

**Heritage Statement**  
**in connection with**  
**Proposed development at**  
**Adjacent Central Pier, Blackpool**

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## **INTRODUCTION**

### **Purpose and Format**

- 1.1 This heritage statement has been prepared to assess retrospective proposals to introduce an outside bar on the promenade to the north of Central Pier, Blackpool. The pier is a locally listed building, and therefore the impact of development upon the heritage significance of this designated heritage asset is of importance
- 1.2 The statement assesses heritage significance and guides proposals for change in a manner that conserves significance and avoids harm. The approach adheres to the principle of managing change intelligently, which lies at the heart of national planning policy for conservation of the historic built environment.
- 1.3 The statement has been prepared in accordance with the general guidelines set out in the Historic England publications 'Informed Conservation'<sup>i</sup> and 'Conservation Principles, Policies and Guidance'<sup>ii</sup> and in particular responds to heritage policies outlined in Chapter 16 of the National Planning Policy Framework (MCHLG, 2019). The legal context is set by the Planning (Listed Buildings and Conservation Areas) Act of 1990.
- 1.4 The local planning policy context is set by Policy CS 8 of the Core Strategy and DM28 of the Local Plan Part 2 which need to be given the appropriate weighting.

### **Methods of Research and Investigation**

- 1.5 Inspections of the site and background research has also been conducted to ascertain all relevant contextual matters appertaining to the proposals. The scope of this research has, in accordance with the NPPF, been proportionate to the nature of the proposed works, with particular emphasis placed upon identifying and conserving heritage significance.

## The Author

1.6 Ian Rowan, the author is a qualified Planning & Conservation Officer. With a background of over 30 years in Planning, Regeneration & Conservation, Ian holds a Masters Degree in Environmental Planning and a Post Graduate Diploma in Conservation & Regeneration, and has specialised in Conservation Planning since 2004.

## 2 Site Description & Brief History

2.1 Construction of the pier was completed in 1868, around 5 years after the North Pier was completed and approximately 30 years prior to the construction of the South Pier. The pier first appears on the 1893 Ordnance Survey map, which refers to it as the South Pier, as it pre-dated the South Pier which was finished in 1893. The jetty was extended in the early 20<sup>th</sup> Century and subsequently removed in the 1970s



