



Heritage Statement

Application Reference: 22/0853

Site – 66-74 Promenade, Blackpool, FY1 1HB

11.12.2023

INTRODUCTION

The application is for the installation of 1 internally illuminated fascia signs, 1 internally illuminated projecting sign and 3 LED displays on the promenade facing exterior wall of 66-74 Promenade, Blackpool.

66-74 Promenade is located within the designated holiday zone and conservation area and within the setting of Blackpool Tower. This statement seeks to support the application in the context of the setting and heritage.

SITE

The proposed site is currently in use and both static and LED signage are already installed and being used. Our client simply wishes to upgrade the existing signage.

The site is listed within the Blackpool Extended Town Centre Conservation Area.

‘Conservation areas are designated on the basis of their special architectural or historic interest, the character and appearance of which it is desirable to preserve or enhance’

The proposed displays are to be located on the promenade facing exterior wall, as shown in the artists impression and elevation drawing provided in the planning application.

Description

The site was built in Victorian times. The neighbouring retail units (Papas Fish and Chips to the left and Revolution to the right) are predominantly glazed fronts with fascia signage.

SIGNIFICANCE

The site is within the Blackpool Extended Town Centre Conservation Area however is not a listed building. It is within the setting of the Grade 1 listed building of Blackpool Tower.

The site is situated in Blackpool Town Centre in the Core Strategy and sits in the retail core, leisure core and central business district.

Policy CS17 'Town Centre' of the Blackpool Local Plan encourages:

'Exploiting key heritage and entertainment assets within the town centre and complementing these with new innovative development'.

In addition, Policy CS21 of Leisure and Business Tourism *'recognises that in order to physically and economically regenerate Blackpool's town centre, the focus will be on strengthening the resorts appeal to attract new audiences. This will be supported by high quality tourist attractions and new visitor accommodation'*

PROPOSED WORKS

The proposed displays are intended to promote only the onsite business and no other general advertising will be permitted.

The display will be wall-mounted fixed to the existing brickwork in the same way as the fascia signs and lightboxes found along the promenade. There will be no structural alterations to the brickwork.

It will be made from black steel cases containing high definition electronic LED components.

The brightness of the display is controlled by a light sensor, details of which have been provided in the 'Lighting Assessment' document within the planning application.

The proposal requires no structural alterations to the existing building and therefore is compliant with the objectives of the Town Centre Conservation Area, i.e that the appearance of the building is preserved.

POSSIBLE IMPACT

The proposal will have very minimal impact to the structure of the building.

It will have a positive visual impact to the surrounding area, where advertising can be seen on both front and rear elevations, some looking particularly worn.

Various other Scanlite digital displays can be seen throughout Blackpool, all of which granted planning permission:

- North Pier
- Sea Life Centre
- The Pleasure Beach
- Sandcastle
- Mc Donald's South Shore

It is worth noting that this site is located in a highly sustainable area, being located in the designated town centre, employment area and leisure/holiday area. The proposed display can only bring a positive impact on the site and local area.

SUMMARY & CONCLUSION

- 66-74 Promenade is located in a prominent position within the Town Centre Conservation Area.
- The design and scale of the proposed display has been considered to be appropriate to the needs of the owners and does not dominate the building. It can also be described as '*innovative*' and '*high quality*' due to its lightweight modern design aesthetics.
- The proposal respects the existing building and conservation and does not intrude into the setting of Blackpool Tower.