



# Blackpool Airport Enterprise Zone Masterplan

Masterplan

September 2018



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# **Blackpool Airport Enterprise Zone Masterplan**

## **Masterplan**

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# Issue and Revision Record

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# 1 Background

Following the temporary cessation of passenger services operating at Blackpool Airport, Central Government invited Lancashire Enterprise Partnership to put a business case forward for the creation of an Enterprise Zone. In November 2015, Enterprise Zone status was approved, and it became operational in April 2016. The Enterprise Zone status is valid for 25 years, and in line with national policies on Enterprise Zones, business incentives include business rate relief of up to £275,000 over a period of five years, and Enhanced Capital Allowances which allows businesses to recuperate their investment in fixed plant and machinery by reductions in Corporation Tax up to €125m.

Blackpool Airport Enterprise Zone has a wide range of sectors which it is targeting, including food and drink manufacturers, energy, aviation, creative and digital, advanced manufacturing and professional services. However, there is potential for other commercial activity to operate on the site, whether in existing or new buildings. It is envisaged that the designation of Blackpool Airport as an Enterprise Zone will attract over 180 new businesses and create 3,000 new jobs over the lifespan of the Enterprise Zone. This is in addition to the 260 businesses and 1800 employees already based on the site.

The site is dominated by two key features – the airport at the western end of the Enterprise Zone, and the large former Wellington Bomber Factory at the north-eastern corner of the site. The runway itself is excluded from the Enterprise Zone, so as not to preclude future development of this with larger commercial aircrafts.

Blackpool, Fylde and Wyre Economic Development Company commissioned Mott MacDonald, in conjunction with multi-disciplinary partners, to produce a practical Development Masterplan for the Blackpool Airport Enterprise Zone, which will provide a framework for shaping the future delivery of the site. This report serves as the final Masterplan document, which explains the process which has been undertaken in constructing the Masterplan, and the decisions and areas of consideration which have been included in the development. However, the Masterplan does not constitute a form of planning permission; instead, it is a material consideration within the planning process and each development on the site will require planning permission individually. All detailed matters would be dealt with at the planning stage.

## 1.1 Baseline

An initial report was produced, which provided an assessment of the baseline conditions at the site, covering transport, utilities, environment. The main findings from each discipline are summarised here.

### Transport

Key findings:

- More highways access from Squires Gate Lane and Common Edge Road are required, along with an improved pedestrian environment within the Enterprise Zone to improve access and safety;
- Roads within the Enterprise Zone do not allow vehicles to easily move from one zone to another;
- Walking and cycling access to and within the site is poor due to little suitable infrastructure;



- New link roads are planned to provide a direct connection from J4 of the M55 to Common Edge Road for access to the eastern side of the Enterprise Zone as part of other developments;
- Public transport services adjacent to the Enterprise Zone are adequate, but ideally bus services should be encouraged to directly access the Enterprise Zone.

### Planning

#### Key findings:

- Areas of the Enterprise Zone are allocated for specific purposes in Blackpool Development Plan and Fylde Local Plan to 2032, such as employment, airport development, and public open space;
- Common Edge Playing Fields (Zone E) are designated as Green Belt land, as is Zone B and a small part of Zone C, however there may be scope for reviewing of the green belt;
- Zone A is restricted to employment purposes, Zone B and E are in the Green Belt which restricts the development of them, Zone C is safeguarded for airport/aviation uses. The northern part of Zone D is designated for employment purposes while the playing fields are largely currently Green Belt, although this status may be removed;

### Land Use

#### Key findings:

- Industrial and warehousing is a key sector, driven by interest in manufacturing and engineering, particularly in the Enterprise Zone's core sectors of energy, advanced engineering, aviation and food and beverage manufacturing.
- Office space is a key requirement for the development of the Enterprise Zone, to serve the target market sectors, but there is currently a lack of developer interest in office space which could stall the development of the Enterprise Zone;
- Blackpool Council need to relocate their bus depot, and the Enterprise Zone may offer a suitable site in terms of space available and location in relation to the town centre – further feasibility study should be carried out;
- Further facilities to support the core uses of the Enterprise Zone should be provided, including for retail serving the workforce across the Enterprise Zone, eating and drinking establishments, gym facilities, car showrooms, and residential usage on the eastern boundary of the Enterprise Zone;
- The Former Wellington Bomber Factory presents a particular issue; it requires significant investment to bring it up to a high standard, but would be highly costly to demolish. There is scope for some refurbishment and improvement to the exterior of the building;

### Aviation Market and Operations

#### Key findings:

- Commercial passenger numbers are low and are unlikely to increase significantly due to the close proximity to 3 major regional airports;
- The main potential for future growth lies around offshore helicopter operations, aviation training, pleasure flying/general aviation, and private aircraft, particularly for aircraft under the Air Passenger Duty limit of 5.7 tonnes;

- The layout of the airport can be re-modelled to improve efficient usage of space; the air traffic control tower and other airport facilities can be moved closer to the runway to allow the space currently used by these to be used for other purposes. Considerations around building heights do need to be factored into plans for changes to the airport buildings and any other structures such as wind turbines;
- The provision of a full passenger terminal would be uneconomical due to relatively low number of passengers at the airport, although there may be options relating to development to make it more commercially attractive to small airline operators.

### Environmental

#### Key findings:

- There are very few environmental constraints at the Enterprise Zone, with no Air Quality Management Areas (AQMAs), conservation zones, ecological designations, or high risk flood areas within or close to the Enterprise Zone site;
- There are two grade II listed buildings to the north-east of the Enterprise Zone, two areas of historic landfill within the site, one Noise Important Area within the study area and another located to the north east of the site, and a Flood Zone 3 to the west of the site at the coast. All of these should be taken into account, and may require further investigation, in the development of the Masterplan.

### Utilities

#### Key findings:

- Gas, electricity, water supply, telecommunications and drainage are the main utilities on the site;
- Water drainage system has limited capacity for additional flow and foul water flooding is a risk in the Fylde area;
- Water supply is also limited and capacity increases may be necessary to accommodate increased demand at Blackpool Airport Enterprise Zone;
- Existing maximum demand for electricity is 14MVA, capacity is 23MVA meaning 9MVA is currently spare; if demand exceeded 23MVA a new substation (£2M circa) would be required; electricity of up to 7MW could be generated within the Enterprise Zone and fed into national grid;
- Gas supply pressure varies across the site, and the network is able to sufficiently meet demands within Fylde;
- There are 12 telecommunication masts around the site which provide good 4G coverage,

### Infrastructure Costings

#### Key findings:

- Total cost for the main elements of Masterplan access and movement strategy is approximately £15m

- Budget costings have been developed for altering the structure of the former Wellington Bomber factory. However, we would recommend further more detailed investigation is undertaken before a final decision is made.

## 2 Development Method

The first stage in developing the Blackpool Airport Masterplan was to undertake a baseline review of the existing conditions, to identify key issues, constraints and opportunities. This was done through a mixture of site visits and desktop research. The key issues identified were presented above in Chapter 1. Following this, three concept options were drawn up. Some key interventions were agreed from the beginning which are common across all plans. These include some of the highways changes, the retention of the airport runway in its current form, the long-term removal of the Former Wellington Bomber Factory, and some residential uses on the eastern perimeter.

### 2.1 Vision

Our masterplan has been formed through the aim to realise the following vision:

**“To make Blackpool Airport Enterprise Zone a premier business location, where high quality businesses facilitate economic growth and employment, and further develop the strong skills and knowledge base of the Fylde Coast.”**

Blackpool Airport Enterprise Zone will be one of the **North West's Premier Business Locations** offering connected, high quality business and industrial premises within an excellent setting.

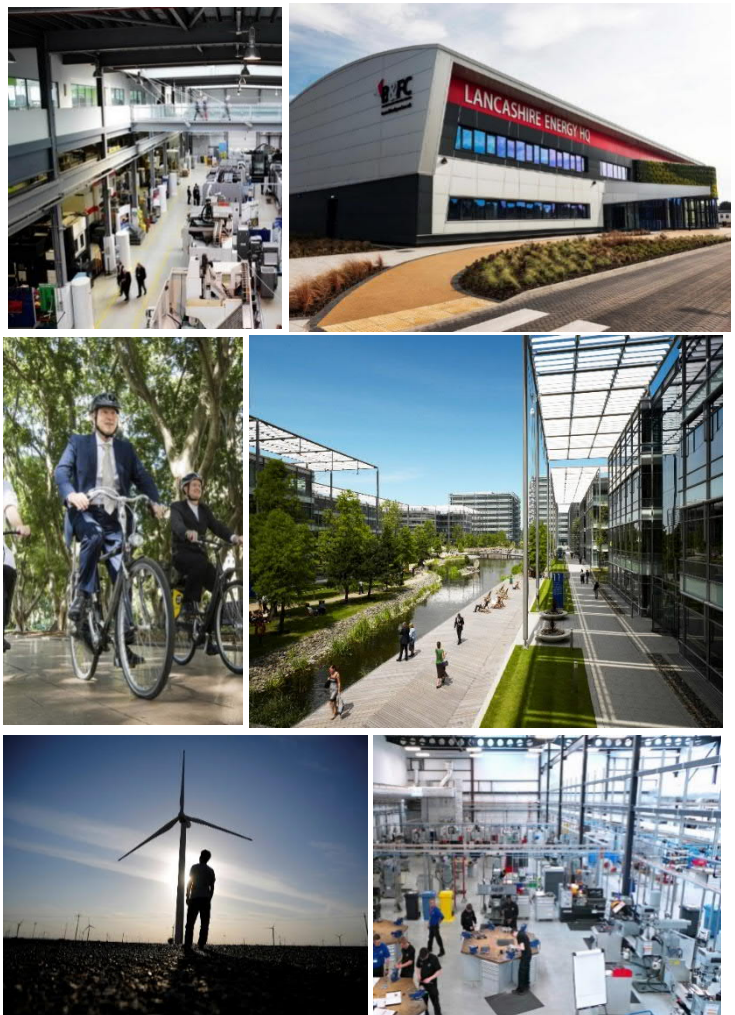
The Enterprise Zone will build upon:

- its location within one of Europe's leading regions and within the Lancashire Advanced Manufacturing and Energy Cluster – a key part of the Northern Powerhouse
- its legacy, as an airport, to connect Blackpool globally
- its proximity to Blackpool town centre and links to skills, knowledge and services
- a growing knowledge base delivered from the state of the art Blackpool and Fylde College within the EZ
- its excellent accessibility from the M55 and improving public transport connectivity (via tram and bus)
- its proximity to an internationally significant energy and chemical industries cluster (the Energy Coast)
- its coastal setting and links to both Blackpool and Lytham St Annes.

## 2.2 Objectives

The following objectives have been set out to help deliver the Vision for Blackpool Airport Enterprise Zone. These are:

- **Objective 1: Meeting the Demand from a Diverse Range of Sectors** – To continually adapt the masterplan in a planned manner through the promotion of distinct character areas which meet the demand of modern businesses and industries from a diverse range of sectors.
- **Objective 2: Improving Accessibility** – To provide a fully connected business and industrial park which provides enhanced transport infrastructure with an emphasis on sustainable transport, which increases accessibility to, and navigation in, the EZ.
- **Objective 3: Delivering Critical Infrastructure** – To ensure that utilities and other business critical infrastructure is competitive with the premier business locations nationally and internationally and seeks out low carbon alternatives where feasible.
- **Objective 4: Marketing and Promotion** – To maintain high levels of new investment in Blackpool and Fylde through strong branding and marketing which promotes the Enterprise Zone and the City Centre as a leading location for inward investment.
- **Objective 5: Supporting Competitive Businesses, Knowledge and Innovation** – To provide supporting actions which help existing and new companies to improve their competitiveness and create an environment for exchange of ideas where future knowledge is captured for sustainable growth within the region.
- **Objective 6: Create an Active, Productive and Liveable Environment** – Deliver a high quality and sustainable urban environment where cutting-edge architecture is complemented with healthy, safe and connected spaces to create an interesting, active and engaged place to work and do business.
- **Objective 7: Protect the Airport's Future** – To support the ongoing operation and expansion of the airport which acts as a catalyst for the rapidly growing energy sector, a significant contributor to the economy of the Fylde Coast.



