy
- Ecology and Nature Conservation
- Air Quality
- Townscape and Visual Assessment
- Archaeology and Built Heritage
- Daylight, Sunlight and Overshadowing
- Cumulative Impacts

Transport Assessment (TA)
The TA will address the likely impact of the development in the area and identify any remedial measures that might be necessary.

A report detailing the scope of the TA should be submitted to the authority’s transportation division at an early stage for consultation. The requirements of the TA will include (although are not exclusive to):
- Existing access, road network layout, traffic demands and provision for non-car modes
- Proposed site access and internal circulation, off-site highway modifications, provision for non-car modes and servicing arrangements
- Forecast traffic and parking demand generated by the different uses within the development (accounting for mitigation measures from effective traffic and parking management/travel planning)
- Sustainable access including public transport, walking and cycling initiatives, park & ride opportunities and a Travel Plan framework
- Traffic effects of site development.

The TA should include proposals to maintain adequate levels of access to existing uses in the town centre and nearby resort areas during each phase of the development.

Hotel Assessment
To support wider resort regeneration, any hotel provision within the development will need to be underpinned by a Hotel Assessment, which justifies:
- the number and quality of bed-spaces provided within the proposed development;
- the compatibility of new hotel bed space on existing stock;
- the impact of the proposed development on existing stock; and
- the contribution that the future requirement for new hotel bed space generated by the proposed development can make to wider resort regeneration.

Retail Assessment
The LPA will need to be satisfied that any retail proposals which come forward would complement the retail offer of Blackpool Town Centre and not undermine its vitality and viability, or that of any other centre.

An impact assessment dealing with the impacts set out in policy EC16.1 of PPS4 will be required in support of any retail proposals.

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20 A Flood Risk Assessment will be required
21 E.g. surveys of existing buildings within the site for the presence of bats
Supporting Information

Supporting information required to accompany a planning application submitted in full or in outline is as follows:

Planning Statement
A planning statement should address compliance with relevant planning policy.

Design and Access Statement
This statement should include:
- site analysis
- design approach, justifying what is appropriate for the site in its context
- design response, justifying a coherent design concept which responds to the design principles listed in this brief (covering the list of eight design issues in saved policy LQ1 of the Council’s Local Plan) – this may include a design code
- phasing and implementation strategy.

It should also set out how the access needs of all users, including the mobility impaired, have been addressed as part of the design process.

Further details on the requirements of a Design and Access Statement are set out in Appendix 3 (including the need for it to be informed by a Strategic View Appraisal, Lighting Strategy and Energy Strategy) and saved policy LQ1 of the Blackpool Local Plan.

Travel Plan Framework
A framework plan will be required, which will broadly outline modes of arrival, informed by the appraisal of access within the TA. The travel planning process should be guided by and conform to guidance set out in 'National specification for workplace travel plans' published by the British Standards Institution.

Statement of Consultation
This should explain the steps the developer has taken to engage with key organisations, stakeholders and the community prior to submitting the application, and outline how their views have informed the preparation of the planning application.

Planning Conditions and Legal Agreements

Quality Assurance Mechanisms

In granting any planning permission, the LPA will use planning conditions and agreements, in accordance with saved policy PO1 of the Blackpool Local Plan and draft Policy PO1 of the Blackpool Core Strategy Preferred Option, to ensure that:

- The provisions of saved local plan policy, emerging core strategy policy and the requirements of this brief are satisfied
- The particular facilities required for the proposed development, including the provision of necessary infrastructure, services and community facilities, are met
- Any damaging impact on the environment or local amenity arising from the proposed development can be overcome.

Examples of where the LPA will use planning conditions and Section 106 or 278 agreements for these purposes are likely to include:

- Phasing of development
- Highway works (including stopping up existing highways where appropriate)
- Improved access/accessibility by non-car modes
- Hard and soft landscaping and its future maintenance (reserved matters stage)
- Provision of physical infrastructure
- New and upgraded public transport facilities
- Public art and street furniture
- Sustainable Urban Drainage Systems (SUDS)
- Archaeological watching brief
- Site investigations for contamination
- Site levels and building floor levels
- Handover, maintenance & management plan
- Travel Plan
- Traffic and parking management strategy
- Servicing management plan
- Submission of purchase invoices
- Environmental management system
- Employment opportunities for local people
## APPENDIX 1