Figure 1 – 1847 OS Map

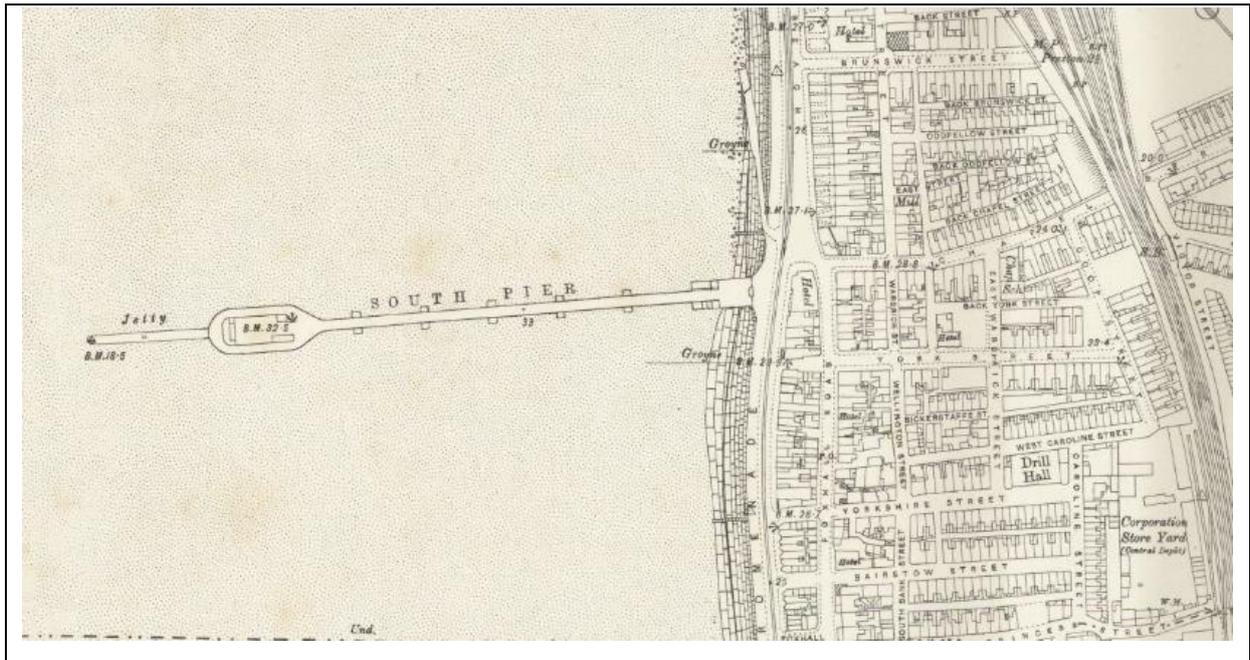


Figure 2 – 1892 Ordnance Survey Map

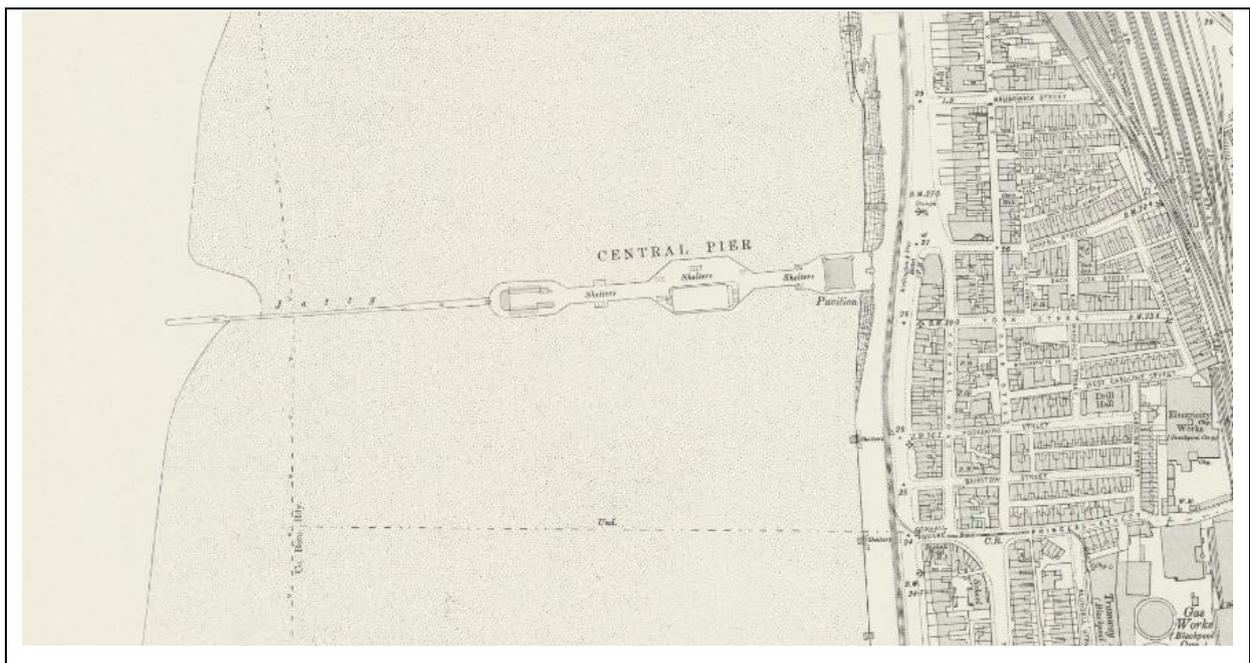