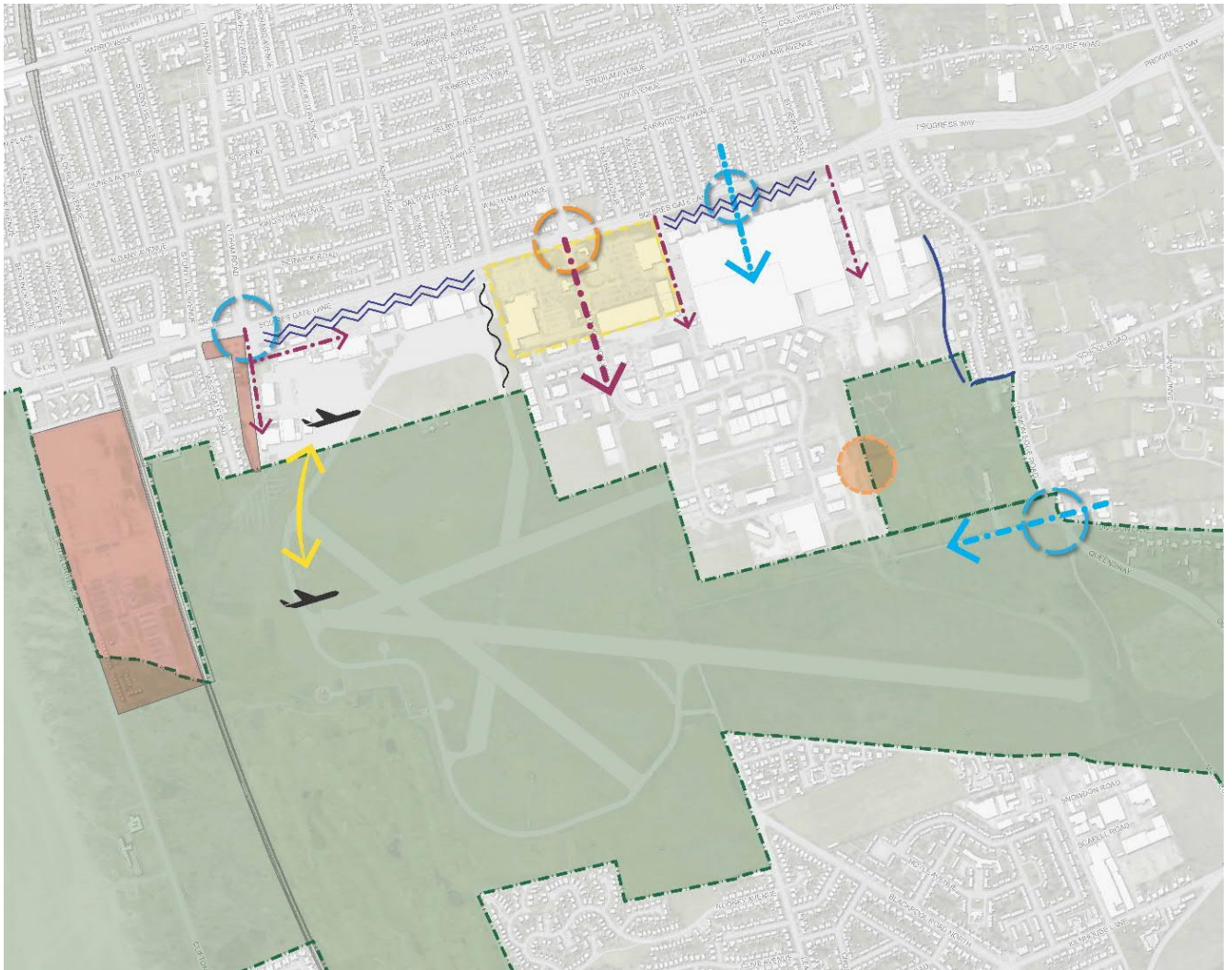
## 2.3 Masterplan Brief

The masterplanning process involved a considered analysis of the constraints and opportunities which formed an overall land uses strategy and in turn allowed the team to develop a set of concept outline proposals. These options were then refined to create a preferred masterplan approach.

The key brief for the masterplan derived from a SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis which identified the following key aspirations of the site:

- Improve access into and out of the site by creating a secondary eastern access into the site from Common Edge Road
- Improve the perception and visibility of the site from Squires Gate Lane
- Enhance the sense of arrival through landmark development and high quality public realm at existing and new gateways into the site
- Consider the potential to move the airport and playing fields to maximise potential for business and industrial growth within the EZ
- Improve the built and public environment within EZ to attract investment and business to the area
- Ensure the long term operation of the airport based on projected demand
- Create an integrated employment, retail and leisure offer for the area
- Reduce reliance on Amy Johnson Way for vehicular access to the site
- Respect the site's location within and adjacent to the Fylde green belt and airport operation – considering views, height restrictions and landscaping within the site
- Unlock development potential on vacant sites and/ or sites currently underutilised within the EZ
- Create enhanced business and industrial park setting with improved pedestrian and vehicle links
- Deliver space for a mix of industrial, leisure and business uses with a variety of scales

**Figure 1: Urban Design Analysis**



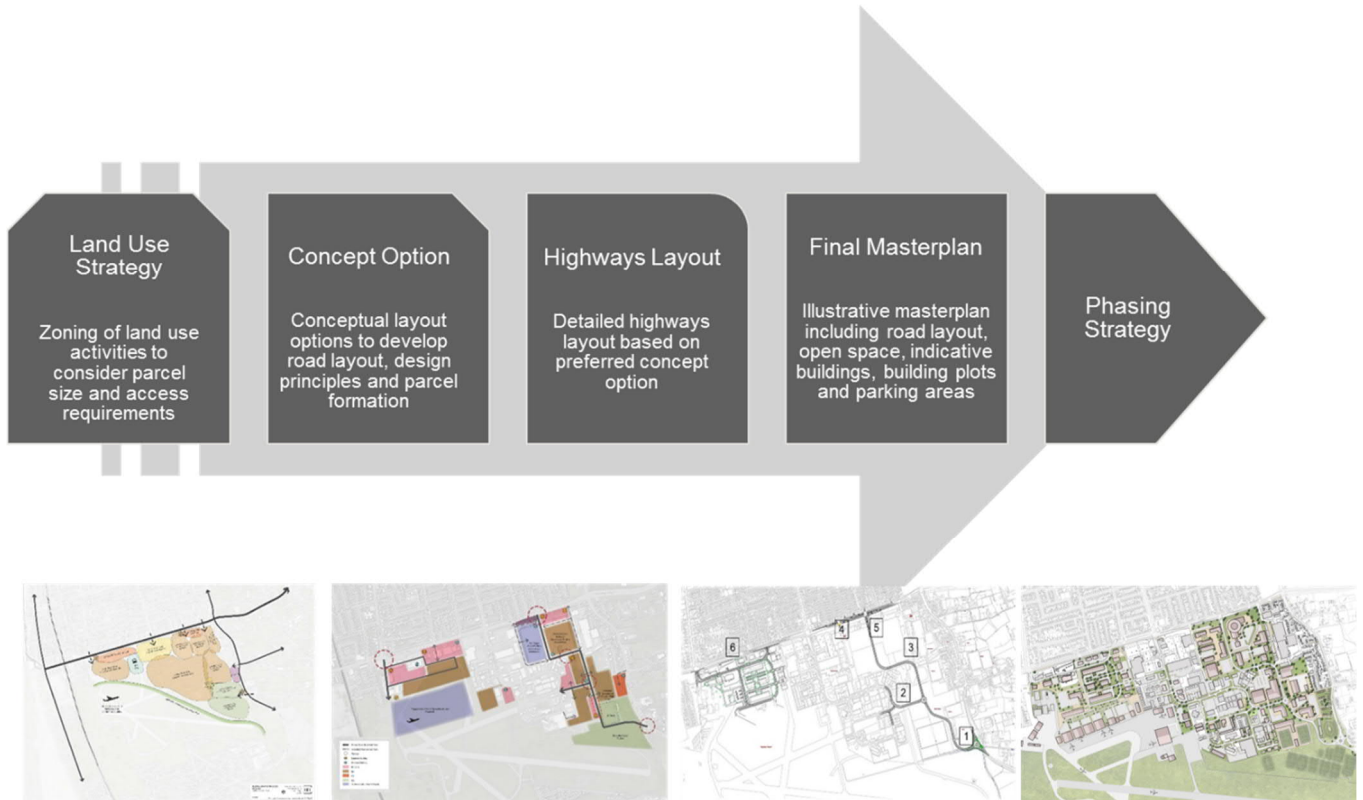
- Existing Access
- Potential New Access
- Existing Gateway
- Potential Gateway
- Inactive / Poorly Defined Frontage
- Green Belt
- Housing Development
- Area Backed Onto
- Sensitive Edge / Land Use
- Potential Ancillary / Secondary Commercial Centre
- Potential Relocation of Airport Operations

Source: IBI Group

## 2.4 Developing the Masterplan

The masterplan is developed through a series of stages.

**Figure 2: Masterplan development stages**



Source: IBI Group

### 2.4.1 Masterplan Concept

A number of concepts were developed with variations in land use zoning, access location, highway layout and orientation of landmarks. The masterplan concepts all delivered the following key aspects:

- A new dedicated eastern gateway access into the EZ at Lindale Gardens defined by a gateway development to provide a positive sense of arrival
- New access into EZ from Common Edge Lane adjacent to Division Lane and South Shore Cricket Club
- Creation of a boulevard route through the eastern section of the EZ linking Squires Gate Lane and Common Edge Lane
- Creation of link from new boulevard route to Amy Johnson Way to create clear links between new and existing EZ sites
- Creation of a commercial centre within the south-eastern edge of the EZ to provide small scale retail, food & drink and related commercial offer (i.e. business support services). This area, potentially in a high street form, would provide a destination within the EZ and create. This forms parts of the 'Third Space' provision and can serve to make this community facility viable.



- An enhanced gateway access at Lytham Road providing access to the relocated Airport and a newly developed employment area
- A well-defined and active commercial frontage to Squires Gate Lane with setbacks reduced to address the road more positively
- Landmark and prominent buildings located at key frontages and junctions along Squires Gate Lane, as well as throughout the site, to improve the setting of the EZ and improve perception of the space
- Development of playing field area following their relocation to the south (within green belt)
- Residential development along Common Edge Road frontage adjacent to Jepson Way with associated landscape buffer to separate from EZ
- Development of a 3G pitch complex adjacent to new eastern access with potential club house complex (see below)
- Relocation of airport to green belt to unlock development potential of site. Particular opportunity to develop energy focussed businesses and industry related to Blackpool & Fylde College

Following the development of the three concept options, the masterplan was refined towards a preferred option based on feedback from the client group.

**Figure 3: Preferred Concept Option**



Source: IBI

## 3 Planning policy alignment

This section provides a summary of the existing planning policy position in Fylde and Blackpool, a summary of the key planning issues for the wider airport site and an overview of the proposed planning strategy to support the realisation of the Enterprise Zone Masterplan.

### 3.1 Development Plan

The Development Plans and Planning Policy Framework that are relevant for the entire Blackpool Airport Enterprise Zone consist of:

1. The Blackpool Part 1 Core Strategy (January 2016) and the ‘saved’ policies of the Blackpool Local Plan 2001-2016 (June 2006); and
2. The Fylde Borough Local Plan (altered October 2005) comprising the Fylde Borough Local Plan 1996-2006 and the Fylde Borough Local Plan Alterations Review 2004-2016.

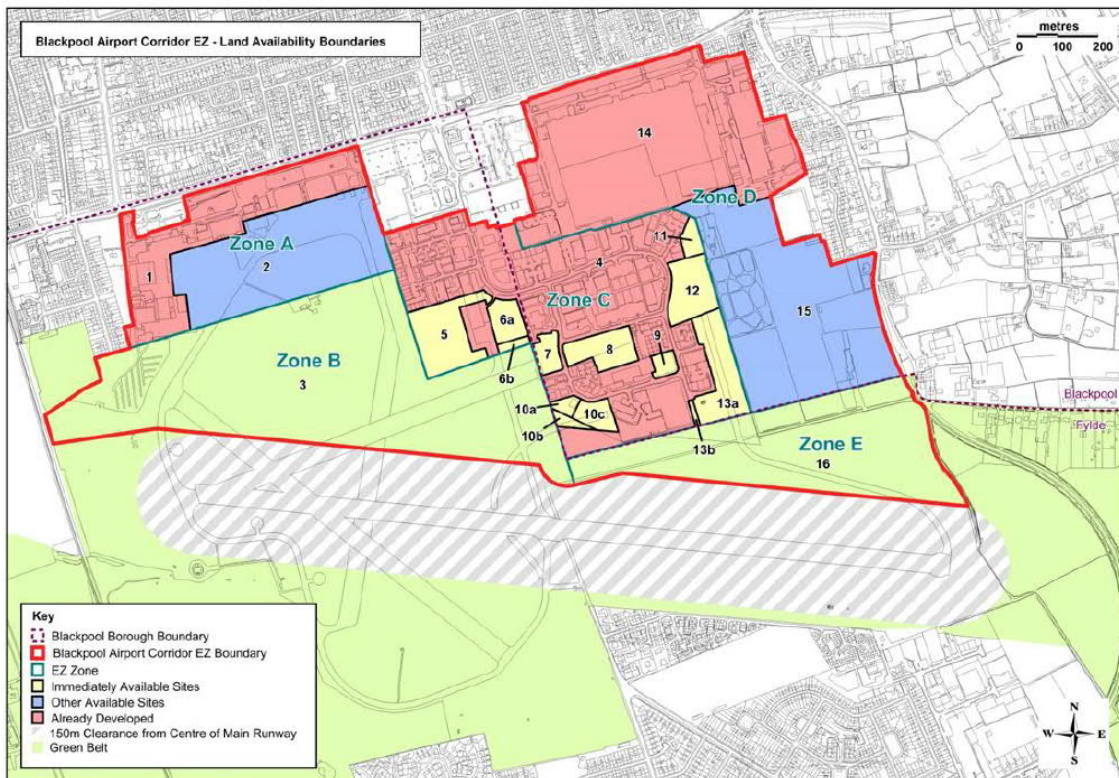
Blackpool and Fylde Councils are at different stages of progressing new Development Plan Documents that will replace some existing and saved policies. A summary of these are as follows:

- **Blackpool Local Plan Part 2 ‘Site Allocations and Development Management’ document (“SADPD”)** – the SADPD is in the early stages of preparation and was subject to public consultation for 6 weeks which ended on 24<sup>th</sup> July 2017. The Council is currently considering responses made to this consultation.
- **New Fylde Local Plan 2032 (“FLP”)** – the new FLP which is at advanced stage of preparation. On 9<sup>th</sup> December 2016, a submission version of the FLP was submitted to the Secretary of State for Independent Examination. The Examination into the Local Plan commenced in March 2017, with a second round of hearing sessions in June 2017. A third round of hearing sessions is due to take place on 12<sup>th</sup> December 2017.