### Key Policies

#### Saved Blackpool Local Plan Policies

<table>
<thead>
<tr>
<th>RR1</th>
<th>Visitor Attractions</th>
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<tbody>
<tr>
<td>RR2</td>
<td>Visitor Accommodation</td>
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<tr>
<td>RR4</td>
<td>Amusement Arcades and Funfairs</td>
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<tr>
<td>RR7</td>
<td>Promenade Frontages within the Resort Core</td>
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<tr>
<td>RR13</td>
<td>Central Corridor</td>
</tr>
<tr>
<td>RR14</td>
<td>Lytham Road/Bloomfield Road, Chapel Street, Central Drive &amp; Dickson Road</td>
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<tr>
<th>LQ1</th>
<th>Lifting the Quality of Design</th>
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<td>LQ2</td>
<td>Site Context</td>
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<td>LQ3</td>
<td>Layout of Streets and Spaces</td>
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<td>LQ4</td>
<td>Building Design</td>
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<tr>
<td>LQ5</td>
<td>Public Realm Design</td>
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<tr>
<td>LQ6</td>
<td>Landscape Design and Biodiversity</td>
</tr>
<tr>
<td>LQ7</td>
<td>Strategic Views</td>
</tr>
<tr>
<td>LQ8</td>
<td>Energy and Resource Conservation</td>
</tr>
<tr>
<td>LQ9</td>
<td>Listed Buildings</td>
</tr>
<tr>
<td>LQ13</td>
<td>Advertisements and Signs</td>
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<td>Residential and Visitor Amenity</td>
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<td>New Development with Significant Transport Implications</td>
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<td>AS3</td>
<td>Provision for Walking and Cycling</td>
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<tr>
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<td>Provisions for Public Transport</td>
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<td>AS5</td>
<td>Traffic Management</td>
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<td>Planning Obligations</td>
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#### Emerging Blackpool Core Strategy Preferred Option Draft Policies

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<th>Quality of Place</th>
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<td>Climate Change and Sustainable Development</td>
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<td>Resort Heritage</td>
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<td>Arrival and Movement</td>
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<td>Former Central Station Site / Promenade Strategic Town Centre Site</td>
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<td>Energy Requirements of New Development</td>
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<td>Strategic Site Energy Requirements</td>
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</table>

These key draft policies contained in the emerging Blackpool Core Strategy Preferred Option can be viewed in full at: [http://www.blackpool.gov.uk/corestrategy2010](http://www.blackpool.gov.uk/corestrategy2010)

This guidance expands on the key transport objectives listed in Part 5 of this Brief and sets out general requirements for measures to address these objectives. The TA will determine the likely scale of impact that the development will have and identify the appropriate remedial measures required.

**Highway Access and Movement**

To facilitate safe and convenient road access, all approaches and all modes of transport need to be considered. There must be good transport connections to off-site parking, local railway stations, Blackpool-Fleetwood Tramway and Blackpool Airport. Emergency access and evacuation arrangements will need to be considered.

The development must provide the means of achieving and maintaining efficient connections to the M55 motorway via Central Corridor. Proposals for this corridor need to be developed in collaboration with the Council, in particular the length of Seasiders Way between the Sands Way roundabout and the site which will be the gateway to the development.

Main access and egress from the site should be via Seasiders Way and proposals must indicate how this integration will be achieved. Maintaining a connection between Seasiders Way and Chapel Street would be desirable, which could include restricted access only.

The developer is required to assess the highway network performance to determine the impact that a significant increase in traffic will have on existing capacity, particularly the increase in traffic capacity on Yeadon Way. Seasiders Way is currently a private road although as it is expected to carry significantly more traffic the road’s status may be reviewed in the future.

Road space could be reallocated on New Bonny Street with shared surface treatment introduced for buses and pedestrians only.

This would have the benefit of efficient non-car access to the site, calming traffic, enhancing the streetscape, and improving connectivity with adjoining businesses and the main town centre. Reducing the capacity to pedestrians only is likely to have an adverse impact on the highway network.

Proposals must show how non-site traffic affected by the development will be accommodated on the local highway network and additional congestion avoided. Non-site traffic should be taken off Central Corridor at appropriate locations and deterred from approaching the site after the Sands Way roundabout. All possible options should be assessed in the TA.

