



**Keystone**  
Design Associates Ltd.

Design & Access Statement

---

**CLIFF HEAD GUEST HOUSE, 174 QUEENS PROMENADE,  
BLACKPOOL**

---

December 2021

Development House  
261 Church Street  
Blackpool  
FY1 3PB  
Tel: 01253 649040  
Email: [info@keystonedesign.co.uk](mailto:info@keystonedesign.co.uk)

## DOCUMENT ISSUE RECORD

Revision	Date	Details
Full	December 2021	Issued for action
A	January 2022	Issued for action
B	April 2022	Issued for action

**CLIFF HEAD GUEST HOUSE, 174 QUEENS PROMENADE,  
BLACKPOOL**

Report Approved by D.W.Hadwin B.Eng(Hons) C.Eng MICE  
For Keystone Design Associates

Signature.....

Date.....22<sup>nd</sup> December 2021.....

# CONTENTS

1. Introduction
2. Site Assessment
3. Proposal
4. Access & Transportation Statement

---

## 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 change of use of the existing building from a guest house to a single private dwelling house at Cliff Head Guest House, 174 Queens Promenade, Blackpool, FY2 9JN. Planning consent has previously been granted for construction of terrace in front roof, removal of sun lounge, reinstatement of bays and use of premises as altered as a single private dwelling house.
- 1.03 The site is located 174 Queens 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 174 Queens Promenade, Blackpool as recorded in photograph no 1 below. This site is not included in a 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 174 Queens Promenade, Blackpool**

### 2.02 Current Land Use

- 2.02.01 The property is an existing guest house located between Cavendish Road and Holroyd Court. The guest house provides eleven bedrooms and managers accommodation.

### 2.03 Neighbouring Properties

- 2.03.01 The site is surrounded by residential properties to the north east, east and south east, holiday apartments to the north and south. The tramline is located to the sea front. Blackpool North Shore Golf Club is located to the south east.
- 2.03.02 Blackpool tower is located approximately 2.1 miles to the south. This is a grade 1\* building of national importance and forms the anchor of the town centre. 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 PROPOSAL

---

### 3.01 Description

3.01.01 The application is for the change of use of the existing building from a guest house to a single private dwelling house at Cliff Head Guest House, 174 Queens Promenade, Blackpool, FY2 9JN. These works will include the removal of sun lounge, reinstatement of bays, hip to gable, dormer and use of premises as altered as a single private dwelling house.

3.01.02 The dwelling house will comprise of seven bedrooms six of which will have en-suites, a bathroom, lounge, kitchen and dining area and a gym.

3.01.03 The development is to be constructed within the envelope of the existing building.

### 3.02 Amount & Scale

3.02.01 The plot area is 308m<sup>2</sup> and has a total internal floor area is 364m<sup>2</sup>.

3.02.02 The proposed development is principally a conversion of the existing building and therefore is contained within the existing building

3.02.03 There are some external alterations proposed for the development, these include the reinstatement of the bay windows to the elevations on Queens Promenade and Cavendish Road, hip to gable end roof and dormer.

### 3.03 Site Layout & Landscaping

3.03.01 The site is located on the corner of Queens Promenade and Cavendish Road. The site layout is shown on drawing A021/127/BR/03.

3.03.02 No landscaping works are proposed for this development.

3.03.03 The necessary infrastructure to cater for the development already exists.

### 3.04 Appearance of Development

3.04.01 The proposed development is principally a conversion of the existing building and therefore is contained within the existing building.

3.04.02 The external alterations proposed for the development include the reinstatement of the bay windows to the elevations on Queens Promenade and Cavendish Road, gable end roof and dormer.

3.04.02 The proposed design matches the existing street scene and with the addition of a gable end it would appear more balanced as gable end roofs are a common feature within the surrounding area.

3.04.03 With the introduction of a triangular gable to the elevation on Cavendish Road it would then match the dwelling next door and would then provide enhanced symmetry to the existing street scene on Cavendish Road. If the proposal was a domestic property this would fall under Permitted Development.



**Photograph no02: Street View of Cavendish Road, Blackpool**

- 3.04.04 Dormers are also common in this area. The building next door to the proposal site has a front dormer.
- 3.04.05 In the previous application there were concerns raised for overlooking onto the neighbouring property, the photographs below shows the existing window which currently looks over the neighbouring properties garden, partially into the neighbours bedroom and bathroom, however the neighbours bathroom window is frosted glass. The proposed balcony will be enclosed in glass balustrade and will have a privacy screen which will not breach privacy of any surrounding properties.



- 3.04.06 The development will be contained within the site boundary.



---

## 4.0 ACCESS & TRANSPORTATION STATEMENT

---

### 4.01 Access to Development

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

### 4.02 Adjacent Road Infrastructure

- 4.02.01 The site is fronted by Queens Promenade, A584. The Promenade is a primary local distributor and main tourist artery. This road is very heavily trafficked with both vehicles and pedestrians.
- 4.02.02 Speed limits are 30mph to Queens Promenade and surrounding roads.
- 4.02.03 The Promenade is one of the principal north/south routes in Blackpool and connects to the motorway infrastructure via Squires Gate to the south.
- 4.02.04 The motorway serving Blackpool is the M55 which connects to the national network at Preston linking to the M6 national north/south corridor.

### 4.03 Transport Links

- 4.03.01 The site is located in the settlement of Blackpool, and Blackpool and Thornton-Cleveleys can be accessed on foot by well lit pedestrian footpaths.
- 4.03.02 Within walking distance of the site, there are 7 schools, convenience stores, churches as well as an array of public amenities in Bispham and in Blackpool Town Centre.
- 4.03.03 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.
- 4.03.04 There are bus stops located near to the site, the closest being 125ft from the application site. Bus service 1 route is Fleetwood to Starr Gate via Promenade and service 21 Coastliner is St Annes to Cleveleys.
- 4.03.05 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 the proposal site.

### 4.04 Consultation

#### 4.04.01 Council Officers

No consultation has been undertaken.

#### 4.04.02 Resident Associations

No consultation has been undertaken.