### 3.2 Key planning issues and strategy

The key planning issues and considerations, based on the policy context provided, are summarised below in the context of different Enterprise Zone zones. These are identified on the plan below and include:

- **Zone A** – adjacent to Squires Gate Lane and identified broadly as the emerging ‘Knowledge Quarter’ in the Enterprise Zone Masterplan;
- **Zone B** – sitting within the Green Belt to the north of the existing Airport runway and identified within the ‘Airport Zone’ in the Enterprise Zone Masterplan;
- **Zone C** – forming the hub of business and commercial uses within the Enterprise Zone and identified at the ‘Business Hub’ in the Enterprise Zone Masterplan;
- **Zone D** – lying within the jurisdiction of Blackpool and including the Sycamore and Squires Gate estates, and the Common Edge Playing fields. Zone D is broadly identified as part of the ‘Innovation Hub’ and the ‘Industrial Heart’ in the Enterprise Zone Masterplan; and
- **Zone E** – largely within the Green Belt to the south of Common Edge Playing Fields and broadly identified within the ‘Third Space’ in the Enterprise Zone Masterplan.



### 3.2.1 Zone A (Knowledge Quarter)

Zone A is part of the emerging Knowledge Quarter in the Enterprise Zone Masterplan, which will build on existing knowledge industries and seek to utilise new space that is released by relocating Airport related operations closer to the runway and apron.

The emerging Local Plan is proposing to introduce a Blackpool Airport Enterprise Zone (Policy EC4), a Blackpool Airport policy (Policy T3) and site-specific employment policy (Policy EC1, Site ES5); which will form the framework within which detailed planning applications for development will be brought forward in this area. The Fylde Local Plan to 2032 is at an advanced stage of preparation and, following Public Examination and the publication of an Inspectors Report, will carry significant weight for the implementation of the Airport Masterplan.

These polices seek to safeguard Zone A for predominantly employment uses, however, Policy EC1 could support ‘enabling development’ where alternative uses such as retail, employment and leisure may be appropriate; where it can be demonstrated that they meet a number of policy tests – including supporting the delivery of aviation uses, minimising the impact other town/retail centres and where there are no sequentially preferable sites, as set out in National Planning Policy Framework (NPPF). As such, any non-employment uses in Zone A will need to demonstrate that it addresses these policy tests in the new FLP as detailed applications for planning are brought forward.

### 3.2.2 Zone B (Airport Zone)

Zone B is in the Green Belt in both the current and emerging Local Plan and is proposed to form part of the Airport Zone with expanded and relocation Airport relation operations. Whilst the Green Belt is subject to significant protection, the area of Green Belt to the north of the runway is well contained and does not significantly contribute to the openness or character of the Green Belt to the south of Blackpool.

The emerging Airport related policies in the FLP, including Blackpool Airport Enterprise Zone (Policy EC4) and a Blackpool Airport policy (Policy T3) could support applications for 'airport related development' where Very Special Circumstances ("VSC") for Green Belt development can be demonstrated. The VSC case would need to be built around the relocation of airport operations being critical to the ongoing and future operation and growth of the Airport.

The strategy for the development of this area could be two-fold (dependent on the scale and phasing of development):

- **Permitted Development** – Operational development that falls under the permitted development rights of Class F of the GPDO, which allows for *"the carrying out on operational land by a relevant airport operator or its agent of development (including the erection or alteration of an operational building) in connection with the provision of services and facilities at a relevant airport"*. Whilst this may be applicable to some limited airport operations, more substantial airport or other (non-essential) development would likely require planning permission.
- **Planning Application that demonstrates the case for VSC** – Operational development which extends beyond the provisions of the GPDO but it can be demonstrated that it is required for the continued growth and success of the Airport and a where a strong case could be made for Very Special Circumstances (as set out in Policy EC4 and T3) that support Green Belt development.

In summary, given the scale of development of Airport operations proposed in the Enterprise Zone Masterplan, a planning application which makes the case for VSC would likely be the most appropriate strategy to bring forward a comprehensive relocation of airport related operations in Zone B.

### 3.2.3 Zone C (Business Hub)

Zone C is proposed to be the Business Hub of the Enterprise Zone Masterplan, building on the established business and commercial uses that have been successfully developed along Amy Johnson Way.

A small part of Zone C (in the south westernmost corner) is designated as Green Belt, but this is not proposed for development in the masterplan.

The remainder of Zone C is designated for employment uses in the extant Blackpool Local Plan and planning applications would need to be brought forward which consider the provisions of these employment policies. Given the early stage of preparation of the Blackpool SADPD, there may be a potential to further define and shape the type of uses in this area as the SADPD is developed.

### 3.2.4 Zone D (Innovation Gateway and Industrial Heart)

Zone D is proposed for a mix of industrial, commercial and innovative uses that improve the arrival experience into the Airport and build on the industry and innovation strengths of the Enterprise Zone.

The timing and implementation of Blackpool SADPD will be critical to the implementation and phasing of the masterplan in Zone D. It will be important for planning policy to support the masterplan and remove or amend restrictive planning designations where necessary. The key planning considerations in relation to this area are as follows:

#### a) Green Belt and Protected Open Space

The entirety of the Common Edge Playing Fields is designated as Green Belt land under saved Policy NE1 (Green Belt) of the Blackpool Local Plan and Policy CS6 (Green Infrastructure) of the Blackpool Core Strategy. They are also designated as protected public open space including Policy CS6 (Green Infrastructure) of the 2016 Core Strategy and saved Policy BH5 (Protection of Public Open Space) of the Blackpool Local Plan 2001-2016.

It is important that, as the new Blackpool SADPD is developed, that this land is promoted for release from the Green Belt through this development plan document. A case can be made that this land does not currently fulfil the purposes of including land in the Green Belt (as set out in the NPPF) and the existing playing field provision is proposed to be re-provided on land to the south of the existing playing fields (to an equivalent or better standard); in line with the requirements of both Sport England and the NPPF. In line with the masterplan this land should be promoted in the SADPD for:

- Employment uses;
- Residential use (on the parcel of land adjacent to Common Edge Road); and
- Playing fields (to the south of the current site, within the Green Belt).

The current timetable for the adoption of a new SADPD (and when this land could potentially be released from the Green Belt) is late 2019.

#### *b) Infrastructure*

Providing enabling infrastructure (i.e. access) in the Green Belt if the designation remains/prior to any removal of its Green Belt status may be acceptable under the provisions of Paragraph 90 of the NPPF, which states that *“local transport infrastructure which can demonstrate a requirement for a Green Belt location”*. Therefore, a planning application for a first phase of development could include the required road infrastructure required to act as a catalyst for the development.

#### *c) Employment uses*

Land to the north of Zone D is designated for employment uses in the extant Blackpool Local Plan and there may be a potential to further define and shape the type of uses in this area through the emerging policies in the emerging Blackpool SADPD.

### **3.2.5 Zone E (Third Space)**

Zone E is in the Green Belt in both the current and emerging Fylde Local Plan. The masterplan proposes new sports provision (i.e. relocated from Zone D) in this location. This is in line with the provisions of Paragraph 89 of the NPPF which allows in the Green Belt *“provision of appropriate facilities for outdoor sport, outdoor recreation and for cemeteries, as long as it preserves the openness of the Green Belt and does not conflict with the purposes of including land within it”*.

In accordance with the NPPF and Sport England guidance, any lost provision at Common Edge Road should be replaced by equivalent or better provision in terms of quantity and quality in Zone E (and partially in Zone D).

It should be noted that any proposed lighting / structures may impact on the openness of the Green Belt and may also impact on regulations in relation to Aerodrome Safeguarding that seek to protect the safety of airport operations.

Any enabling infrastructure (i.e. access) in the Green may be acceptable under the provisions of Paragraph 90 of the NPPF, which states that *“local transport infrastructure which can demonstrate a requirement for a Green Belt location”*. This infrastructure would need to demonstrate the requirement for a Green Belt location.

### 3.3 Summary

In summary, the Enterprise Zone Masterplan has been developed in full recognition of existing and emerging planning policy and, as development comes forward and the Masterplan is implemented, will need to be cognisant of the key policy requirements and responsive to emerging local plan processes. The key planning challenges will be to:

- Ensure that the new Blackpool SADPD reflects the aspirations of the Blackpool Airport Masterplan and, importantly, removes Common Edge Paying fields from the Green Belt and provides the policy framework that will support the medium-term development of Zone D.
- Relocate playing field provision to an equal and better standard that satisfies Sport England Policy.
- Deliver a robust case for VSC to relocate Airport related facilities into the Green Belt.
- Provide a robust case for the need for early infrastructure deliver (road access) in the Green Belt.
- Ensure that uses that are not policy compliant (such as retail or leisure uses) in employment areas of the Enterprise Zone meet the tests of relevant planning policy.
- Prepare a phasing strategy that aligns with emerging planning policy (such as the Blackpool SADPD).
- Ensure that any development is brought forward that considers the wider planning framework and localised issues, such as highways, amenity, environmental impacts, design etc.

## 4 Final masterplan

The plan on the following page provides an indicative vision for the development of the Blackpool Airport EZ in 2041. The final masterplan has been developed through an iterative process of concept and framework design.

The scheme is framed around the creation of a place focussed business and industrial park for Blackpool. This section describes the key features of the masterplan through shaping the form, movement and space within the site.

### 4.1 Form

The form of the masterplan is focussed around creating a useable and active economic context.

#### 4.1.1 Urban Grain

The open grain with large footplates reflects the need to provide large employment spaces, whilst also reflecting its urban edge setting. This is done by reducing the density of the urban grain from the tight grain of the residential areas to the north. This, coupled with a strong frontage which addresses Squires Gate Lane and defines new primary gateways into the site.

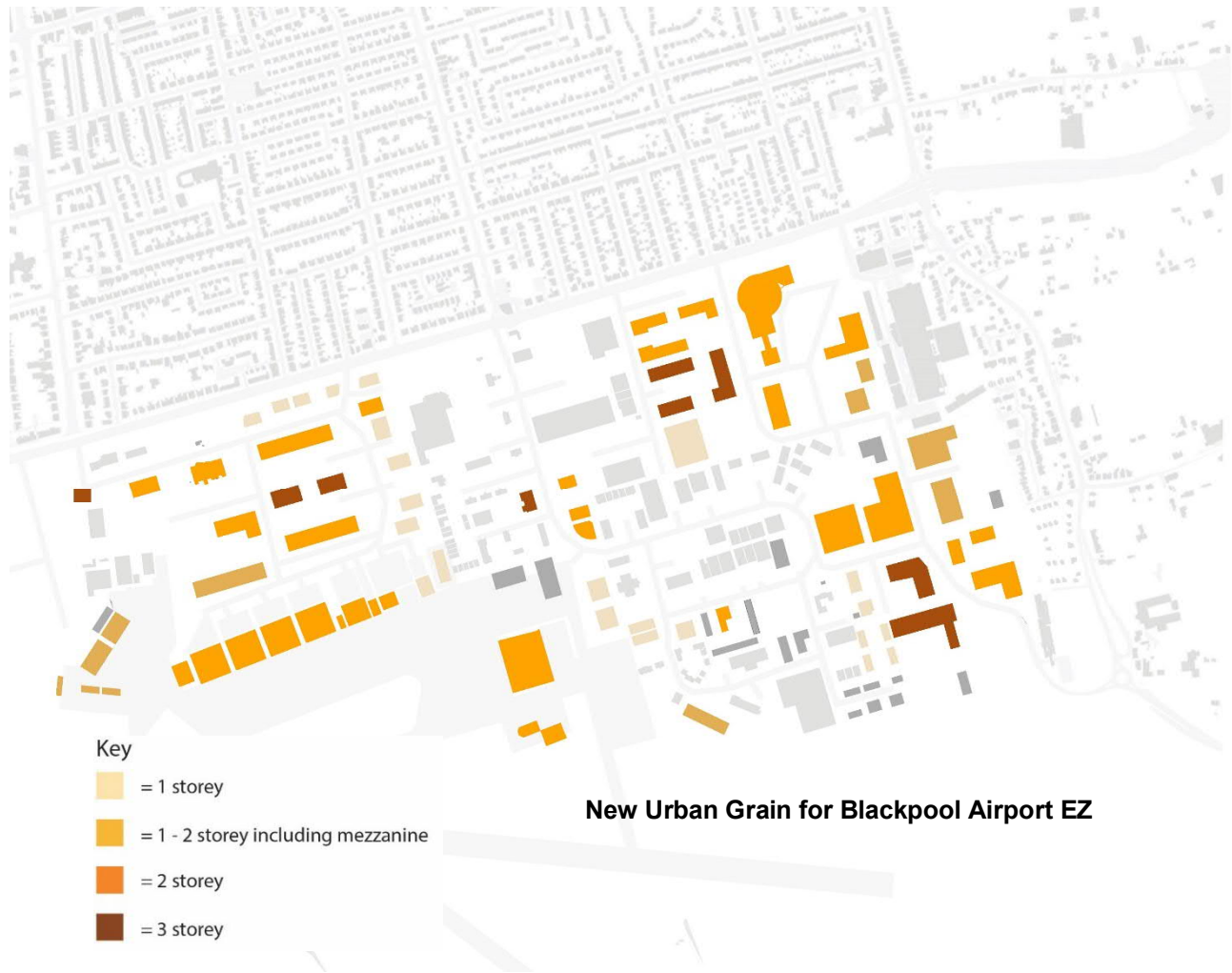
#### 4.1.2 Scale and Massing

The scale and massing of the proposed site further defines the sites operation as a business and industrial park, distinguishing it clearly from the surrounding context.

