

Blackpool Council

08 August, 2013

Mr M Hopkins
Jones Lang LaSalle
One Piccadilly Gardens
Manchester
M1 1RG

Your Ref:

Enquiries To: Miss S Parker
Direct Line: 01253 476228
Email: susan.parker@blackpool.gov.uk

Dear Mr Hopkins

APPLICATION NUMBER: 13/0299

Please quote this number on all correspondence.

Proposal: Retention of Moorland House, demolition of remaining buildings, and redevelopment of land for a mix of employment and residential use.

Location: Land off Mythop Road, Blackpool, FY3 9YP

Thank you for all of the information you have provided. We have now had opportunity to consider your proposals against the relevant planning policy framework and the Blackpool context and have the following comments.

The NS&I site is in a prime location close to the M55 motorway, Blackpool International Airport and the employment corridor along Squires Gate Lane. Whilst a dedicated access to the main highway network and servicing would make the site more marketable, it is understood that, with the exception of Moorland House, the existing buildings on site are dated, expensive to maintain and difficult to convert. It is accepted, therefore, that site clearance and redevelopment along with the provision of a dedicated access is needed to secure the long-term employment use of the site.

The NS&I site is allocated industrial / business land. Non-employment uses are not permitted in accordance with saved Policy DE1 of the current Blackpool Local Plan. The emerging Core Strategy proposes to continue safeguarding existing industrial / business land for employment use and enhancing these sites with opportunities for new development to improve the employment offer. In recognition of the difficulties faced on some sites, the supporting text to proposed Policy CS3 of the Core Strategy Revised Preferred Option explains that to facilitate this enhanced offer, redevelopment opportunities which introduce a suitable mixed-use redevelopments, including housing, will be considered in exceptional circumstances on a small minority of individual employment sites where this would secure the existing business and industrial use.

The development appraisals you have submitted appear to suggest that the development of the whole site for employment uses would not be financially viable. The Council has previously advised that, given the character of the area and the fact that the site is in an out-of-centre location, the only acceptable alternative land use for the undeveloped part of the site would be residential as part of a mixed use development, providing this cross-funded the enhancement of the built part of the site for business use. The information submitted demonstrates that an element of residential development would fund the demolition of the existing redundant buildings on site and cover the costs of providing a new access to the site from Preston New Road. This has been independently evaluated by our Estates and Asset Management team. On this basis, and in accordance with the approach advocated in the emerging Core Strategy, the Council accepts that some residential development would be appropriate on site to facilitate the delivery of the employment land in an alternative format to what exists at present.

At present you are proposing two options for the site which would see approximately 12 acres of land developed for housing, with around 8.7 acres developed for employment use. Your appraisal states that this would generate a positive site value for the development as a whole. Taken individually, the residential element of the scheme would generate a positive land value whilst the employment aspect would continue to generate a negative land value. Clearly then, any residential allowance would have to be linked to the employment land in order to ensure that the latter comes forward.

The Council does not consider either of the options put forward to be entirely acceptable. Option 1 would give the employment land the longest frontage along Preston New Road and would set the proposed housing next to the existing residential area. However, the position of the access point directly opposite Kentmere Road and within 200m of the existing signalled junction at Mythop Road would cause traffic flow and highway safety issues. Whilst the position of the access point under Option 2 would be acceptable in principle, the layout of the site is less desirable. To this end, please find enclosed a suggested site layout which the Council would consider to be more acceptable. You will note that, given the opportunity to provide a central access from Preston New Road and dispense with the access from Mythop Road, the employment area has been extended back to the boundary with the adjacent caravan park.

The Council considers the generation of a modest positive site value to be reasonable in order to provide a buffer against unexpected costs or a failure to realise the stated asking price for the land. I must stress, however, that this support is dependent upon the agreement of a mechanism to ensure the delivery of the employment land, including the retention of the NS&I operation on the site, alongside any residential development.

Please note that the Council makes these comments in the absence of a detailed site layout plan demonstrating full compliance with Local Plan policies and on the understanding that all relevant policies have been taken into account as part of your development appraisal. It is understood that you have based your calculations on a housing density of 37 dwellings per hectare (net) in accordance with Policy HN7 of the Plan. This is considered to be acceptable in principle. As previously explained, a residential development on the scale proposed would generate a requirement for the provision of public open space in accordance with Policy BH10 of the Local Plan, and affordable housing in accordance with Policy HN8. A contribution towards local education provision may also be required.

In order to progress the matter further I would now recommend that more detailed indicative layout plans be drawn up for consideration. These plans should show the proposed access roads into the site and any areas that would need to be set aside in order to maintain biodiversity or enable the provision of an appropriate sustainable drainage system. If at all possible, the Council would recommend the retention of the existing trees and ponds around the perimeter of the site. An indication of the likely housing mix would also be useful. In order to effectively tie the delivery of the employment land to that of the housing, an initial Heads of Terms document should also be provided.