Central Drive should be used for town centre-bound traffic from the south. Drivers should be encouraged to use the TCDR to the north and east rather than New Bonny Street to the Promenade. Maintaining access to the Hounds Hill shopping centre will need to be an important consideration.

Given the scale of development, link and junction upgrades will be necessary to achieve good access and egress. The highway (roads and footways) adjacent to the site along Chapel Street, New Bonny Street, Central Drive, the Promenade (adjacent to the site) and Seasiders Way (from Sands Way roundabout) will need to be enhanced as appropriate.

The following junctions may also need to be enhanced to achieve good access and egress:

- Seasiders Way / potential new link to the local highway network in the vicinity of Chapel Street
- Seasiders Way / Bloomfield Road
- Seasiders Way / Sands Way
- Promenade / Chapel Street
- Central Drive / Palatine Road

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22 This route is detailed in Figure 4.

23 The TA should determine the upgrades required.
Parking

Car parking will be required on-site and at convenient off-site locations along Central Corridor. Off-site car parking will need convenient access and demand responsive transport to the site e.g. rapid transit.

In addition to the parking demands of the development itself, 800 dedicated car parking spaces will be required within the site (or elsewhere if it can be demonstrated to be as conveniently located) to serve the wider town centre and nearby holiday accommodation.

These spaces should be publicly controlled or subject to a legally binding management agreement to ensure they operate as part of the wider parking provision across the resort - aligning with the Council’s Parking Strategy, guaranteeing availability and reflecting the Council’s pricing structure.

Main access and egress from proposed on-site parking provision should be via Seasiders Way. Where this has to be supplemented by access and egress points onto the local highway network, the balance of use between each location will need to be quantified in terms of numbers/ times of day.

The proposals should examine how parking will be provided both on and off-site to serve the development and during construction. This should include contingency arrangements for when the car and coach parking is full. Parking for the mobility impaired should be provided at convenient locations.

It is important that parking provision across the site as a whole is managed creatively in ways that help to meet wider parking demand, maximising the use of spaces by different types of user at different times of day or week.

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24 This figure is approximately 80% of the current provision within the site. Data obtained from the Council’s Transport Division shows that in 2007/08 approximately 81% of visits to Central Car Park were short stay i.e. less than 4 hours.
Car parking should be provided in accordance with Blackpool Council’s Parking Standards, which also stipulate the provision required for coaches, cycles, motorcycles and the mobility impaired. All car parking should aim to meet the ParkMark safer standards criteria, to include CCTV, lighting and security measures. Long-stay, covered, secure motorcycle parking should be incorporated in the proposals.

There should be a realistic assessment of the impact of off-site parking on streets in the vicinity of the development. Management regimes, such as permit parking schemes, may be necessary to mitigate the impact.

**Access by Coach**

Proposals should set out how coach arrivals and departures will be facilitated and how coach travel will be actively promoted. They should quantify arrival/ departure profiles and operational requirements of wider coach related needs in the resort.

Coaches will need space to drop off and pick-up immediately adjacent to the site, and layover off-site. Locations for this purpose need to be identified, preferably along or adjacent to Central Corridor.

At the time of writing, there are proposals to relocate National Express services and their local agent, TanZo-Go, onto the New Bonny Coach Facility. This issue will need to be considered in any proposals for this site.

Comprehensive facilities for coaches and their passengers should include shelter, information, left luggage, taxi drop-off and toilets. Chemical toilet disposal points will be needed at appropriate off-site locations.

**Access by Public Transport**

Any public transport and taxi facilities affected must be reinstated in full – and enhanced where possible. The developer will also be required to fund improved pedestrian links across the Promenade to seaward-side taxi ranks, tram stops, bus stops and coach pick-up areas. Public transport, coach and taxi operators should be fully consulted.

The developer will need to consider upgraded infrastructure to facilitate safe and convenient access to the site from nearby bus and tram stops. Bus stops in need of upgrading should meet the Council’s design standards and any new bus stops should be more than 400 metres apart and be conveniently located for pedestrian entrances to the site.

There is considerable potential for daily bus commuting by employees on this site. Proposals must demonstrate that they are fully tapping into this potential through convenient access facilities and travel planning measures.

There should be safe and convenient places for licensed hackneys to drop passengers off and to rank, immediately adjacent to the site’s main entrances. The needs of users of private hire vehicles should also be considered. The taxi rank on the Promenade north of Chapel Street should be relocated if necessary.