The massing strategy is to increase scale at the key gateways (Squires Gate Lane and off Common Edge Road) and along the key eastern boulevard in order to define key uses of manufacturing and business.

Generally massing then seeks to increase scale to the centre of the site with building to the edge restricted to mitigate impact to surrounding residents and airport operation.





#### 4.1.3 Built Form

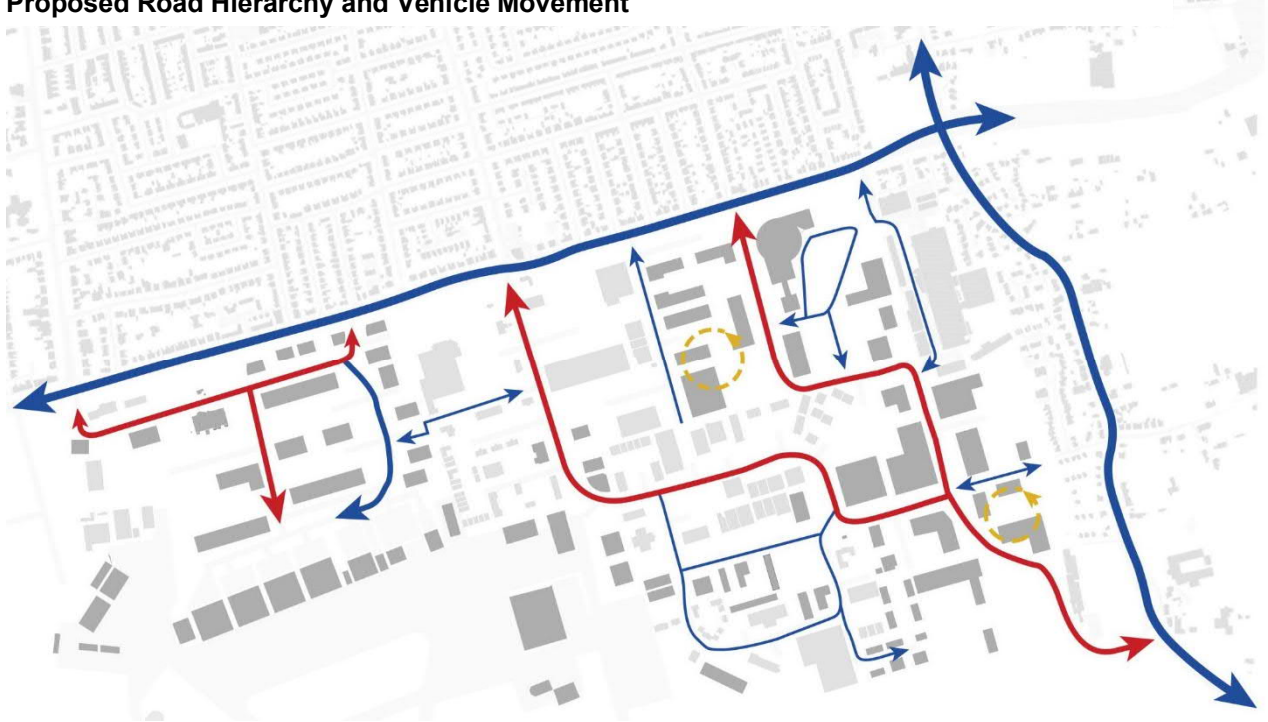
The proposed built form is to create modern and efficient industrial and business premises within the Enterprise Zone. The building design, materials and scale will be sensitive to residential uses and airport operations surrounding the site.

#### 4.2 Movement

The proposed masterplan has been developed to facilitate efficient movement of employees, visitors and goods through the site. The layout has sought to encourage active travel through multi-modal streets which are punctuated by attractive and strategically located public spaces.

Two primary corridors are created to encourage movement along these corridors and to focus activity within the site. These corridors will serve secondary roads to provide each plot with its own dedicated access.

### Proposed Road Hierarchy and Vehicle Movement



The creation of a network of streets



The development of multi modal corridors



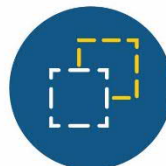
Connecting important places & destinations



Green routes & corridors



Spatial Planning



Defining zones & establishing legibility

### 4.3 Space

The adjacent plan outlines the generous provision of green space within the EZ masterplan. The place driven approach to the site design has been shaped on the principle of creating an enhanced place to do business for investors and visitors to the site.

The proposed masterplan, therefore, establishes a “green gateway” to the south east which provides sports pitches and leisure based uses, supplementing the businesses within the site.



### 4.3.1 Public Space Approach

The public space approach is to deliver high quality urban environments which frame the new properties within the site. Three key zones will act as landmarks for the site and define the character of the place.

#### 4.3.1.1 High Street

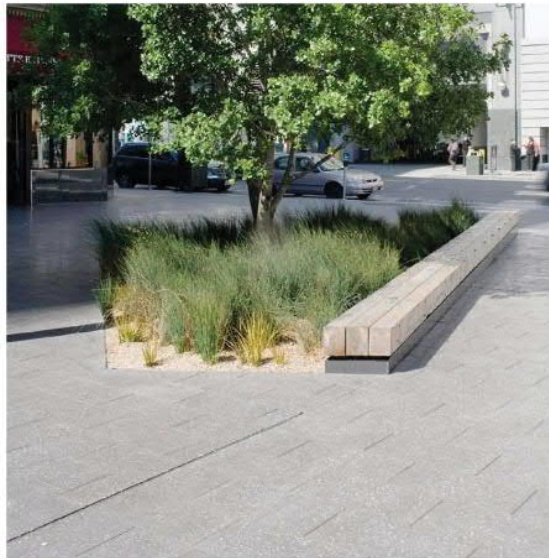
A new high street type arrangement will be created at the centre of the EZ. This area will provide enhanced public realm which will activate café and retail frontage, as well as slowing traffic.

A single level will run through this area to blur the lines between pedestrian and vehicular. This will give a greater sense of space to the retail frontage and improve street experience. It could either be different defined materials using a change of colour or a continuous material with a tactile element and street furniture to provide protection. This area would avoid a standard engineered street feeling and increase interest and quality, potentially supporting the retail units by encouraging people to linger and gather.



Outdoor seating could help activate the frontage and provide protection to the pedestrian and cyclist area.

The following provide precedent images for the High Street Zone.



Seating and planting

Selective seating placed in locations to help inform traffic of the presence



street furniture

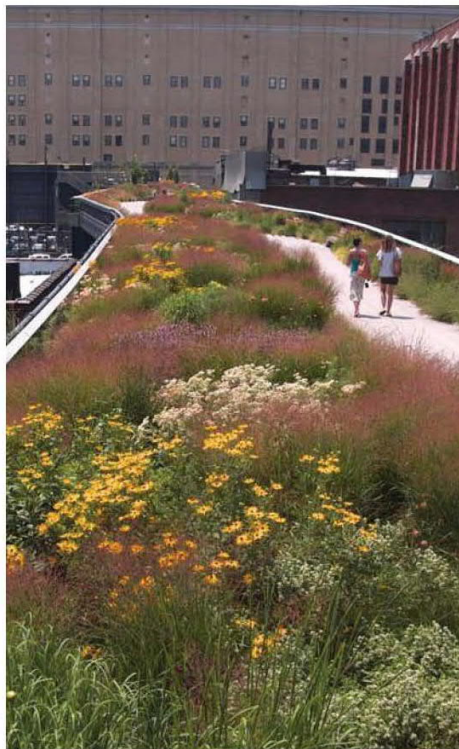
#### 4.3.1.2 Road Junctions

Alternative to the standard tarmac junction arrangement such as shared space and alternate materials will help visually reduce the scale and impact of the road on the approach from the north and reduce acceleration leaving the High Street Zone and throughout the site.

#### 4.3.1.3 Pedestrian Link

A new pedestrian link is proposed to connect existing and new residents on Common Edge Road to the new EZ high street zone and sports hub. This connection will be defined by native planting to provide clearly defined corridors of pedestrian and cycle activity.

Public art should be considered to provide a landmark and navigation point within the site.



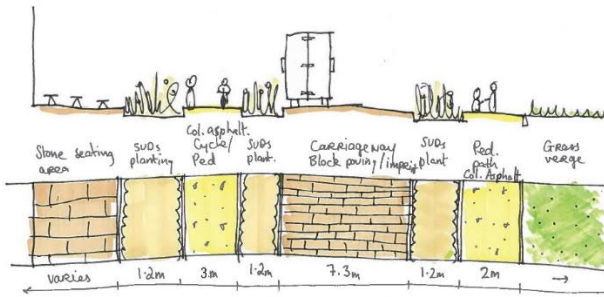
### 4.3.2 Street Types and Hierarchy

The road hierarchy of the EZ will clearly define vehicular and active movement through the site. Landscape treatment and material selection will be used to provide appropriate scale and character to these streets (defined adjacent) and facilitate connection through the site.

The following pages provide indicative street sections to illustrate how the streets through the site could be designed and given their defining characteristics.



Primary Routes  
Typical High Street Section



Outdoor cafe seating



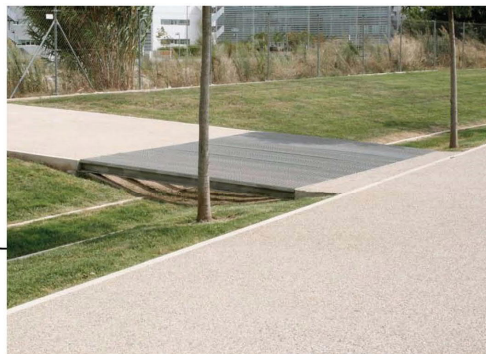
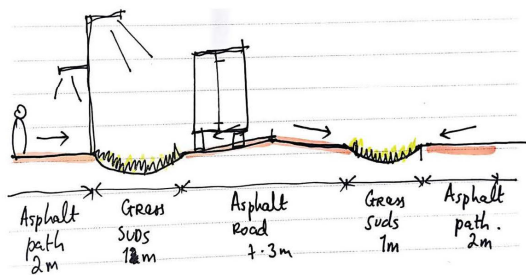
Swale buffer planted



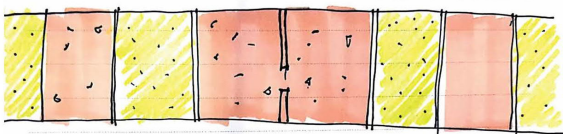
Textured road surface, Chester



Secondary Routes  
Typical Section with grass verge



Grass swale



Planted swale



## 4.4 Character Areas

The proposed masterplan can be defined as six interconnected character areas which each contribute to the wider area, whilst serving their own function.

1. Knowledge Quarter
2. Airport Zone
3. Business Hub
4. Innovation Gateway
5. Industrial Heart
6. Third Space

The above character areas are shown and described on the following pages.

#### 4.4.1 Knowledge Quarter

The Knowledge Quarter will be the home of business, research and development and education creating an active, accessible and high-quality employment and development zone within the EZ. Key principles:

- Grow a high-quality office, R&D and industrial offer around the existing Blackpool and Fylde College and Energy Centre.
- Focus growth around key aviation and energy industries, as well as educational facilities
- High quality environmental setting with green movement corridors linking Squires Gate Lane to the airport
- Create a new entrance off Squires Gate Lane to improve movement through the site and define a gateway into the Knowledge Quarter.
- Reduce set back to Squires Gate Lane to address the frontage with active business operation and improve the sense of arrival into the site
- Delivery connections to adjacent retail site
- Define clear corridors to adjacent bus and tram routes into Blackpool
- Create visual and physical connection to airport terminal and operations beyond

The Knowledge Quarter will couple high quality architecture and public space to create a connected and attractive business park for investment, exchange and knowledge in Blackpool.







#### 4.4.2 Airport Zone

The Airport Zone will focus on the delivery of viable and high-quality airport operation within a consolidated airport area.

Key principles:

- Relocate and consolidate airport operations to the south
- Deliver high quality business, commuter and energy focused airport service
- Establish clearly defined airport edge defined by a new airport terminal and car park
- Clear signage and building orientation to increase visibility of the site and mark its position within the EZ.



#### 4.4.3 Business Hub

As well as defining new development to the east and west of Amy Johnson Way the masterplan defines key development sites on vacant or inefficiency plots along Amy Johnson Way itself.

Key principles:

- Deliver high quality development within existing vacant sites on Amy Johnson Way
- Optimise existing plots and highway layout to maximise the potential of the site
- Increase connectivity with the growing EZ and the retail park to the north
- Enhance the environmental quality of the highways network and rationalise on street parking.

