

Application Number 16/0476 – 585-593 Promenade and 1 Wimbourne Place, Blackpool –
Erection of part 5 / part 6 / part 7 storey block of 91 self-contained permanent flats with car parking for 84 vehicles, access and associated works following demolition of existing hotels.

Decision: Refuse

Reasons:

1. The proposed development would represent an over intensive use of the site by virtue of its scale, the number of flats proposed and its mass. As such it would be out of character with the area in which the site is located and it would be detrimental to the amenities of residents in Clifton Drive. The proposed development would therefore be contrary to paragraph 17 of the National Planning Policy Framework, Policy CS7 of the Blackpool Local Plan: Part 1 - Core Strategy 2012-2027 and Policy BH3 of the Blackpool Local Plan 2001- 2016.
2. The proposed development would represent an over intensive use of the site in that there would be insufficient car parking spaces (84) to serve the proposed flats (91). This is likely to lead to additional on street car parking to the detriment of highway and pedestrian safety. As such the proposed development would be contrary to paragraph 17 of the National Planning Policy Framework and Policy AS1 of the Blackpool Local Plan 2001-2016.
3. The proposed development would be contrary to the provisions of Policy CS23 of the Blackpool Local Plan Part 1: Core Strategy 2012-2027 and the Council's Holiday Accommodation Supplementary Planning Document in that the hotels are within the Pleasure Beach Promenade frontage Main Holiday Accommodation Area which seek to retain the quantum of holiday accommodation within the defined Main Holiday Accommodation Promenade frontage. The proposal being a wholly residential development would dilute the holiday character of the area.
4. ARTICLE 35 STATEMENT (NATIONAL PLANNING POLICY FRAMEWORK paragraph 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, policies of the Blackpool Local Plan Part 1: Core Strategy 2012-2027 and the Council's Holiday Accommodation Supplementary Planning Document- which justify refusal.