The developer will need to consider demand responsive transport at periods of high demand to connect the site to the airport, off-site car and coach parks, and to Blackpool North and Blackpool South railway stations.

**Pedestrian and Cycle Access**

The site must have safe and convenient pedestrian access from all directions, to include the needs of the mobility impaired. There must be strong pedestrian connectivity with the town centre retail core and the Promenade (highway, tramway, headlands) - to include enhanced linkages on Bank Hey Street, New Bonny Street and at the junction of Central Drive/Albert Road.

There will also need to be quality linkages with Central Drive and Chapel Street, and the neighbourhoods beyond. This should include a pedestrian connection to Dale Street, enhancing connectivity with the Foxhall area. Direct pedestrian access to the site and through to the north should be provided from off-site parking along Seasiders Way.
Pedestrian links through the site must be attractive, permeable and safe to use during the day and in the evening. Desire lines catered for within the site layout should be clearly identified, with proper consideration of signage and CCTV to increase perceived safety.

Cycling has the potential to become a primary local commuting mode to the site and development proposals should exploit this, with convenient secure cycle parking and facilities provided near to all access points.

The developer will need to consider cycle-friendly infrastructure off-site at links and junctions that are being modified as part of the development proposals. This could include signed cycle links to local cycle networks, in particular to the Promenade route which is part of the national cycle network, and to the explorer routes that are being developed as part of the Cycling Towns programme.

Construction
Construction traffic will need to be carefully managed to minimise the impact on the local highway network - with routes and times of operation to be agreed by the Head of Transportation. Temporary arrangements will need to be implemented, as part of the Traffic and Parking Management strategy.

Proposals to maintain adequate levels of access for all transport modes to existing uses within the town centre and nearby resort areas during construction and operation of each phase of development should be devised. The developer should consult with public transport operators.

Servicing
A Servicing Management Plan is required for the servicing areas on site, to be agreed by the Head of Transportation (this is a suggested planning condition). As a minimum, this should specify numbers / types of vehicles, arrival / departure routes, access points, times of day and duration of stay, in relation to each of the different uses.

Commercial vehicles must adhere to agreed routes and times of day to minimise the impact on the highway network capacity. No access will be permitted via Yeadon Way (7.5 tonne weight limit for commercial vehicles), Seasiders Way or the Promenade. Servicing traffic should approach the site via other classified roads, including Preston New Road. Chapel Street should be used for service access in preference to Central Drive.

Full consideration needs to be given as to how servicing will impact on the public realm, local amenity and streetscape. Servicing bays will need to be largely contained within the site and not require vehicles to undertake reversing movements to or from the highway. Proposals should demonstrate how vehicle movements generated will be best managed to minimise traffic and congestion.

Travel Plan (TP)
The TP should be completed six months before the site is first occupied, and reviewed on a regular basis thereafter. Ideally, a full-time Travel Plan Coordinator should be employed 12 months prior to the first building being occupied. A TP must present a coherent strategy to increase car occupancy and encourage greater use of sustainable travel modes, stretching targets to maximise accessibility by non-car modes.

The TP should consider opportunities for dedicated employee car parking, necessary transport for staff to be able to travel to/from the site efficiently at times when viable public transport alternatives aren’t available, discounted public transport travel from local operators, making best use of taxi and private hire services and how car share schemes might be best exploited, facilities to encourage employees to cycle to the site and the needs of motorcyclists.

Walking should be recognised as a primary travel mode within the site TP, which will also need to identify clear walking routes to local public transport modes. Proposals should promote the tramway as a facility serving the site. The TP should consider all modes of transport for site users as well as employees.
This guidance expands on the key design principles set out in Part 5 of this Brief and draws on saved design policies in Chapter 4 of the Blackpool Local Plan.

It sets out the Council’s expectations on how the design of the site needs to be approached, highlighting the design objectives, principles and characteristics most important in developing a distinctive, sustainable and culturally relevant LQ brand.

Design Approach
The Council will seek to ensure that structured joint working arrangements are put in place between the developer and local authority design teams. This will ensure that progress is made with certainty throughout the planning and development process and issues are resolved holistically into a single design.