Figure 3 – 1909 Ordnance Survey Map

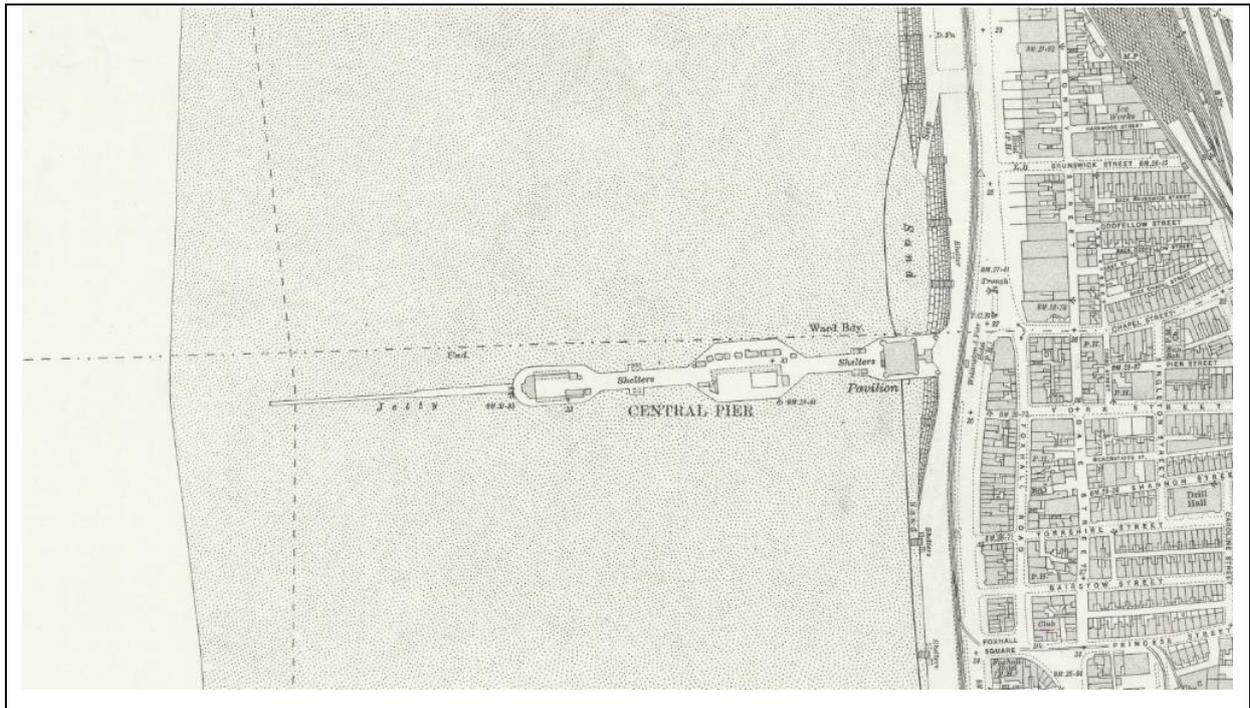


Figure 4 – 1930 Ordnance Survey Map

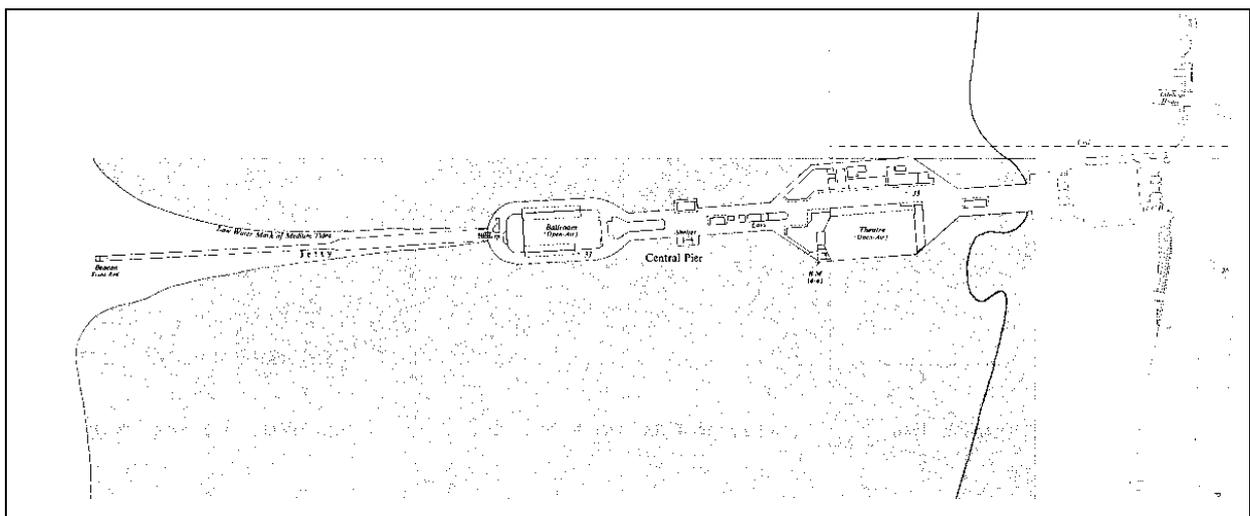


Figure 5 – 1962 Ordnance Survey Map

