

Heritage Statement

Replacement Shop Front

At: 14-16 Deansgate, Blackpool, FY1 1BN.

For: Blackpool Council

Introduction

This Heritage Statement forms part of an application for Planning Permission for a replacement shop front to 14-16 Deansgate, Blackpool.

The description of the proposal reads as follows:

“Removal of existing shop front, including glazed frontage, shutters, signage and first floor windows and installation of a new timber framed shop front to incorporate signage and new timber sash windows at first floor to the Deansgate elevation.”

Applications for signage and lighting will be made under separate cover.

This document should be read in conjunction with the following drawings:

- JBA337-PL-59.001 Site Location Plan
- JBA337-PL-59.002 Existing and Proposed Elevations

Background

A £7m project is underway to give some of Blackpool's key roads a facelift to make streets more welcoming and shops more vibrant. The project began in January 2017 with upgrade works to Church Street. The works include resurfacing the roads, improving pavements and crossings, adding more benches, bins and cycle parking.

The second stage of the Quality Corridors project will involve working with local businesses to help them improve their shop fronts, making both their businesses and the town centre look more appealing. The grant scheme will allow businesses in certain areas to bid for money to do the work, with more information on the bidding process to be revealed later in the year.

The aim of the Quality Corridors Project is to encourage the economic revitalisation of Blackpool town centre through a programme of highways, public realm and building improvement schemes. The programme is jointly funded by the Lancashire Enterprise Partnership (LEP) and Blackpool Council and is administered by the Council.

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The contribution, imagination and enthusiasm of local businesses and property owners will be vital in maximising the potential of the scheme to achieve both essential and aesthetic property improvements, and an improved range of quality sustainable businesses in the town centre.

The property sits within a terrace of shops and commercial premises in Blackpool town centre. The existing façade is made up of UPVC shop front façade at ground floor level with steel roller shutters.

At first floor level, a large white UPVC window overlooks Deasngate. Existing tiles will be removed and replaced with Buttermilk K-rend.

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