Comprehensive Proposals
The scale of the site and the nature of ownership will inevitably require the development to be phased. Proposals will need to be designed comprehensively in such a way that will allow individual phases to come forward as coherent ‘standalone’ pieces of townscape until all phases are completed. Comprehensive design will also need to make adequate provision for infrastructure with sufficient flexibility to avoid constraining the emerging form and character of later phases.

Design and Access Statement
Part 6 of this Brief sets out the requirements of a Design and Access Statement. Developers will need to prepare this in advance of work on detailed proposals to provide the necessary context, commitment, reference and control for all subsequent design decision-making and any subsequent planning applications.

The Design and Access Statement will need to demonstrate and justify a coherent design concept and how it accords with the design principles listed in saved policy LQ1 and set out in this guidance. It should show how a concept has been arrived at, and how this concept will filter through from the strategic to the detailed scale.

It needs to identify ‘guarantee mechanisms’ to be used by the developer to protect the integrity of the concept and an approved scheme quality against unforeseen commercial pressures over the life of the project.

The LPA will consider attaching a planning condition requiring the submission of purchase invoices for approved facing materials and lighting equipment specified in any planning application before any works start on site to ensure that the approved external appearance of the development is delivered.

In addition the Design and Access Statement will need to set out how the design and management of public realm (surfacing, street furniture, signage and illumination) connects physically with the surrounding built form and how it fits and contributes to the thematic architectural approach.

It should be informed by a Lighting Strategy and an Energy Strategy which are discussed in sections (d) and (f) below, and a Strategic View Appraisal.

Strategic View Appraisal
Views of Blackpool Tower are of strategic importance to the resort. Development which adversely affects the character or appearance of the Tower as a Grade 1 Listed Building, or its setting will not be permitted.
The presence and proximity of the Tower is the most fundamental asset in designing a successful development. Achieving a complementary visual relationship between the developed site and the Tower will be central in creating a composition of forms that allow both sites to draw credibility from one another whilst protecting the form, character and setting of the Tower.

A verifiable Strategic View Appraisal is required, illustrated with perspective images generated from a topographically accurate 3D model\textsuperscript{25}. This information, once agreed by the LPA, will define the acceptable ‘envelope’ for development in determining the precise arrangement, scale, massing and form needed to integrate the development into views from within the wider resort.

The location of strategic viewpoints will need to be agreed with the LPA in advance at the scoping stage of the Environmental Statement. These will include:
- M55 and Yeadon Way
- Seasiders Way (northwards)
- Bank Hey Street (southwards)
- View from the Tower (southwards)
- Central Drive (northwards)
- Promenade (north and southwards)
- Central Pier (inland)
- Lytham Road (northwards)

**Design Guidance**

(a) Design Concept – A New Icon

Achieving a positive critical mass and magnitude for the site is the fundamental task of the design concept. The development must be a striking, individual architectural statement clearly emblematic of the uses inside as a sub-brand within Blackpool’s evolving ‘City on the Beach’ brand.

A visual statement as robust and as challenging as the Tower is required. One that is radically different in shape, form and appearance that acknowledges the presence and iconic status of the Tower. Anonymous blocks just enclosing a floorspace will not achieve the high quality, distinctive, outward reaching attraction required.

New development must respond to and enhance the existing character and setting of surrounding areas. The contribution of Blackpool Tower must be seen only in the most positive terms in its ability to provide an instantly recognisable setting and identity for proposals. For example, as long as the highest design and material quality is achieved there is no reason why an unashamedly new development could not readily contribute to and enhance the setting of Blackpool Tower.

Conventional tall buildings run the risk of introducing competitive vertical forms that would confuse and undermine the visual importance of the Tower. For this reason the Council is looking for a concept that provides an unexpected and dynamic shape that is engaging and meaningful - with glimpses of the unexpected emerging in the same way that the Tower excites as it appears dramatically around corners - that maintains the cultural and visual integrity and prominence of the Tower.

The development must project itself powerfully at all times - exploiting available light whatever the conditions. The right balance of architectural lighting, projection and reflected natural light should make a dramatic composition against the backdrop of the Tower within Blackpool’s 24 hour environment.

(b) Responding to Context

Heritage

Blackpool’s built heritage lies at the heart of the resort’s national identity and remains key to its enduring attraction and popularity. Proposals, whilst informed by the past must avoid replicating previous styles in attempting to be ‘in keeping’ as this approach would undermine Blackpool’s originality.