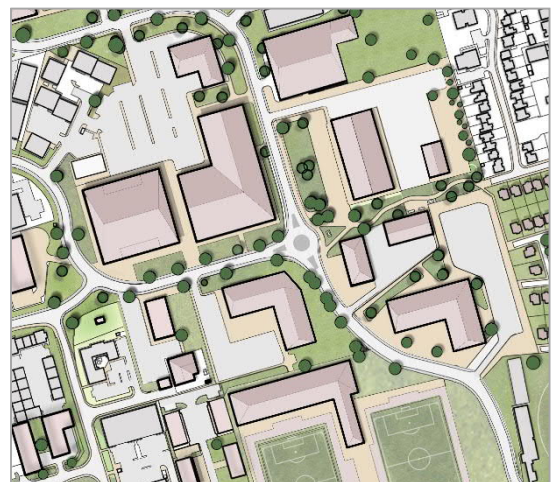


#### 4.4.4 Industrial Heart

The masterplan will deliver state of the art industry at its heart which provides a mix of advanced manufacturing, light industry and logistics to service the industrial needs of the region.

Key principles:

- Deliver an active and efficiently designed industrial centre within the business park offering logistics, industrial and support services
- Locate within easy reach of retail, leisure and amenity (within Third Space)
- Set back large industrial properties from boulevard and public space
- Establish a pedestrian link to the east linking new and existing communities into the EZ from Common Edge Road
- Deliver high quality and state of the art properties that meet the needs of modern industrial practice



#### 4.4.5 Sports Hub/ Third Space

A new 'third space' will provide a key eastern gateway into the site. The third space will provide space for activity, engagement and networking for businesses and employees to come together alongside local communities.



Key principles:

- Deliver a new eastern entrance and gateway from Common Edge Road
- Relocate existing playing fields to south and create two new 3G pitches (including relocation of AFC Blackpool)
- Create a high street adjacent to a new roundabout at the centre of the EZ offering retail, cafes and other amenities to businesses and local communities
- Establish a new sports hub adjacent to 3G pitches with changing, events and conferencing facilities (including a café/ bar) to act as a hub for

business and other users of the site

- Delivery a 'softer' edge to the site to address the surrounding semi-rural context



*South-eastern approach to the Enterprise Zone with landmark manufacturing buildings, sports hub and community high street in the distance. Structured and natural landscaping help define active public spaces which reflect the open and useable nature of the site.*

#### 4.4.6 Innovation Gateway

A new gateway will be created off Squires Gate Lane on the site of the existing former bomber factory. Through the creation of a new landmark building and active business hub the site will draw people and businesses into the area through delivery of architectural quality and high-quality business operation.

Key principles:

- Create a sense of arrival and clearly identify the EZ as a premier business park through high quality built form
- Improve perception and visibility of the site through high quality architecture, active frontages and landscaping
- Maintain existing setbacks to make way for drainage service lines but increase visual link to the site through reduced tree line and improved public realm at Squires Gate Lane
- Connect to Industrial Heart, Business Hub and Third Space via a new central boulevard and connect to the adjacent retail park and Knowledge Quarter via legible pedestrian and cycle corridors
- Deliver high quality public space throughout to create a sense of character and place embraced by the surrounding community and businesses
- Develop public space around the Enterprise Zone to create a sense of place, in particular on approach along Squires Gate Lane





**Visualisation of Blackpool Airport Enterprise Zone**

#### **4.5 Floorspace**

The attached plan (Appendix B) provides an illustration of the potential mix of uses by plot for the masterplan area. It provides an indication of the unit sizes that could be located by location and potential planning use classes that are appropriate for each area.

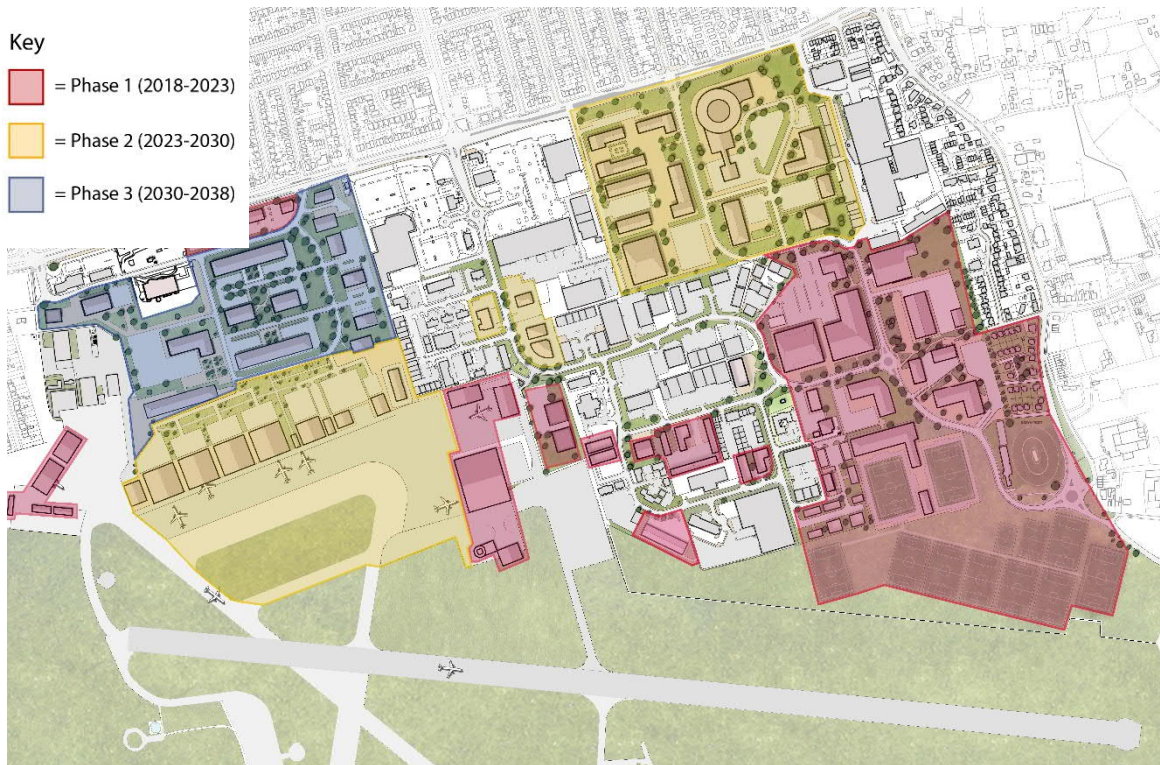
The plan should not be read as a proscriptive document controlling uses for each plot. Rather it shows an indicative distribution of uses throughout the Enterprise Zone and provides a solution for the location of the larger requirements currently in the market.

#### **4.6 Phasing**

The delivery of the Enterprise Zone Masterplan is portioned in to three distinct phases, although in reality, these will be overlapping. The time periods are:

- Phase 1 (2018 – 2023)
- Phase 2 (2023 – 2030)
- Phase 3 (2031 – 2038)

The figure here shows the phases in which each area will be delivered.



Infrastructure investment, funded by retained business rates, will be front-loaded towards the beginning of the programme in order to support the development of the site by unlocking parcels of land which are currently un-developable or inaccessible, and to demonstrate to potential tenants or developers that the Enterprise Zone is a high quality strategic and suitable location for investment.

The first phase of the Masterplan, up to 2023, will see the south-eastern part of the site delivered, spear-headed by a new roundabout and the first part of the new spine road. This will open up access of the Industrial Heartland of the Enterprise Zone and create a gateway into the Third Space (leisure and recreation), and connect from here through to the Business Hub – see earlier in this chapter for details on character areas. Some changes will also occur at the north-western part of the site, and over time development will work its way inwards from these two corners to all parts of the Enterprise Zone site. Up to 25 individual parcels of land could be brought forward during Phase 1, in the south-eastern and north-western parts of the Enterprise Zone.

Table 1 outlines the amount of space which could be made available during each phase of the Masterplan delivery.

**Table 1: Potential plot sizes and floor space (sqm)**

Phase	Plot sizes	Floorspace
1	2,100 – 40,300	800 – 21,600
2	3,800 – 43,700	2,500 – 22,700
3	2,000 – 10,000	1,500 – 9,600

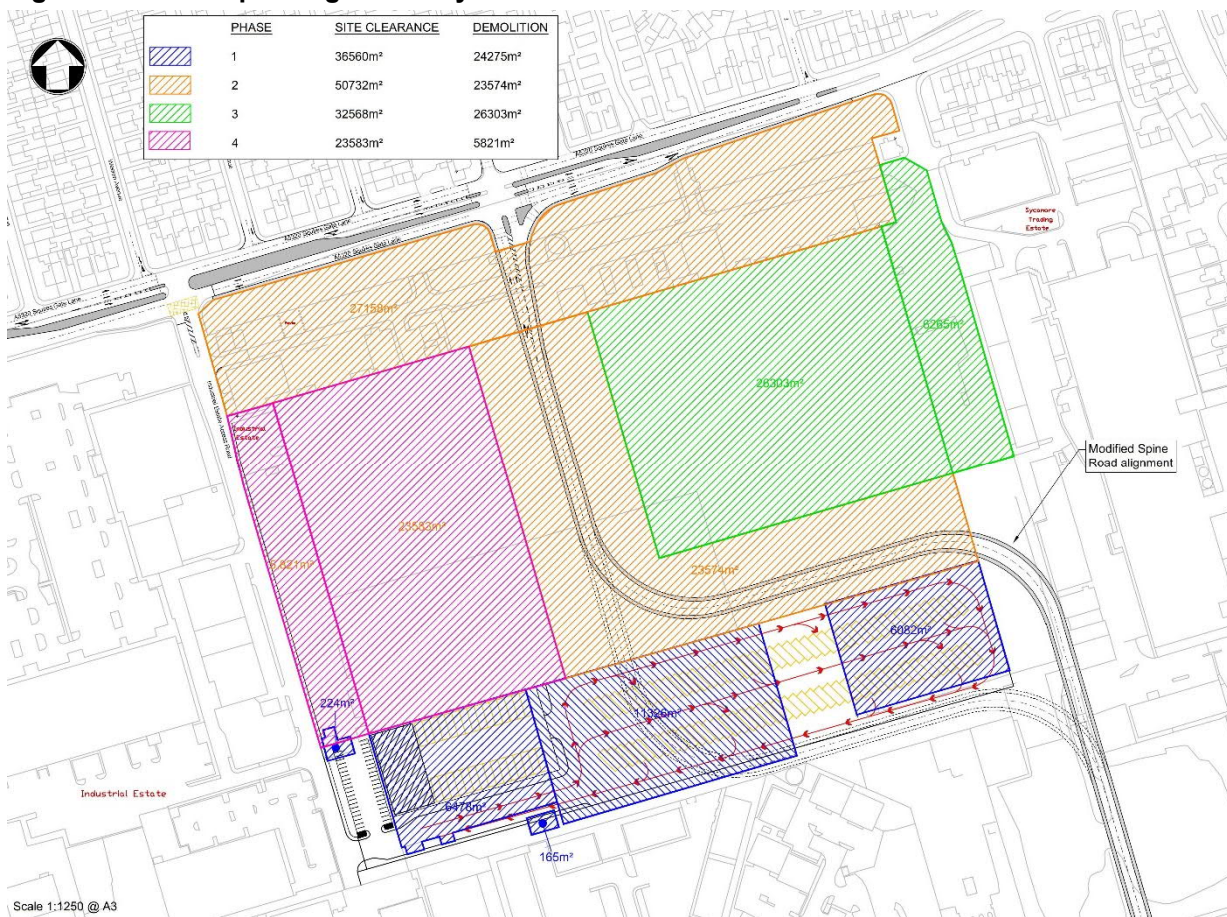
Source: BE Group

### 4.6.1 Wellington Bomber Factory

The former Wellington Bomber Factory occupies 102,500 sqm at the north-eastern corner of the masterplan site. A basic visual inspection has been carried out and found that while the overall condition of the building's structure is reasonable, however, the building has reached the end of its lifespan and requires significant repairs to the roof. The decision has been made as part of the Masterplan development process to eventually completely remove the building to create space which can be used more flexibly. The structure of the building is such that it is relatively easy to break down in phases which would allow existing uses to be retained, whilst also introducing new uses. A possible clearance strategy is discussed below.

The first part to be removed could be the three sheds on the southern side of the factory, followed by parts of the core structure, and finally the part on the western side. This is shown in Figure 4. The estimated costs for removing the factory are presented in Section 8.3.

**Figure 4: Planned phasing of factory demolition**



Source: Mott MacDonald



## 5 Access and Movement

The baseline report identified that Blackpool Airport Enterprise Zone is well located in terms of its connections to the wider highway and motorway network, making the site highly accessible by road. However, access into and movement within the site is much more constrained due to the small number of access points into the site and no connecting roads between different parts of the site. Therefore, the key aim of the access and movement strategy is to open up access to all parts of the site to unlock parcels of land which are currently not accessible. This will make investment at the site a more attractive prospect for potential investors, and will relieve pressure on the surrounding highway network.

The key highways interventions proposed at Blackpool Airport are shown in Figure 5 and explained below.

**Figure 5: Highways Interventions at Blackpool Airport**



Source: Mott MacDonald

The highways interventions at Blackpool Airport are as follows (numbers correspond to figure above):

1. New roundabout at Queensway
2. Link from new spine road to Amy Johnson Way
3. New spine road from roundabout to Squires Gate Lane

4. Remodelling of junction to allow right turns
5. New junction for spine road with Squires Gate Lane, and closure of existing Sycamore Avenue junction
6. New access point into western end of site and loop road

The roundabout at the south-eastern corner of the site will provide direct access in to the 'Third Space' recreational gateway and serve as a replacement of the existing junction at Common Edge Road / School Road, which is a low capacity junction experiencing high demand. An added benefit of the new roundabout access is the opportunity to connect with a new link road proposed to be built by Lancashire County Council between the M55 Junction 4 and Lytham St Annes. A secondary element of this will run east-west to Queensway, thereby providing direct access between the Enterprise Zone and the motorway network. This will relieve pressure on the A5230 and provide a more streamlined route to the Enterprise Zone. The phasing of the Enterprise Zone Masterplan works will complement the construction of this new highway, which is expected to begin in 2019 and could open in early 2020.

