

**Application Number: 14/0827** Erection of a six storey building to provide a bar/restaurant use and hotel reception at ground floor level, with hotel accommodation above comprising 150 en-suite bedrooms, with associated rooftop plant deck, ground level plant, yard and sub-station at site of former Yates Bros Wine Lodges plc, 2-10 Talbot Road.

**Decision: Refuse**

**Reasons:**

1. The proposed development as a result of its style, form and design would appear as an overbearing and over dominating building in this part of the Town Centre Conservation Area and would be out of keeping with its setting. It would overpower the buildings which surround the site and would not represent the quality of design to offset this impact. As such the proposed development would be contrary to Policies LQ2 and LQ4 of the Blackpool Local Plan 2001-2016.

2. The proposed development would increase pressure for car parking in the Town Centre through its scale and the lack of on- site car parking. The proposed development would increase competition for the limited on street car parking in the vicinity of the site and would be likely to lead to conflict on the adjacent highways to the detriment of the free flow of traffic and highway safety. As such the proposed development would be contrary to Policy AS1 of the Blackpool Local Plan 2001-2016.

3. ARTICLE 31 STATEMENT (NATIONAL PLANNING POLICY FRAMEWORK para 187)

The Local Planning Authority has sought to secure a sustainable development that would improve the economic, social and environmental conditions of Blackpool but in this case there are considered factors - conflict with the National Planning Policy Framework and policies of the Blackpool Local Plan 2001-2016 - which justify refusal.