\textsuperscript{25} The Council has produced a 3D model which can be made available as a template for proposals.
The most important things for designers to draw from the Victorian era are the boldness of approach that led to the Tower and the ‘multiple scaling’ of elevations that allows buildings of that era to engage so effectively and intimately with their audience. The design challenge is to intervene in this context with something equally positive to the resort character that supports Blackpool’s status as Britain’s most popular beach resort.

Influence could also be drawn from the Art Deco period with its efficiency, simplicity and targeted richness, resulting in some of the most distinctive examples of English seaside architecture.

Popular culture could also be reflected incorporating a sense of fun alluding to a range of different references but not so obtrusively as to prevent people coming up with their own associations.

Skyline
Blackpool’s skyline is dominated and defined by the singularity of Blackpool Tower. The relative position of the Tower within a clear air view needs to be assessed in a Strategic View Appraisal (see above) to establish a development that maintains an appropriate visual relationship with the Tower.

Topography
Local variations in the topography of the LQ site will need to be exploited in:

- ensuring that visitors arriving at the site are confronted with a coherent and welcoming composition that reflects arrival at ‘Destination Blackpool’;

- minimising the creation of any blank facades and poorly addressed public realm that might inhibit active movement around the site; and

- accommodating the servicing requirements of the development.

The elevated section of Seasiders Way from the Sands Way roundabout to the southern boundary of the site provides important visual and physical severance from adjacent domestic-scaled townscape that would become more exposed if the corridor was brought down to grade.

(c) Site and Block Layout
The block layout will need to create enclosure within the site as well as define and support circulatory routes and spaces to channel movement. To enhance permeability, a strategic ‘Urban Promenade’ corridor must be provided through the site during the day and in the evening, providing an alternative, more sheltered route to/from the town centre retail core and adjoining neighbourhoods/car parks.

Proposals will need to be arranged to ensure that the LQ connects seamlessly to the surrounding network of streets and spaces, allowing ease of pedestrian access and movement through to the wider area.

Extending the LQ brand beyond the site will be an important part of public realm proposals. For example, a series of architectural monoliths occupying surrounding streets, gradually increasing in size as the site is approached providing transition for the scale and form of development and as directional and attraction signage.

Block and Frontage Interface
The development should respond to the scale, form and character of the surrounding townscape in a way that doesn’t appear unduly dominant or imposed whilst introducing the magnitude if impact which is required.

External and internal frontages within the site need to be scaled to balance the drama of being part of a major development whilst screening some of the upper elements to ensure that the experience at ground level is still a human one.

Transparent and accessible frontages are critically important to the character of the site as a public place both in reducing the massing of solid structures and in providing a visual depth into the development that helps to enliven and populate surrounding streets.

‘Back of house’ uses and accesses will need to be carefully planned to avoid severing frontages and detracting from the appearance of a building. Proposals that would result in lengths of inactive frontage will not be acceptable. Detailed considerations relating to particular site frontages are set out below:

**Promenade**
The main height and mass of the proposal must have its emphasis towards the Promenade, presenting its primary frontage and brand directly onto Blackpool’s ‘Golden Mile’ where its impact will be most profound and impressive.

The plinth forming the site frontage needs scaling to match the height of the Tower. Buildings beneath the Tower, consolidating this section of the Golden Mile as containing Blackpool’s most important attractions as well as helping to reduce the dominance of any floors or structure inset above.

The Huntsman Leisure building at the south western corner of the site represents one of the finest examples of detail faience work left in Blackpool and has the potential to make a mature and contextually important contribution to the development, perhaps internally.

**New Bonny Street & Central Drive**
A key pedestrian entrance into the site will be at the north eastern corner from New Bonny Street, linking to Bank Hey Street and the existing town centre. The handling of the entrance needs to focus on maximising the dramatic quality of the entrance using height and architecture so that its importance and identity is visible beyond the corner of Coral Island to aid legibility from Bank Hey Street.

The east side of Central Drive comprises blocks of predominantly 4 storey narrow fronted premises - many with feature projecting bay windows at first and second floors. Pavements are wide and relatively uncluttered resulting in a robust frontage that suffers only in terms of condition and detail design. Set backs may need to be introduced into the development to maintain an appropriate scale and avoid overshadowing.

Vance Road, Hornby Road, Havelock Street and Reads Avenue all coincide with the Central Drive boundary of the site requiring acknowledgement within the elevation design.