The new spine road through the site will create a through-route for traffic, thus reducing pressure on the surrounding highways network and make movement within the site easier for users. At present there are no routes between the different areas of the site which forces people to exit the site, use external highways, and re-enter the site, which puts additional strain on the surrounding highway network. Therefore, the spine road, with a connection through to Amy Johnson Way, will make internal movement within the site possible. The eastern spine road will be delivered in four parts spread across phases one and two of the delivery period.

An added benefit of the spine road is it will also make public transport (bus) routes through the site more viable due to removing the need for buses to turn around within the site. There is potential for the Blackpool Transport Services' bus depot to be housed on the site in the short term, further increasing the viability of bus routes serving the site.

On Squires Gate Lane, there will be a remodelling of several junctions. The new spine, which will run through the middle of where the former Wellington Bomber Factory is currently located, will have a dedicated junction on Squires Gate Lane. Following this, the existing junction at Sycamore Avenue could be closed. These works are scheduled to be carried out in Phase 2 of the Masterplan delivery (2021-2031).

Interventions which are scheduled to take place in earlier phases are the remodelling of the junction to the immediate west of the former Wellington Bomber Factory, to enable right turns in to the site from Squires Gate Lane. The purpose of this junction is to serve any vehicles which access the west and southern parts of the area currently occupied by the factory. There is a possibility that Blackpool Transport Services will be relocated to occupy the land at the back of the factory building, which will generate reasonably high levels of bus movements between the site and the town centre, thereby necessitating a junction which supports right in movements without impeding on the rest of the highway network.

A new left in only junction will also be created further west, to service the airport and commercial units at the north-western corner of the Enterprise Zone site. In Phase 3, a loop road within this part of the site will be created, to serve the airport and associated facilities. To enable quick and safer pedestrian and cycle movements within the Enterprise Zone, new linkages are included in the Masterplan, between the airport business park (western part of site) and the existing retail park.

The improvements to the highway network around the Enterprise Zone will not only benefit access into and movement within the Enterprise Zone; there will be benefits for the wider

highway network, through reduced pressure on pinchpoints and junctions and improved access to the existing retail park. Additionally, Enterprise Zone infrastructure will support development of airport and accommodate additional developments in the business park.

In the longer term, there is scope for the Blackpool tram network to be extended beyond its current terminus at Squires Gate and connect in to the heavy rail line which runs to Lytham St Annes. This could interface with the airport and Enterprise Zone through the provision of a new or relocated tram/train station. Improvements to Squires Gate Station and a passing loop on the South Fylde Railway Line would bring desirable economic improvements to the area, through enabling sustainable access to the Enterprise Zone. However, it is not a requisite for the delivery of the Masterplan.

The estimated costs for each element of the access and movement strategy are provided in Section 8 of this report.

In addition to highways interventions around the Blackpool Airport Enterprise Zone site, the Masterplan includes pedestrian and cycle link improvements between different parts of the site, to promote and facilitate safe and easy movement by these modes, and therefore reduce short vehicular trips within the site. Prime examples include links between the Knowledge Quarter and the existing retail park, and between the Third Space and the Business Hub areas of the site. Good walking and cycling access to the Third Space will be vital to support and encourage the usage of these new facilities.

## 6 Land use / property

The study team has examined the potential land use opportunities within the Blackpool Airport Enterprise Zone, through researching the current and potential market in and around the Airport. In particular, the following have been considered:

- Property transaction data, which reveals the types of employment units in demand in recent times
- The viewpoints of commercial property agents active in the area, gathered through one-to-one consultations
- The key factors and issues of the Blackpool commercial property market
- The current key enquiries for land and premises within the Enterprise Zone
- The overall vision for the Enterprise Zone, including the intent to target the Enterprise Zone to businesses in the energy, aviation, food and drink manufacturing, advanced manufacturing, creative and digital and professional services sectors
- The quality and availability of built premises within the Enterprise Zone
- The locations of potential redevelopment sites with the Enterprise Zone

The below discussion assesses the opportunities for different land uses within the Enterprise Zone site from a property market perspective. The masterplan that is detailed in Chapter 4 reflects these opportunities for the Enterprise Zone. The masterplanning process is an iterative process in which the market requirements inform the drafting of the masterplan and refinements of the masterplan can help illuminate potential opportunities for businesses. It is expected that more detailed assessments of the potential commercial floorspace and potential uses will be undertaken in due course, taking into account employment and business rates generations.

### 6.1 Current Interest

The declaration of the area as an Enterprise Zone in 2016 has spiked interest from businesses looking for sites and premises in the region. The incentives of business rate relief or tax rebates for plant and equipment purchases has led to renewed investment and construction in the Amy Johnson Way area, which is now limiting choices for further growth in the market. In addition to current or recent development activity, there is further interest in the Enterprise Zone from a range of businesses, predominantly industrial/manufacturing enterprises.

Specifically, current requirements that have come to the Blackpool Fylde and Wyre Economic Development Company have included:

**Table 2: Current Interest Seeking Sites or Premises**

Type of Business	Preferred Unit Size (sqm)	ECA/Business Rates Area Preference
Food manufacturer	8,000-10,000	ECA
Aviation engineering	7,000	ECA
Advanced engineering	3,000	ECA
Advanced engineering	3,000	ECA
Food/beverage packaging manufacturer	20,000	ECA
Pathology laboratory	6,000	ECA

Type of Business	Preferred Unit Size (sqm)	ECA/Business Rates Area Preference
Beverage manufacturer	3,000	ECA
Painting workshop	500	Business Rates
Wire mesh products	1,000	Business Rates
Signage/events furniture manufacturer	500	Business Rates
Car repairer	2000	Business Rates
Auto parts distributors	1000	Business Rates
Publishers	250	Business Rates
Archiving	5000	

Source: BFWEDC

Not all of these requirements will come to fruition for the Blackpool Airport Enterprise Zone, or indeed for the Fylde Coast more generally. However, they do provide a strong indication of the types of interest in the market and the size requirements that will need to be accommodated in the Enterprise Zone.

### 6.1.1 Industrial/Warehousing

This will be the key and defining market for the growth of the Enterprise Zone. Most of the sectors targeted by the Enterprise Zone are aligned with industrial uses.

Current occupier interest is strongest in the B2 manufacturing sector. Interest is generally generated by businesses already in the Blackpool and Fylde area, looking for alternative premises as their requirements change. However, there has also been interest from businesses outside of the Fylde Coast. The strength of the B2 interest is evidenced in the table above. However, this has been corroborated by discussions with commercial property agents and a review of the local market dynamics. One key difference between the interest highlighted above and the typical local transactions in the market, is that the bulk of transactions in Blackpool and the Fylde Coast of industrial/warehousing units is for premises less than 1,000 sqm (approx. 10,800 sq ft). This will remain an important component of growth and demand for the Enterprise Zone. The larger requirements as evidenced above represent the higher profile, design and build requirements in the market. However, there will remain an on-going demand for small industrial units. This demand will be for built premises, likely to be leased out, rather than sites for bespoke built premises. Therefore, the rolling out of the masterplan would need to reflect both markets.

The expectation will be for high quality, clean industrial space, with a significant office component, comprising a hybrid of industrial and office premises.

Warehousing/storage uses are less active and due to the “end of the line” location of Blackpool, the logistics sector is not a substantial market in the town. There may be demand for some equipment storage uses of Blackpool businesses or small, “final mile” satellite logistics/warehousing uses.

The market has yet to see a significant surge in demand for industrial/warehousing units from the energy sector, although there is considerable potential for a sudden uptick in demand due to the nature of this sector having considerable changes in demand and requirements in a short period. Uses that would be required would be for energy manufacturers (e.g. componentry manufacturers, engineering, maintenance of equipment, etc.). Furthermore, there is likely to be a requirement for storage of plant and equipment that would be used by energy producers. Examples of such storage would be the lay-down of wind turbines prior to constructing on-site,

lay-down of drill rigging for gas exploration and production and storage of construction equipment.

Some energy production uses (e.g. wind turbines, solar) are likely to conflict with the functioning of the Airport. However, there may be interest in on-shore gas drilling within the Enterprise Zone area in coming years (if height restrictions can be adhered to), which would be relatively land intensive (2-3 ha sites). It is recognised that such uses have very low operational employment levels and thus may not be preferred for the Enterprise Zone in trying to achieve employment targets.

Aviation industrial/warehousing uses would be a mix of engineering of aircraft components, maintenance of aircraft and storage of aircraft. Therefore, there should be airside and non-airside units. The location and design of the units should be such that there could be flexibility to allow for growth in the airside and non-airside sectors as the market dictates.

To support the industrial and aviation-related development on the Enterprise Zone site, it is desirable to find appropriate locations within the site to accommodate energy generation facilities. These locations would be on 'back land', or otherwise less developable or desirable parcels of land.

Redevelopment of the former Wellington Bomber factory site would require relocating the current occupiers of the space, which are predominantly warehousing/storage operations. The current uses are there due to the very cheap space available and are unlikely to be interested in new build storage premises with the subsequent higher rents. Therefore, redevelopment of this site may result in the loss of some businesses from the Enterprise Zone area.

The likely industrial/warehousing requirements are summarised below.

**Table 3: Industrial and Warehouse Requirements**

Criteria	Comments
Unit sizes	<p>The most common requirement for industrial units will be in the smaller end of the market (250-1,000 sqm). These will be local Blackpool businesses looking for additional or alternative space. The expectation would be that these would be built premises and available for lease (i.e. not commissioned and purpose built for the occupier).</p> <p>However, there would also be demand for larger industrial units within the Enterprise Zone at around 2,000-3,000 sqm, 5,000-7,000 sqm and 8,000-10,000 sqm. One recent enquiry has been for about 20,000 sqm. These units would be a mix of built and design and build premises. The masterplan has incorporated plots that could accommodate a mix of larger premises. If it is seen that larger plots are not required, these could be further subdivided. However, in the short to medium term it is recommended that such further subdivision is resisted.</p> <p>Flexibility should be incorporated into the masterplan to accommodate start-up workshop spaces (&lt;100 sqm) to attract micro-businesses looking to locate within a significant industrial node.</p> <p>Lay-down space for plant and equipment of the energy sector will require open, hardstand areas, with associated workshop space. Such sites are likely to be 0.5-2 ha.</p>
Location characteristics	<p>Units should be provided throughout the Enterprise Zone, providing choice of subarea within the Enterprise Zone. High visibility locations are not generally required.</p> <p>Access and turning points for heavy vehicles would be required, although it is unlikely that heavy vehicle traffic movement levels will be large as the logistics sector is not anticipated to be a substantial component of the occupier mix. Capacity for oversized vehicles hauling large plant and equipment should be provided.</p> <p>A redevelopment of the aircraft factory should include a range of industrial unit sizes, with improved connectivity to the existing industrial uses to the east of the factory site and links to the emerging areas to the south.</p> <p>Locations should allow for 24/7 operations without undue impacts on sensitive uses or the Airport.</p> <p>Some units would be required in airside locations for servicing and storage of aircraft. Furthermore, units would also be required in easy access to the airport (but not necessarily airside) for businesses that service the aviation sector.</p>

Criteria	Comments
Timing	<p>There is demand for immediate growth in industrial premises within the Enterprise Zone, across a range of unit sizes. Furthermore, there will be on-going demand for the roll-out of premises over the lifetime of the Enterprise Zone.</p> <p>The response to the Enterprise Zone has been strong and resulted in an upturn in development and interest in the area. There appears to be a level of market frustration as businesses cannot obtain adequate sites in the Enterprise Zone. Early rollout of a range of plot sizes will relieve this tension and deliver early growth for the Enterprise Zone.</p>
Market prospects	<p>The market prospects for the industrial sector in Blackpool and in particular the Enterprise Zone are reasonably positive. While it will always be a relatively small market and founded on growth of local businesses, rather than attracting larger outside operators, there appears to be positivity in the market with manufacturing and engineering businesses looking to expand.</p> <p>The on-going fortunes and performance of the energy sector should be closely monitored and would have considerable implications for the uptake of premises in the Enterprise Zone.</p>

Source: BE Group

### 6.1.2 Office

The Blackpool Business Park is one of the key destinations for office space in the Blackpool and Fylde area. It has a reputation for quality premises in the Blackpool market and achieves above average rental levels.

Further office stock of a similar quality and size would be required within a short timeframe to ensure the continued orderly growth of the Enterprise Zone. This would be the dominant unit form for the Enterprise Zone's target sectors of digital and creative and professional services and a significant proportion of the energy sector. However, speculative development of office buildings is not occurring to any significant degree in the region, even in larger office markets (e.g. Preston). Therefore, there is a risk of the office market being stalled in the Enterprise Zone, without a change in the market dynamics.

The market for office space will be for smaller units, which therefore necessitate office schemes of multiple units available for lease. In the longer term, with momentum and reputation built in the Enterprise Zone over several years, there would be opportunities for larger units for individual occupiers.

The table below summarises the key requirements for further office premises in the Enterprise Zone as input into the masterplan options.