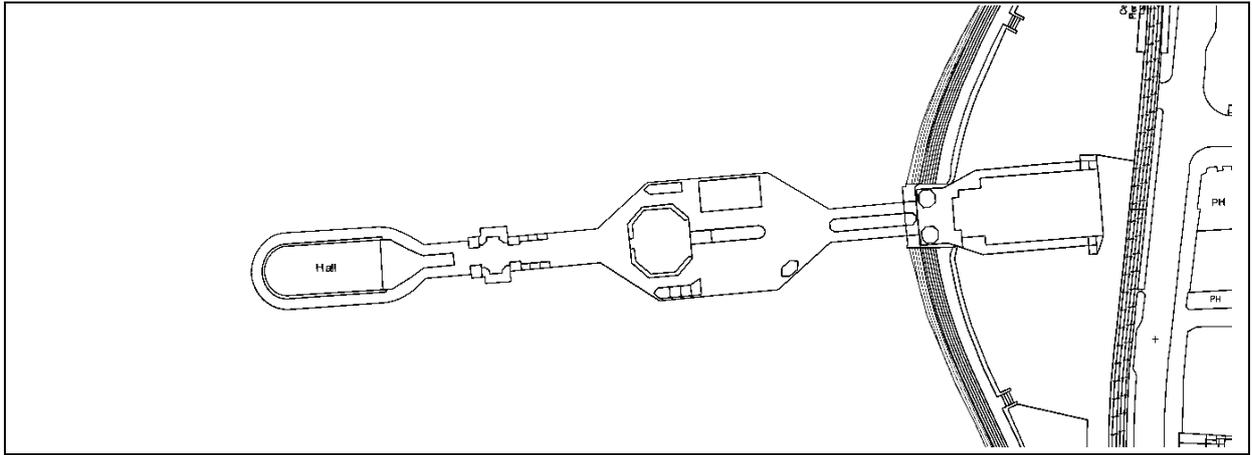


Figure 6 – Current Ordnance Survey Map

Figures 7 – 14 below show the relevant features of the site.