The Grade 2 Listed former King Edward Cinema and King Edward VII public house group are a well-modelled, historic landmark at the Chapel Street/Central Drive junction. Proposals will need to demonstrate that the scope to retain these and incorporate them into the development has been fully explored.

**Chapel Street**
As Chapel Street is the most obvious servicing route for the development, any servicing will need to be carefully modelled to support the connectivity of the site with the Foxhall Resort Neighbourhood to the south (and the junction with Dale Street in particular).

(d) Building Design
Permeability on its own is not enough to guide movement around the development. It must be supported effectively by legible well designed buildings and spaces that share a common design language.

**Scale, Massing & Form**
The use of greater height relative to the general form of the development must be considered as part of a wider composition where taller forms emerge as part of a graded architectural arrangement contrived to draw the eye logically to the presence of the Tower and key elements on site.
The use of architectural structures above the generally occupied mass, such as domes, spires and atria that provide the conceptual character of the development will be encouraged providing they contribute to reducing the visual impact of the pure mass of the development and hide ancillary equipment from views of the Tower. Proposals that would seek to introduce visually unrelieved geometric tower block forms will not be permitted.

Blocks will need to be modelled to break down and structure the massing of the development providing the structural interest that will deliver the required appearance.

Materials and finishes must be able to withstand the challenging environment. Glass, ceramic and natural stone veneered rainscreen, pre-weathered copper, textured stainless steel copper and translucent polycarbonates will all be acceptable due to their better resistance to wind blown sand and salt air.

Elevations will need to consider opportunities for incorporating weather-protection for pedestrians as fully integrated elements of the building and not out-of-scale add-ons. Temporary canopy approaches will be limited to free-standing providing cover for dedicated sitting out areas.

Lighting & Illumination

The LQ represents a major opportunity to establish Blackpool’s status as the Capital of Light with such a major statement requiring comprehensive illumination. The night-time appearance of the development will provide some of its most defining imagery in contributing to the Golden Mile.

Proposals will need to include a Lighting Strategy that sets out the approach to the illumination of the development in a variety of ways that allows it to continually refresh its appearance within the streetscene. Lighting, projection and its infrastructure will need to be conceived from the outset in making the LQ the most important extension of Blackpool’s illuminations into the urban area.

Appropriate lighting levels need to be achieved, where possible, through amenity lighting creating a series of intimate spaces instead of a series of conventional streets. Lighting located on buildings combined with ambient light spill from surrounding frontages will reduce the need for a clutter of free-standing columns. Any columns required will need to be integrated as part of landscape design features and not arbitrarily positioned.

To achieve spectacular illumination of the building exterior, the use of low voltage LED, Dmx controlled systems will be encouraged because of their intense colour, ability to create a myriad of effects, ease of control, durability and superior longevity. This will support energy conservation aspects of the development.

Function & Serviceability

Car parking is the first and last experience encountered by a visitor and needs to be designed to a particularly high standard, focused on the pedestrian and not the vehicle. All car parking should meet the ParkMark safer standards criteria, to include CCTV, lighting and security measures. Lighting and internal finishes must create a ‘natural’ daylight appearance with architectural approaches and signage combined to develop a simple car location system; all designed to make the arrival and departure experience memorable.

An Environmental Management System (EMS) will need to be produced for the development as a whole to rationalise the space and access required for waste and recycling.

(e) Landscape Design & Biodiversity

Blackpool’s resort coastline is a challenging location for planting and so the approach to landscaping may not be conventional.

The extent of planting proposed will depend very much on the character and emphasis of the concept pursued. The use of sculptural illuminated artworks in manmade materials would be supported in extending the design concept to this ultimate level of detail.

27 Submitted with the Design and Access Statement
If natural planting is to be proposed its appropriate microclimate must be anticipated and planned for in the arrangement and form of buildings created, so that adequate sunlight and protection from wind shear can guarantee its survival in such a high profile environment.

The approach to landscaping, whether natural or sculptural, should create an experience that breaks down the distinction between indoors and outdoors, buildings and spaces.

The scale of sculptural and or natural landscaping must be commensurate with the theme, scale and form of development. Proposals that do not show a viable and architecturally integrated approach to landscaping will not be permitted.

In Blackpool, the potential colonisation of buildings by Seagulls or Starlings is an issue. Consideration will need to be given to mitigating the effect of resting and nesting birds in the architectural design, material specification and building access arrangements. In addition, existing buildings on site will need to be surveyed for the presence of bats.

