



Keystone
Design Associates Ltd.

Design & Access Statement

**86 PROMENADE,
BLACKPOOL**

July 2021

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**86 PROMENADE,
BLACKPOOL**

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For Keystone Design Associates

Signature.....

Date.....26th July 2021.....

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1.0 INTRODUCTION

- 1.01 This statement is being made in accordance with The Town and Country Planning (Development Management Procedure) (England) Order 2015. It sets out the proposed development's context in terms of planning policy, the design of the proposal and accessibility.
- 1.02 The application is for the erection of a five storey building to form a café at ground floor and holiday apartments to the upper floors following the demolition of the existing building at 86 Promenade, Blackpool.
- 1.03 The site is located at 86-88 Promenade, Blackpool. This statement seeks to support the planning application.

2.0 SITE ASSESSMENT

2.01 Context of Town

2.01.01 The site is located on the seafront at 86 Promenade, Blackpool as recorded in photograph no 1 below. This site is included in the Blackpool Town Centre Conservation Area.

2.02.02 Blackpool is a large town and seaside resort on the Lancashire coast in North West England. The town is on the Irish Sea, between the Ribble and Wyre estuaries, 15 miles (24 km) northwest of Preston, 27 miles (43 km) north of Liverpool, 28 miles (45 km) northwest of Bolton and 40 miles (64 km) northwest of Manchester.



Photograph no01: Aerial View of 86-88 Promenade, Blackpool

2.02 Current Land Use

2.02.01 The property is an existing commercial property located between Church Street and West Street. The property is located along a line of commercial properties on the Promenade.

2.03 Neighbouring Properties

2.03.01 The site is surrounded by commercial properties. The tramline and north pier are located to the sea front. Also located on the sea front is the wedding chapel and Beach House restaurant. This building is a modern metal clad building.

2.03.02 Blackpool tower is located approximately 160m to the south. This is a grade 1* building of national importance and forms the anchor of the town centre conservation area. In front of the tower is the headland sea wall development, which forms a large open space and focal point for events. This area also includes the latest feature for the sea front -the comedy carpet.

3.0 PLANNING POLICY

- 3.01 This section sets out the planning policy context at national and local level against which proposals for the site will be judged.
- 3.02 At the heart of the National Planning Policy Framework (NPPF) is a presumption in favour of sustainable development which should run as a golden thread through both plan-making and decision-taking. There are three dimensions to sustainable development: economic, social and environmental. These dimensions give rise to the need for the planning system to perform a number of roles.
- 3.03 In accordance with Paragraph 215 of the NPPF, weight should be given to relevant policies in existing development plans (adopted pre-NPPF) in accordance with their degree of consistency with the NPPF.
- 3.04 The Development Plan for Blackpool Borough Council is set out in the Core Strategy 2012 – 2027 adopted January 2016 with retained policies from the Blackpool Local Plan (2001-2016, adopted 2006).
- 3.05 In the Blackpool Local Plan (2006) the site is located in the following Local Plan designations area Town Centre Boundary; Retail/holiday Zone and extended conservation area 2015.
- 3.06 Retained Policy LQ10 'Conservation Areas' stipulates that development must preserve and enhance the character and appearance of the conservation area; and respect the scale, massing, materials and proportions of similar building forms.
- 3.07 Demolition in conservation areas will not be granted where a building or structure makes a positive contribution to the character or appearance of a conservation area.
- 3.08 The site is situated in Blackpool Town Centre in the Core Strategy, and sits in the retail core, leisure core and central business district. The Core Strategy seeks to re-establish the town centre as a first choice shopping destination along with strengthening it as a leisure and business destination.
- 3.09 In particular Policy CS17 'Town Centre' encourages:
- i. Strengthening the retail offer with new retail development, with the principal retail core being the main focus for major retail development
 - ii. Introducing quality cafes and restaurants to develop a café culture
 - iii. Exploiting key heritage and entertainment assets within the town centre and complementing these with new innovative development
 - iv. Growing an office sector to create an attractive centre to do business
 - v. Introducing a high quality residential offer in the longer term.
- 3.10 Furthermore, Policy CS21 'Leisure and Business Tourism' recognises that in order to physically and economically regenerate Blackpool's town centre, the focus will be on strengthening the resort's appeal to attract new audiences. This will be supported by high quality tourist attractions and new visitor accommodation.
- 3.11 These proposed policies are supported by the development of a Town Centre Strategy (2013) which provides more specific details of the Council's objectives for the town centre. Town Centre Strategy (2013). The Town Centre strategy is a non-statutory document that does not form part of the council's planning policy framework. It does, however, align with the

council's plans and strategies for the town centre and the core strategy and was adopted March 2013. The strategy provides a clear direction to encourage and deliver positive change and quality investment from private and public sectors. In particular, it seeks to help inform future decision making and assist with town centre promotion and marketing and encourage the development of partnerships. There are six objectives identified within the strategy along with the priority methods of relevance to achieve the objectives.