**Table 4: Office Requirements**

Criteria	Comments
Unit sizes	<p>The most common unit requirement would be for 50-200 sqm. Such units are not built in isolation but as part of larger buildings (e.g. 1,500-2,500 sqm, 2-3 storey buildings). This would provide flexibility for larger operators to enter the market, combining two or more of the units as required. Such buildings would require 0.2-0.5 ha, depending on layout, car parking provision, etc.</p> <p>Serviced offices, including units up to 100 sqm, desk-spaces and shared facilities would be a desirable element of the Enterprise Zone, allowing new businesses to enter the market and should be collocated with conventional office space.</p>
Location characteristics	<p>Office units should be located in several sites throughout the Enterprise Zone. The next phase of office units should be adjacent to the Blackpool Business Park, as an expansion of this area. Some office units should be provided in proximity to the aviation uses to allow for office-based aviation businesses to locate in appropriate premises with strong links to the Airport.</p> <p>Main road frontage is not essential, although links to public transport routes is desirable. Businesses would expect an adequate level of dedicated car parking space to be available.</p> <p>Services for workers (e.g. lunch options, retail, personal services, etc.) should be within a comfortable walking distance.</p> <p>Landscaping and adjacent green spaces would add to the amenity of the office space and thus would be compatible with the sporting fields. Offices have low impacts on residential uses.</p>

Criteria	Comments
Timing	Short term requirement for further office buildings providing a range of small unit sizes. On-going requirement for small and medium premises.
Market prospects	<p>The main limiting factor on the office market is the lack of developer interest in building such space on a speculative basis. There appears to be a moderate and steady office demand that is starting to be limited by a shrinking of choice of premises.</p> <p>Of the Enterprise Zone's target sectors, professional services and digital and creative are footloose sectors, not having a strong need for particular locations. Therefore the Enterprise Zone will be in competition with other employment locations in the Blackpool and Fylde area and further afield for these businesses. The Enterprise Zone has a strong potential to attract office-based energy sector operators, and can be marketed on the basis of the multi-faceted energy sector around Blackpool, as well as the Enterprise Zone benefits for the target sectors.</p> <p>There appear to be good prospects in the short to medium term for further serviced offices in the Enterprise Zone. Such a scheme should be broadly available to the market (i.e. not sector specific), although marketing should be targeted towards the key Enterprise Zone sectors.</p> <p>There may be a need for public sector intervention in the market to deliver office schemes on a speculative basis in order to ensure that supply of space is maintained.</p>

Source: BE Group

### 6.1.3 Bus Depot

A specific requirement of the Blackpool Council is for a site to accommodate the relocation of the bus depot from its current central Blackpool location. It is understood that this relocation is required in the medium term and the Enterprise Zone is one of few areas currently identified as having sufficient capacity to accommodate the depot.

**Table 5: Bus Depot Requirements**

Criteria	Comments
Unit sizes	A site area of 3-4 ha is required, including hardstand area for the storage of 120 buses, wash-down bays, maintenance workshops, back-office and driver resting areas. Associated staff car-parking would be required.
Location characteristics	<p>Easy access to Squires Gate Lane would be desirable. However, high visibility would not be required nor preferred from an amenity perspective. Large vehicle turning areas and capacity for a significant number of large vehicle movements would be required.</p> <p>The depot should be separated from sensitive uses.</p>
Timing	Short to medium term, one-off requirement. The use may be for only 5-10 years, enabling further reuses in the longer term.
Market prospects	It is understood that the bus depot must relocate and that the Enterprise Zone has been identified as a short-listed site for its relocation.

Source: BE Group

### 6.1.4 Retail

The retail park fronting Squires Gate Lane provides a function as a lunch-time location and top-up shop facility for the Enterprise Zone workforce. However, it is not primarily positioned as such, comprising two major supermarkets, comparison shopping retailers and one fast food operator. It is positioned to attract the local resident population. There is an opportunity for further ancillary retail within the Enterprise Zone area that is more targeted to the worker population.

Choices for lunch options for the large worker population are currently inadequate. Furthermore, the significant and growing shift worker population in the Enterprise Zone would have a requirement for retail options that are open long hours, preferably 24-hour operations. Therefore, further retail should be provided within or adjacent to the Enterprise Zone to offset this undersupply.

It is not anticipated that further supermarkets would be required in this locality, with Morrisons, Aldi and the recently opened Lidl providing significant supply of grocery retailers. Rather, it will



be take-away retailers, cafes, fast-food operators and small specialists that would be required. Retail development can provide funding for the delivery of other, core uses within the Enterprise Zone, including potentially speculative office and industrial units, as well as supporting the community sports provision.

**Table 6: Retail Requirements**

Criteria	Comments
Unit sizes	Individual unit sizes for take-away outlets and specialities will be typically less than 100 sqm. Standalone units for fast food or coffee shops (including drive through facilities) are typically 200-300 sqm. An anchor convenience store might be 200-500 sqm. Units are not provided in isolation, rather they benefit from collocation, with common parking.
Location characteristics	Retail to service the Enterprise Zone population should be in highly visible and accessible locations, at the gateway to the Enterprise Zone or within a centralised hub. The existing retail park is at the main gateway to the Enterprise Zone and further short-term retail units for the worker population would be appropriate in this location. Once the eastern portion of the Enterprise Zone is opened up, a separate site for small retailers would be appropriate. A small quantity of further retail uses would be appropriate around the Airport entry, serving the western Enterprise Zone, including the Energy HQ. There would be an opportunity to collocate with sporting and leisure uses, particularly redeveloped and enhanced sporting facilities in the east of the Enterprise Zone. While not essential to the viability of the retail units, it would help to support a distinctive and desirable place of recreation and community uses in this locality. However, the primary consideration for the location of retail to serve the worker population would be access and convenience for the worker population. Collocation of retail units is appropriate and desirable.
Timing	Further retail to specifically target the worker market in the short term should be located within the existing retail park. Timing of retail to the east of the Enterprise Zone is dependent on the opening up of entry-points at this location, and should be developed upon opening of the road infrastructure. Further retail along the western frontage with Squires Gate Lane, near the Energy HQ and airport entrance, is a medium to long term option and would benefit from further development and intensification of uses at this locality.
Market prospects	The Enterprise Zone is under-serviced by retail uses that specifically target the worker market and thus there is an identified market need for further retail uses. In particular, retail services that offer long opening hours would be beneficial for this workforce. Therefore market prospects for appropriate retail are good.

Source: BE Group

### 6.1.5 Pub/Restaurant

There is an existing pub/restaurant at the north-western edge of the Enterprise Zone, at the entrance to the Airport. This pub/restaurant would be serving the residential market and passing trade, as well as providing a venue for workers of the Enterprise Zone, primarily on the western side.

There is the potential for another pub/restaurant to provide choice to this market, preferably located more centrally or in the east of the Enterprise Zone. This would be closer to the higher concentrations of existing and anticipated workers, improving convenience and accessibility for these workers.

Pub/restaurants provide several benefits for major employment locations. They are higher value uses and thus can help drive and fund development of the site. They broaden the array of uses, which can help attract potential core occupiers of the employment area. Pub/restaurants can add character and identity to the location. They can also shield sensitive areas from higher impact uses.

**Table 7: Pub/Restaurant Requirements**

Criteria	Comments
Unit sizes	Unit sizes would be dictated by the operator's business model. However, typically such units are approximately 200-600 sqm.
Location characteristics	Pub/restaurants require high profile, visible sites. There is a preference for junction locations and adjacent to other high footfall uses, such as retail. They generally have standalone buildings with surrounding car-parking, although the car parking may be shared with retail or other complementary uses. A pub/restaurant serving the Blackpool Airport Enterprise Zone workforce should be collocated with existing retail or future retailing in the east of the Enterprise Zone. In the short term, it is likely that a pub/restaurant use would look to collocate with the retail park (if a site is possible). However, a preferred option is likely to be as part of further retail development to the east of the Enterprise Zone, which would provide more separation between it and the existing facility and represents a longer term option, which is likely to be a better fit with the demand for such a use.
Timing	The existing pub/restaurant is sufficient for the demand of the Enterprise Zone at present, although is not ideally located for the majority of the Enterprise Zone workers and would require vehicle trips for most workers. However, further growth of the Enterprise Zone, including the opening up and intensification of employment uses along the eastern areas of the Enterprise Zone would support a further facility in the medium to longer term. This is most likely to be developed in concert with further retail and timing would be driven by the growth of the retail.
Market prospects	Market prospects for a pub/restaurant at the eastern side of the Enterprise Zone are relatively strong in the medium to longer terms. Immediate prospects are less positive, due to the surrounding catchment size.

Source: BE Group

### 6.1.6 Gym and Other Leisure

Some leisure uses seek industrial estate premises as they require cheap and large units. Such examples include play centres, trampolining centres, indoor sports, dance centres, etc. The units that are required often are high ceilinged with basic cladding and fit-out. Such uses require a nearby residential population with a large pre-school and school age cohort. Leisure uses such as these have been used to provide occupiers and therefore income from otherwise vacant industrial uses.

Specifically for gyms, they occupy a wider variety of premises, including standalone facilities, integrated leisure/community centres, retail parks and town centre/high street locations. The gym market is disaggregated and includes national brands that target the budget, high performance, full service or premium markets. Furthermore, there is a wide variety of independent operators in the market. It is considered that there is an opportunity to attract an operator that services the budget or high performance markets. Such a gym would primarily service the worker market of the Enterprise Zone. It is recommended that the gym would have a 24 hour operation/access to accommodate the needs of shift workers.

While it is considered that there would be a sufficient market for other leisure uses within the Enterprise Zone, with a play centre or trampolining centre likely to be supportable and perform well, it is not recommended that such uses be accommodated within the Enterprise Zone. This is due to the need to retain industrial sites and premises for core industrial uses.

There is a clear opportunity to collocate with the existing (including relocated) sporting fields in the south of the Enterprise Zone. This would provide mutual benefits to the sporting clubs and the gym operator, broadening the visibility and attractiveness of both. As part of a consolidated sporting club and fitness complex, there could be further opportunities to provide a broader facility, including meeting/conferencing spaces, bar and club restaurant. This would require investment from the sporting clubs, which should be the focus of the facility. A gym facility as part of this complex could be used by club members and the wider public.

The requirements for a gym within or adjacent to the Enterprise Zone is outlined below.

**Table 8: Gym and other Leisure Requirements**

Criteria	Comments
Unit sizes	A budget gym is typically 200-400 sqm, depending on the size of the catchment, facilities, etc. High performance gyms are typically larger to incorporate an array of cross-fit, weights and specialist rooms for classes. High performance gyms are up to 1,200 sqm.
Location characteristics	While a high profile site is desirable, cost pressures usually mean that gyms cannot compete with retail or dining options for the higher profile sites. Therefore secondary sites, still with some profile and at the edge of higher value uses are often sought. Budget gyms have a broader appeal but also less of an affiliation/ connection with their client base. Therefore, these operators have a higher desire for sites with good profile to encourage clients to sign up to the gym. High performance gyms are more of a destination business, drawing from a wider catchment. While they have a smaller client base they have more frequent visitations. Site profile is not as important to this market. In regards to the Enterprise Zone, potential sites for the gym would be at intermediary uses between retail and industrial uses or as part of a dedicated sporting node connected to the sporting fields and clubs in the east of the site (preferred option).
Timing	The workforce is currently undersupplied for nearby gym options. The current workforce is considered to be large enough to support a gym, complemented by the surrounding residential population. Therefore there would be immediate opportunities for a gym development. However, it may be preferred to wait until the sporting fields are relocated and a new node is established.
Market prospects	It is considered that there is sufficient demand at present for a budget gym. This sector of the gym market has been particularly active in recent time in acquiring sites and rolling out new branches. A high performance gym would require further investigation of the local support and interest in order to determine if it is supportable.

Source: BE Group

### 6.1.7 Car Showrooms

There are currently successfully operating car showrooms along Amy Johnson Way, which represent an intermediary use between the retail park and the Blackpool Business Park. Car showrooms benefit from collocating with other car showrooms, creating a node with a collectively higher profile and allowing potential buyers to compare products at one location. However, there are not any available sites adjacent to the existing showrooms which could be used for expansion of this auto retailing node.

Further growth of this market would be independent of the growth and performance of the Enterprise Zone and reliant on the residential population growth of the Blackpool and Fylde and the overall performance of and confidence in the economy.

**Table 9: Car Showroom Requirements**

Criteria	Comments
Unit sizes	Site area requirements vary depending on dealership, presence of support services (e.g. servicing and parts) and site availability. Sites typically are 0.3-1.5 ha.
Location characteristics	Car showrooms prefer highly trafficked, main arterial locations. Collocation with other showrooms is desirable. Within the Enterprise Zone it is unlikely that further retail showrooms would be able to locate alongside the existing showrooms. Therefore, further car showrooms would need to be provided in a second location, with a redeveloped Squires Gate Lane frontage being a clear preference. A more substantial redevelopment option would be to move all vehicle showrooms to one dedicated, new node within the Enterprise Zone. This would maximise the benefits of clustering for both operators and buyers. This would also free up the existing showroom sites, which are prominent and large sites on Amy Johnson Way, the most desirable location within the Enterprise Zone.
Timing	It is considered that the provision of car showrooms within this corridor is sufficient at this stage. Further car showrooms may be required in the medium to longer term.
Market prospects	The high profile of the Enterprise Zone, the established showroom presence and the passing traffic along Squires Gate Lane suggest that the market prospects for car showrooms within the Enterprise Zone are reasonable.