(f) Energy and Resource Conservation
Sustainability will need to feature as a cross-cutting theme in any proposal and set out in the accompanying Design and Access Statement.

The development will need to respond to PPS: Planning and Climate Change (Supplement to PPS1), the Lancashire Climate Change Strategy, adopted Joint Lancashire Minerals and Waste Development Framework, Draft Policies G9, G10 and G11 of the Blackpool Core Strategy Preferred Option28 and saved policy LQ8 of the Blackpool Local Plan.

Policies CS2, CS6 and CS7 of the adopted Joint Lancashire Minerals and Waste Development Framework Core Strategy DPD regarding waste minimisation and the

adopted SPD which offers guidance on how this planning policy should be implemented will need to be taken into account29.

All new or replacement buildings will be required to:
• Provide an energy efficiency assessment
• Be located and designed in a way which maximises improvements in energy efficiency, and
• Achieve a 15% reduction in CO2 emissions in all building after Building Regulations (Part L) compliance has been demonstrated.

New development over 1,000sq.m will be required to achieve the BREEAM ‘Very Good’ standard or equivalent.

New developments should ensure buildings are orientated to maximise sunlight and daylights and using natural light and ventilation to help to reduce carbon emissions.

An Energy Strategy, including phasing requirements, will be required as part of the Design and Access Statement along with a feasibility assessment for district heating and Combined Heat and Power (CHP)30.

Consideration should be given to the use of photo-voltaics (PV’s) and solar water (SW) panels for sensitive incorporation within the roodscape housed architecturally to avoid poorly resolved views from the Tower. Panels will require regular cleaning from salt deposits and easy access to these roof areas will therefore be required.

Some of the materials proposed for effect may be from non-renewable resources. Where this is the case justification will be required to support its use on the basis that

29 These policies can be viewed at: [http://www.lancashire.gov.uk/environment/lmwlp/lancsmwdf/mwfcstrat.asp](http://www.lancashire.gov.uk/environment/lmwlp/lancsmwdf/mwfcstrat.asp)
30 Section 5.10 of [The Blackpool Climate Change and Renewable Energy Study (2010)](http://www.blackpool.gov.uk/corestrategy2010) explores opportunities for enhanced energy efficiency on this site; including Gas fired CHP and district heating.
more sustainable finishes would require a greater proportion of unsustainable practice to repair, maintain or clean.

The height and form of buildings may offer the potential for turbine technology use providing they are designed as part of an aerodynamically conceived roof where the shape of the roof is designed to help channel airflow towards the turbine.

The recovery of rain and grey water from the building with such potentially large roof areas will also be sought. Energy saving, the use of renewable resources and an awareness of climate change will also need to be applied to the design of the public realm with porous surfaces and or channels contributing to the collection, management, recycling and disposal of surface water.

Making sure the internal layout is as flexible as possible will ensure that buildings within the development are sufficiently versatile to respond to the need to refresh the leisure offer within the appropriate range of uses on site.

(g) Other Relevant Design Issues
Community Safety
The creation of an environment designed to attract a wide range of visitors at all times of the day will contribute to the animation of the environment and the perception of safety. The permeability of the LQ allied with the arrangement of landscape forms and street furniture will need to incorporate choice for people moving through the environment whilst not creating too many routes around the area that would present difficulties from a policing or security perspective.

The nature of the attractions will make particular demands in terms of the provision of secure cash handling areas connected to the relevant authorities.

Sensitive incorporation of CCTV equipment will be a requirement. The siting and design of cameras must be integrated architecturally, with locations identified early to consider the ability to obtain uninterrupted views of routes.

Design proposals will need to respond to the 24 hour character of the LQ environment when considering the mix of uses and movement patterns. Proposals that cannot demonstrate an integrated and responsive community safety focus will not be permitted.

Section 17 of the Crime and Disorder Act requires that the Council, in discharging its functions, does all that it reasonably can to prevent crime and disorder in its area.

Finally, any changes in level will need to be addressed in terms of ramped access in light of equal access under the Disability Discrimination Act (DDA) 2004.
To ensure our services are accessible to all, documents prepared by Blackpool Council are available in large print or computer disk upon request. We can also provide help for British Sign Language users and provide information in other languages.

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