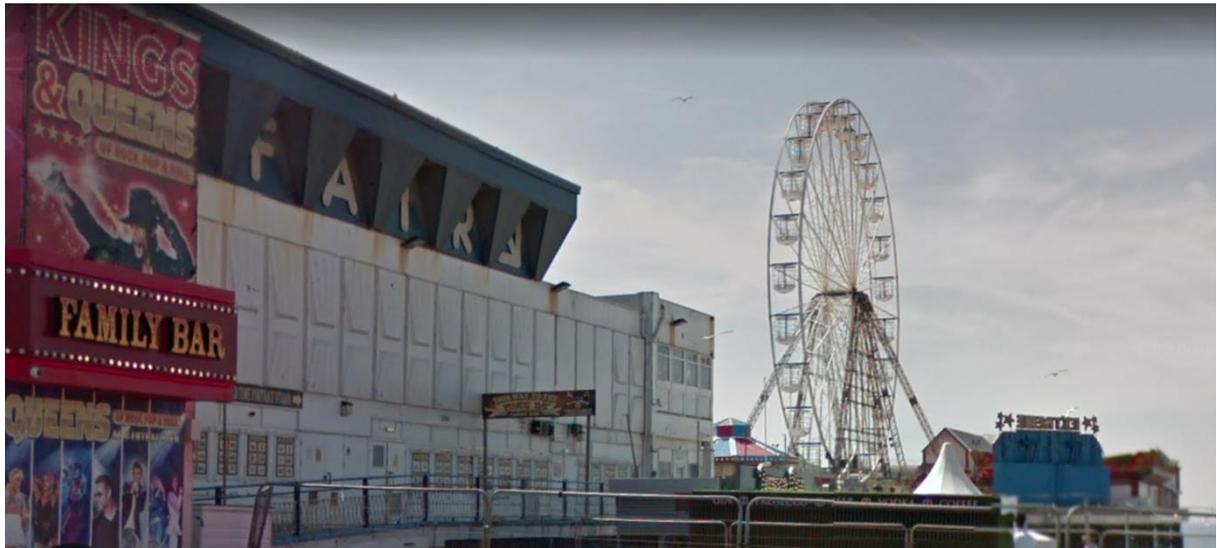


Figure 7 – Pier, North Side



Figure 8 – Pier, Front Elevation



Figure 9 – Pier, South Elevation



Figure 10 – Bar Area, Looking to Pier



Figure 11 – Bar Area, Looking to Promenade

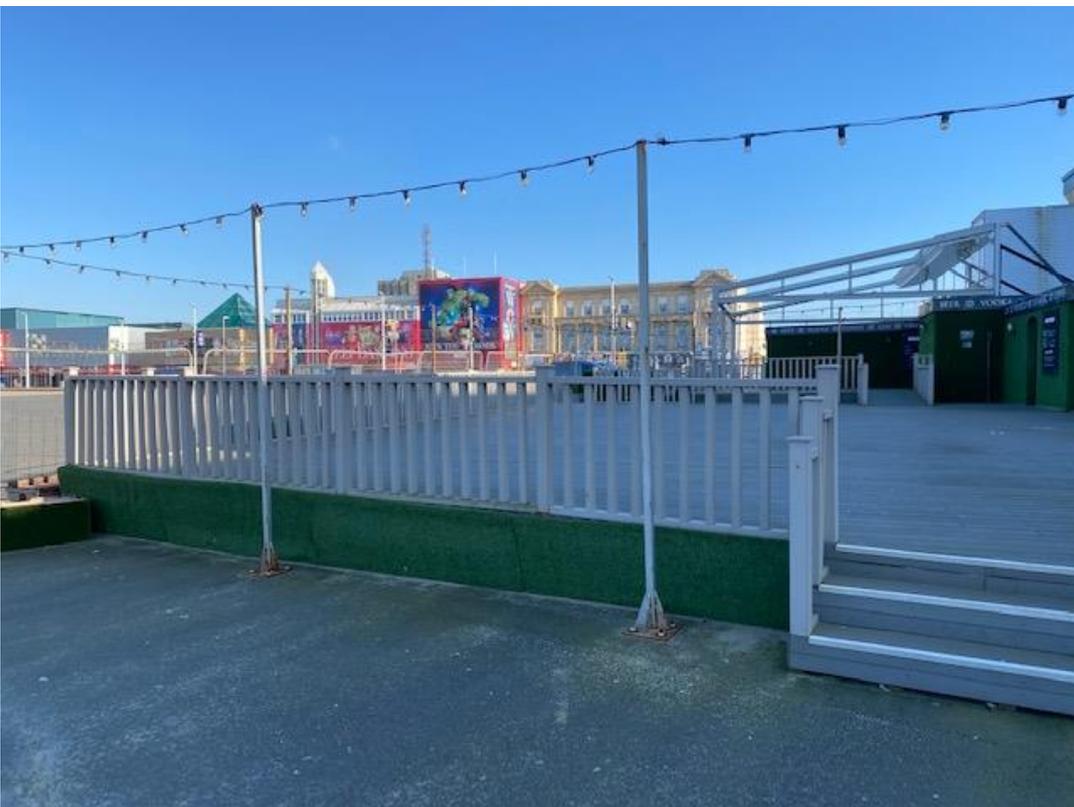


Figure 12 – Bar Area, Looking to Promenade



Figure 13 – Wider Setting

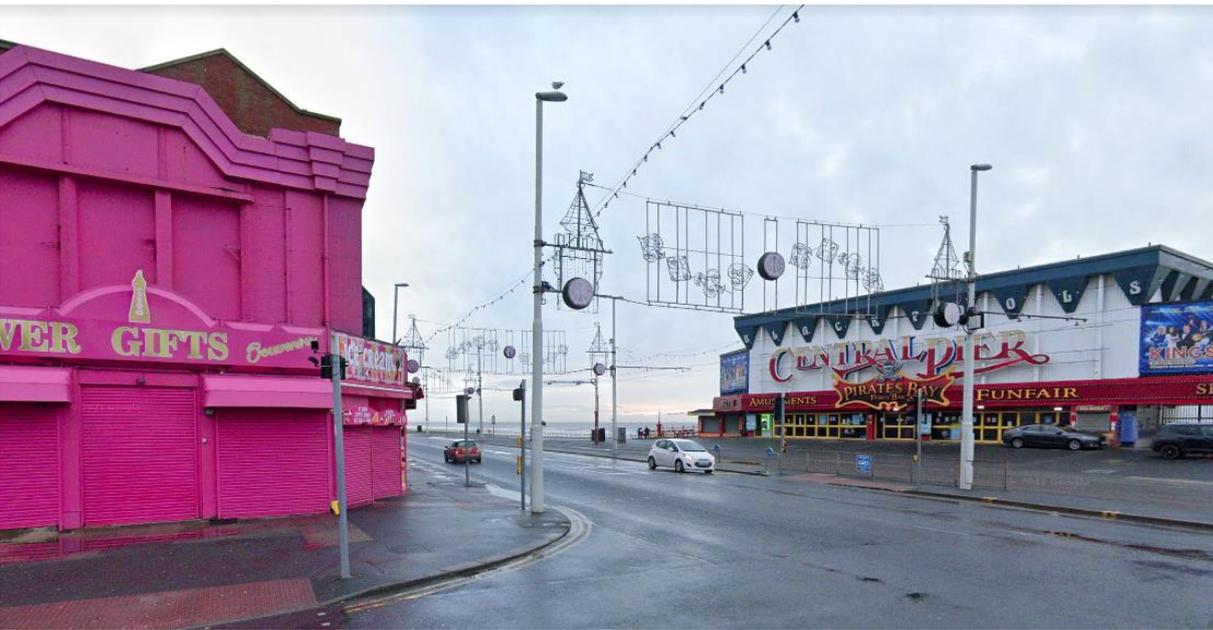


Figure 14 – Wider Setting

### **3 Appraisal of Heritage Values of the Setting**

- 3.1 **Evidential Value** – the pier offers reasonably authentic physical evidence of a 19<sup>th</sup> Century seaside town pier. Built of cast iron and timber, it is typical of this style of Victorian era pier and is symbolic of the growth of the town and its ambition to advance further as a seaside resort. It yields value in terms of its method of construction and the cast iron pile foundation.
- 3.2 The pier was designed to be a more boisterous affair than the more genteel North Pier, and the pier was also utilised for steam boats. It has been synonymous with entertainment and has evolved into an entertainment centre with various bars, stalls and amusement arcades, through the addition of more modern structures through the years, including the frontage. The jetty was removed in the late 20<sup>th</sup> Century, imparting a negative impact upon the evidential value, removing links to the steam boat era.
- 3.3 The evidential value of the Pier's setting has been retained to some extent within the immediate vicinity. The promenade has long been a wide - open area, and in recent years the proposals site has been used for ancillary entertainment uses.
- 3.4 **Historic Value** – The pier conserves an element of Blackpool's historic past and demonstrates a typical style of pier, popular at the time of building. The pier has illustrative historic value through its ability to depict the past. There is some small - scale evidence of associative value to the building. The designer Lieutenant Colonel John Isaac Mawson, and the contactors Richard Laidlaw and Son provide some value, whilst as a theatre some associative