- Re-establish the town centre as the first choice shopping destination for Fylde Coast residents
- Strengthen the town centre as a vibrant leisure, entertainment, cultural and business tourism destination for residents and visitors
- Grow the town centre as a place to do business by creating a Central Business District and creative industries hub
- Create a choice of high quality homes within and around the town centre
- Improve the quality of buildings, streets and spaces and their maintenance and management.

3.12 Heritage assets are subject to the protection of the Planning (Listed Buildings and Conservation Areas) Act 1990. In terms of Conservation Areas, the legislation requires 'special attention' to be paid to preserving or enhancing the character or appearance of that area. Proposals to make alterations to heritage assets can be achieved, but the requirements of the Act necessitate appropriate assessment and justification of any works. This is backed by national policy.

3.13 The site is located in the Town Centre Conservation Area (designated in 1984 and extended to include the site in 2005 and 2015). The Conservation Area is described as Blackpool's civic heart, suggesting that its significance lies in its grand public buildings, such as the town hall and most significantly the tower. If external works are proposed or any buildings redeveloped, the impact on the significance of the Conservation Area must be assessed to understand whether its special interest is preserved or enhanced.

4.0 PROPOSAL

4.01 Description

- 4.01.01 The application is for the erection of a five storey building to form a café at ground floor and holiday apartments to the upper floors following the demolition of the existing building at 86 Promenade, Blackpool.
- 4.01.02 The holiday apartments comprise of two double bedrooms, bathroom, lounge and kitchen area. Each apartment is 110sqm. All of the apartments have a sea view and from aspect for the lounges.
- 4.01.03 The proposed will be located in approximately the same footprint as the building they seek to replace.
- 4.01.04 The development is to be constructed across the proposed site.

4.02 Amount & Scale

- 4.02.01 The plot area is 138m² and has a total internal floor area is 748m².
- 4.02.02 The proposed new building will be five storeys and will consist of a café to the ground floor and four holiday apartments to the upper floors.
- 4.02.03 Each apartment will consist of kitchen, lounge and dining room and two bedrooms. Each apartment will also have a glass balustrade balcony facing the sea front.

4.03 Site Layout & Landscaping

- 4.03.01 The site layout is shown on drawing A019/022/S/100.
- 4.03.02 The café will be located on the ground floor and the kitchen will be located in the basement.
- 4.03.03 No landscaping works are proposed for this development.
- 4.03.04 The proposed development is to be constructed in the same location as the previous building.
- 4.03.05 The necessary infrastructure to cater for the development already exists.
- 4.03.06 No car parking is included in the proposal. It is expected that the clientele will either travel to site using public transport or make use of the extensive parking already located in the town centre.

4.04 Appearance of Development

- 4.04.01 The proposed five storey building will be constructed with cream K rend and cream glazed tiles to the external walls.
- 4.04.02 All windows are to be double glazed with aluminium frames and clear glass. All doors are to match.
- 4.04.03 The balconies will have a glass balustrade.
- 4.04.04 The development will be contained within the site boundary.
- 4.04.05 The building will be designed in a contemporary style. Reducing the impact on the conservation has also been a design consideration. An indicative elevation has been included on drawing A019/022/P/01.

5.0 ACCESS & TRANSPORTATION STATEMENT

5.01 Access to Development

5.01.01 The site will be accessed from the Promenade, Blackpool located at the front of the building.

5.02 Adjacent Road Infrastructure

5.02.01 The site is fronted by Promenade, A584. The Promenade is a primary local distributor and main tourist artery. This road is very heavily trafficked with both vehicles and pedestrians.

5.02.02 Speed limits are 30mph to Promenade and surrounding roads.

5.02.03 The Promenade is one of the principal north/ south routes in Blackpool and connects to the motorway infrastructure via Squires Gate to the south.

5.02.04 The motorway serving Blackpool is the M55 which connects to the national network at Preston linking to the M6 national north/south corridor.

5.03 Transport Links

5.03.01 The site is located in the town centre of Blackpool and the requirement for transport is greatly reduced as the site is located amongst all the principal tourist attractions, retail and commercial districts. The area offers a wide range of public transport choices and there are ample public parking spaces in the vicinity. West Street Multi storey car park is located to the rear on Corporation Street.

5.03.02 The tram network is located directly opposite on the Promenade. This provides access along the entire Fylde Coast frontage from Squires Gate to Fleetwood in the north. This network is currently being extended as part of the regeneration works of Blackpool and will link with the new transport hub at Bickerstaffe Square.

5.03.03 Blackpool North railway station is located at Bickerstaffe Square which is part of the national rail network. Access will be available via the tram network or a short walk from 86/88 Promenade.

5.03.04 There are bus and tram stops located immediately outside the Promenade frontage. The main bus interchange is currently located to the rear on Market Street. Bus services 64 service Promenade and 7, 14 service on Market Street.

5.04 Consultation

5.04.01 Council Officers

No consultation has been undertaken.

5.04.02 Resident Associations

No consultation has been undertaken.