I hope this advice is helpful to you and look forward to hearing from you in due course. If you have any queries or would like to discuss any points raised in this letter, please do not hesitate to contact me.

Yours sincerely

Susan Parker

Planning Officer

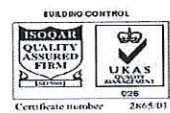
for and on behalf of

Gary Johnston
Head of Development Management



INVESTOR IN PEOPLE

PLANNING DIVISION
P.O. BOX 17, CORPORATION STREET, BLACKPOOL, FY1 1LZ
TEL: (01253) 476206 FAX: (01253) 476201
Email: planning@blackpool.gov.uk



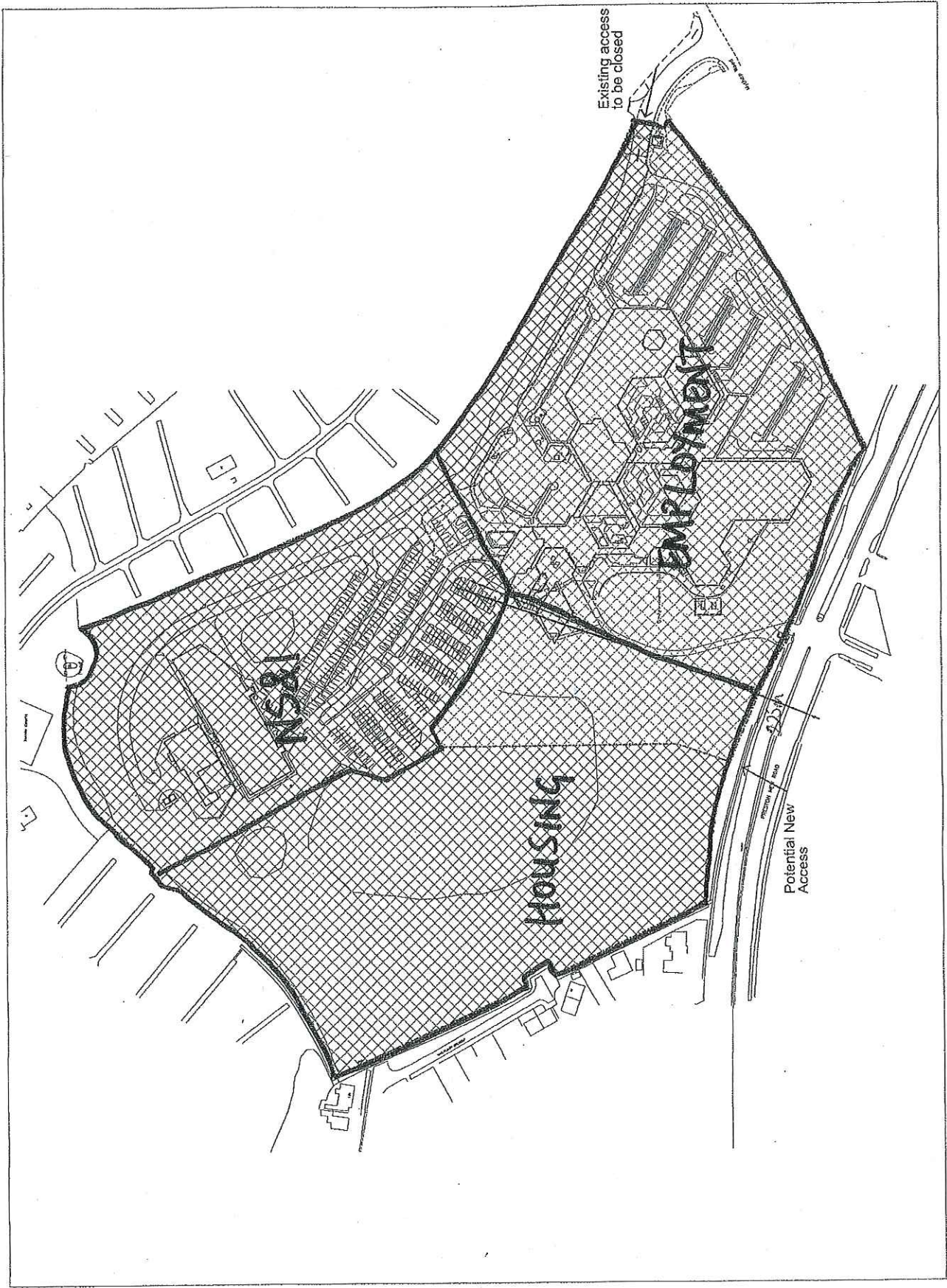
Site boundaries
Options **SP**

Overall site
11.93 hectare
29.49 acres

NS&I retained land
3.55 hectare
8.76 acres

Residential
4.95 hectare
12.23 acres

Employment
3.43 hectare
8.49 acres



NS&I - Mythen Road, Belper
01293 561111
www.nsi.co.uk