value may be yielded by the appearance of relatively famous names. The setting of the building yields historic value conveyed by the late 19<sup>th</sup> Century buildings around it. The growth of the town provides illustrative value as it is this growth on the back of tourism that led to the development in this area, and the style of building as streetscape that form this setting.
- 3.5 The proposals site provides little in the way of historical value, as an open piece of land on the promenade.

- 3.6 **Communal Value** – The pier possesses a rich and diverse communal heritage. As a public building, it yields high communal value. The wider setting of the building will yield some notable communal value as an area retaining a number of historic buildings.
- 3.7 The proposals site yields little in the way of communal value. As an open space alongside the pier it is a small part of the wider promenade.
- 3.8 **Aesthetic Value** – The pier retains much of its aesthetic value. The original features such as the cast iron and timber add to this quality. Aesthetic quality has been diminished by the replacement of the original, flamboyant entrance building with a modern cladding system, and the addition of more modern fairground attractions have affected the traditional aesthetic values.
- 3.9 The aesthetic value of the setting of the pier is mixed. Whilst the wide promenade provides a traditional setting to the pier, modern materials have impacted upon this. Likewise, the buildings within the wider setting have undergone modern additions, again reducing aesthetic value.

### **Statement of Significance**

- 3.5 The Pier is relatively high in evidential, historic, communal and aesthetic value, and therefore retains some local significance. The setting of the pier has evolved particularly, in terms of its aesthetic value, and the significance of the setting has become one of a modern area to a great extent. The historic and evidential setting has been changed somewhat by past development and the growth of the town, whilst communal value is maintained by regular use of the promenade.

## **4 Proposal and Impact.**

- 4.1 The proposals under scrutiny are to retain the open bar to the side of the pier.
- 4.2 The purpose of this section is to determine the impact of the development upon the setting of the adjacent pier. The bar has been designed to be of a contemporary design to sit within the existing character of the pier as a centre for modern entertainment. Aesthetically, the bar will complement the modern façade of the pier, which is dominant, the Victorian style design of the pier only becoming apparent as the pier is traversed out to sea. Historic, evidential and communal value will not be unduly affected, as these will be maintained.

## **5 Local Planning Policy**

### **Local Plan Core Strategy Policy CS 8: Heritage**

- 1. Development proposals will be supported which respect and draw inspiration from Blackpool's built, social and cultural heritage, complementing its rich history with new development to widen its appeal to residents and visitors.*
- 2. Proposals will be supported that:*
  - a. Retain, reuse or convert, whilst conserving and enhancing the significance of designated and non-designated heritage assets and their setting.*
  - b. Enhance the setting and views of heritage assets through appropriate design and layout of new development and design of public realm*
  - c. Strengthen the existing townscape character created by historic buildings*
- 3. Developers must demonstrate how any development affecting heritage assets (including conservation areas) will conserve and enhance the asset, its significance and its setting.*

- 5.1 The proposal is designed to complement activity within the pier, in terms of its use as a tourist attraction and entertainment venue. In this respect, social and cultural heritage will be supported in terms of tourism and use of the area for holidaymakers and daytrippers. The proposal is designed to sit with the modern elements of the pier, and the setting of the pier will be conserved, without affecting any of its key drivers of significance, and

likewise no impact upon the significance of the pier itself. The proposal is located within the setting of the asset, where previous change has impacted upon evidential, historic and aesthetic value, whilst communal value will be retained, as the promenade is still a vast public area.

## **Local Plan Part 2**

### **Policy DM28: Non-Designated Heritage Assets**

*1. Proposals which would retain, reuse and repair the significance of Blackpool's non-designated heritage assets will be supported.*

*2. There will be a presumption in favour of their retention when considering development proposals. Development which would remove, harm or undermine the significance of a non-designated heritage asset will only be permitted where robust evidence can demonstrate that the benefits of the development clearly outweigh the harm.*

*3. Proposals must be accompanied by a heritage statement, the detail of which is proportionate to the heritage asset affected. Where a heritage statement fails to adequately explain and justify the proposal and its impact on the significance of the heritage asset this may be used by the Council as grounds to justify refusal of the scheme.*

*4. Where the loss of a non-designated heritage asset is proposed, the following information will be considered:*

*a. The significance of the heritage asset, in isolation and as part of a group as appropriate, its contribution to the character or appearance of the area, and the degree of harm that would result;*

*b. An appropriate level of survey and recording which may also include archaeological investigations;*

*c. The condition of the asset and the cost of any repairs and enhancement works that need to be undertaken;*

*d. The adequacy of efforts made to sustain existing uses or find viable new uses*

*e. The reuse of materials and architectural features in the new development; and*

*f. The public benefit arising from the proposals for the site;*

5.2 In particular, the setting of the pier has been considered within this study, which has determined that the setting has evolved and changed through the course of time. The key drivers of the significance of the setting is

aesthetic value, with lesser contributions made by evidential, historic and communal values.

- 5.2 The extant evidential and historic value will be retained in so much as the promenade will be retained as part of the setting, and a 21<sup>st</sup> Century development will not impact upon this, as the area will still be able to be interpreted. Similarly, the aesthetic values of the area have changed to provide a modern character to the area. Again, aesthetic value will not be compromised by the introduction of a modern lightweight structure adjacent the pier.

## 6 Conclusion

- 6.1 The above commentary demonstrates there will be no impact from the development upon the setting of the pier, and as such the proposal should be supported. The requirements laid down in the 1990 Planning (Listed Buildings and Conservation Areas) Act, NPPF and local planning policy have been satisfied.

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<sup>i</sup> Clarke, K, *Informed Conservation*, Historic England 2003

<sup>ii</sup> Historic England, *Conservation Principles, Policies and Guidance: Sustainable Management of the Historic Environment*, 2008