Source: BE Group

### 6.1.8 Residential

Residential dwellings are located very near to the boundaries of the Enterprise Zone to the east, west and north. The employment and housing uses have coexisted for many years.

Residential land uses are higher value land uses and can provide a more immediate stream of income than other uses in a mixed-use project. Therefore, there is a strong attraction to incorporating a residential element to major mixed-use projects. Residential development can provide funding for the delivery of other, core uses within the Enterprise Zone, including potentially speculative office and industrial units. Residential development can also improve the overall amenity of boundary sites.

Residential uses of Enterprise Zone land would need to be limited to land deemed excess to core employment uses. Furthermore, residential development would need to not impinge on the operations of existing or potential employment uses, either through limiting hours of operation, access, noise, or business operations of employment uses.

**Table 10: Residential Requirements**

Criteria	Comments
Location characteristics	<p>On the fringes of the Enterprise Zone, preferably alongside existing residential uses. Quiet, low traffic streets are strongly preferred. Ready access to a range of services and amenities for a residential population, such as public transport, retailing, community uses, education, health services, etc. is desirable.</p> <p>The main potential node for residential dwellings within the Enterprise Zone boundary would be in the east of the sites, south of the existing residential dwellings. This is a quieter area of the Enterprise Zone and is close to the sporting fields and clubs.</p>
Timing	Residential dwellings could be developed and occupied within a short to medium timeframe. However, care would have to be taken to ensure that any land designated for residential uses is surplus to requirements of the Enterprise Zone over its lifetime.
Market prospects	The market prospects for new build housing in this location are solid. The product is likely to be positioned at a family market looking to upgrade from their existing dwelling.

Source: BE Group

### 6.1.9 Hotel

There is an existing hotel (Premier Inn) at the western fringe of the Enterprise Zone, alongside a Fayre and Square pub/restaurant. There is a significant range of independent hotels and guest houses in central Blackpool, targeting the leisure market.

Hotels for the business market are often found at the fringes to significant business parks and industrial estates. The existing Premier Inn serves this market at present. However, it is not ideally located for the bulk of the Enterprise Zone area, including the Amy Johnson Way area and growth areas to the east. As the Enterprise Zone grows and refocuses towards the eastern area, there may be an opportunity for another hotel to provide additional beds for the business market associated with the Enterprise Zone.

**Table 11: Hotel Requirements**

Criteria	Comments
Unit sizes	Typically, such hotels in similar locations have approximately 50-80 rooms, though can vary significantly, depending on operator requirements
Location characteristics	High profile site, with high passing traffic volumes. The hotel for the Enterprise Zone would be ideally located at a gateway position and would benefit from collocation with complementary uses, such as retail, dining, leisure, etc. The site would need to be sufficient to provide adequate guest car-parking.
Timing	It is considered that the Premier Inn provides sufficient supply in this corridor in the short to medium term. However, as the Enterprise Zone grows and matures, further bed supply would be required in the longer term.

Criteria	Comments
Market prospects	It is considered that a developed and functioning Enterprise Zone would have sufficient market capacity to support a second hotel serving the business market.

Source: BE Group

### 6.1.10 Training College

The Energy HQ, run by Blackpool and Fylde College has commenced classes and is an important asset at the edge of the Enterprise Zone. Level 2 and 3 courses have commenced that provide skills for construction, operation and maintenance in the energy sector.

The Enterprise Zone would be an ideal location for further vocation and trade skills development and training. While not wanting to overlap the courses within Energy HQ, it would be of benefit to the Enterprise Zone to have a training facility that would provide skills development in other allied sectors to the Enterprise Zone, such as engineering, creative and digital, food processing and aviation.

**Table 12: Training College Requirements**

Criteria	Comments
Unit sizes	Similar in scale to the Energy HQ, although the intended end user and types of courses provided would give the most precise indication of the scale of the college. Engineering, creative and digital, food and aviation would each have distinct requirements in terms of workshops, lesson spaces and student facilities.
Location characteristics	Alongside the Energy HQ could provide operational efficiencies (shared student facilities, common areas, etc), although if it is a different operator to Energy HQ this may not be practical. Close proximity to public transport is critical. Linking with existing and emerging businesses will be important so that students can undertake on-site training as well as class based lessons.
Timing	It is considered that this is a long-term proposition. However, further monitoring and consultation with businesses is recommended to understand growth in demand.
Market prospects	Market prospects should be linked to business skills shortages in the Enterprise Zone. Regular monitoring with businesses should provide information in this regard.

Source: BE Group

## 6.2 Key Development Sites

Distilling the above potential land use opportunities, the following provides commentary on the potential outcomes for key potential redevelopment parcels within the Enterprise Zone.

### 6.2.1 Former Wellington Bomber Factory – Squires Gate Industrial Estate

This substantial factory building is beyond its useful economic life. It is dilapidated and would require significant investment to refurbish the building to an acceptable standard. As a very large building on a prominent corner site, the factory presents an unacceptable image for the Enterprise Zone.

Full demolition and removal of the building would be a substantial task, complicated by asbestos and the very thick hardstand base. Cost estimates undertaken thus far indicate that a full demolition of the building is unlikely to be economic at this stage.

Therefore, partial or staged removal of the building is likely to be the preferred option. The significant hardstand area of this site appears to be a good match with the requirements of the bus depot and lay-down areas for plant and equipment related to the energy sector. Therefore, there would be an opportunity to retain part of this hardstand area and use for these land consumptive and lower value uses. The bus depot would require good access to Squires Gate Lane and both uses would require significant turning spaces for heavy vehicles, including

oversized vehicles for the lay-down areas. However, frontage to Squires Gate Lane, or visibility from the Lane is not desirable or required.

More attractive, higher value uses would be preferred as frontages to Squires Gate Lane to present a high quality, corporate and attractive image of the Enterprise Zone. Furthermore, such uses should be used to shield less attractive uses, such as the bus depot and equipment storage, from the main road. It is not envisaged that the outcome for this frontage would result in an extension of the existing retail park. Rather it should present its own Enterprise Zone identity.

### **6.2.2 Playing Fields and Eastern Vacant Sites**

The masterplan includes the relocation of the existing playing fields in the east of the Enterprise Zone further south, thereby freeing up significant space for redevelopment. In addition to the vacant sites alongside the playing fields, this represents a significant critical mass of developable space within the Enterprise Zone.

Part of this area would provide for a logical extension of the Blackpool Business Park as the existing Park reaches capacity. The Business Park has been well received in the market, with solid take-up and good returns being achieved. It has been the main driver of growth in the Enterprise Zone in recent years. There is on-going interest from further occupiers seeking space in the Business Park.

However, primarily, this area should be the focus for larger businesses that are unable to find appropriate premises/sites in and around Blackpool at present. This area would provide sites for businesses such as the requirements that have come to Blackpool Fylde and Wyre Economic Development Company, some of which are significantly larger than typical businesses in the Blackpool Business Park area.

The masterplan includes another major entry point into the Enterprise Zone, which is required to improve the overall function and market attractiveness of the Enterprise Zone. Once this is opened up, the sites benefiting from this gateway will be some of the premium development sites within the Enterprise Zone.

### **6.2.3 Aviation Uses Fronting Squires Gate Lane**

Moving the existing aviation (administration, hangars, emergency services, etc.) uses further south has been included in the masterplan as a means of freeing up sites with frontage to Squires Gate Lane.

Opportunities should complement and enhance the remaining frontage uses, such as the Energy HQ, hotel and pub/restaurant. Further training services would be appropriate to build on the presence of the Energy HQ. It would not be necessary that any further training facilities be provided by Energy HQ/Blackpool and Fylde College. It would be preferred if the training facilities complemented the target sectors within the Enterprise Zone, thus aviation, advanced engineering and creative and digital would be ideal options for further training premises.

Further uses would take advantage of the Squires Gate Lane frontage and is a potential location for commercial offices, car showrooms, drive through food/coffee outlets. It is not considered that an extension of the retail park would be necessary or appropriate.

In the longer term, areas to the south of the frontage sites (currently part of the Airport land) could be developed as a key location for higher standard office products, targeting significant corporate entities. Design standards should be very high, with the intent of this area to be the corporate face of the Enterprise Zone. This would require a significant maturation in the Enterprise Zone market and may require public sector impetus to help its development.

### 6.3 Environmental considerations

In the vicinity of the Enterprise Zone, there are numerous environmentally and scientifically significant sites, such as the Liverpool Bay Special Protection Area (SPA), Ribble and Alt Estuaries SPA and Ramsar site, Ribble Estuary Site of Special Scientific Interest (SSSI), St Anne's Old Links Golf Course, Blackpool South Railway Line Biological Heritage Sites, and the Lytham St Annes Dunnes SSSI. These designated sites are substantial significance and their role may influence development on the Enterprise Zone as it is brought forward. Their importance will need to be considered and evaluated throughout the Enterprise Zone's lifetime.

## 7 Utilities

The assessment of the baseline conditions at Blackpool Airport Enterprise Zone found that the site is well serviced by utilities, with gas, electricity, water, telecommunications and drainage all present. Extensive studies have been carried out in relation to the projected requirements and possible network capacities within the environs, to understand what upgrades or added infrastructure will be required. At this stage, proposals remain outline only, meaning initial recommendations can be made but these will require further refinement as the requirements of each plot of land are confirmed. This will involve correspondence with the utility companies to determine what their local capacity is currently available and whether off-site reinforcement is required to satisfy this.

The existing utilities serving the area appear to be sufficient for the current demand, however United Utilities are currently looking to increase attenuation in the area due to local flooding issues. Mott MacDonald are co-ordinating United Utilities' design with the proposed changes to the impermeable area within the Enterprise Zone to see if their infrastructure could be designed to accommodate potential surface water outfall from the development.

Potable water and electricity supply will need to be increased to accommodate additional usage, especially the food manufacturer which is proposed for part of the development.

The minimum utilities requirements to cater for the increased demand generated by expansion and development on the site are:

- One primary sub-station to serve new development on former playing fields (Zone D)
- Two secondary sub stations
- Reinforcement of existing utilities within business park
- Two new utility ring mains to serve redeveloped airport and expansion of business park to east. The utility ring mains will provide gas, water, drainage, and telecoms
- Drainage proposals for each development, making use of Sustainable Urban Drainage Systems (SUDS) where possible.

It is recommended that demand calculations are carried out for the proposed uses and discussions held with the utility companies to ascertain local capacity and whether off-site reinforcement is required. Furthermore, calculation of the size of apparatus within the site will allow typical highway cross-sections to be produced which will inform the landscape design.

With energy generation being one of the key employment sectors on the Fylde Coast, there is potential for a dual purpose to be achieved, through creating new employment opportunities and generating increased energy to meet the needs of the businesses on the site.



## 8 Costings

This chapter provides initial budgets for infrastructure associated with proposed masterplan layout. The cost estimate will be refined as more detailed information becomes available, taking account of the findings of the project teams on-going investigations and assessments and further to more detailed investigation.

At this stage, budgets are provided for access and movement, utilities and clearance of the Wellington Bomber factory structure.

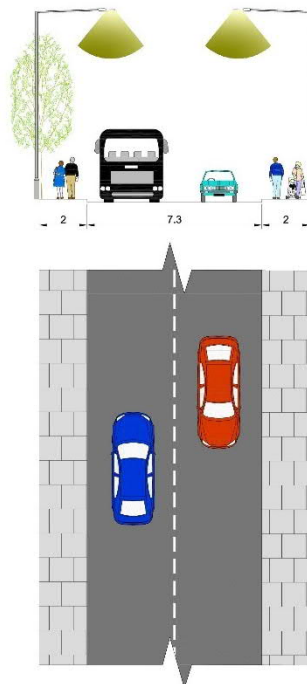
### 8.1 Access and Movement Infrastructure Costs

Budget costs for the proposed access and movement infrastructure are provided based on the latest IBI Masterplan layout. In developing the cost estimate the following assumptions have been made:

- Generalised rates for the estimates are derived from the Spons Civil Engineering and Highways Price Book;
- The estimates allow for 21% risk and 10% inflation;
- The estimates exclude costs associated with land purchase, utilities and abnormal ground conditions.

The figure below gives the assumed cross-section for new / improved roads within the Enterprise Zone, which comprises a 7.3 metre carriageway, a 2-metre footway and a 3 metre shared use footway / cycleway. Construction would be to adoptable highway standards and will include a system of street lighting.

**Figure 16** Typical link road cross-section



### 8.1.1 Phased Infrastructure Costs

The implementation of the access and movement infrastructure is based on a phased approach. The infrastructure phasing can be summarised as follows:

- **Phase 1** - comprises the creation of the eastern access to the site from Common Edge Road linking with Amy Johnson Way, along with a new road to the west of the site to open the frontage to Squires Gate Lane.
- **Phase 2** - includes the creation of a new signalised junction on Squires Gate Lane completing the eastern link road and additional circulation road opening up further land for development to the west of the site.
- **Phase 3** – completion of highways with new circulation road to improve access to Airport.

### 8.1.2 Phase One Outline Cost Estimate

A summary of the main transport elements included in Phase One are shown in the below table.

**Table 13: Phase One outline costs**

Ref	Scheme	Description	Construction	Fees and Risk	Total
1	Eastern Spine Road / Amy Johnson Way Link	New road linking Amy Johnson Way with new eastern spine road including new priority junction (approx. 270m)	£802,561	£329,050	£1,131,611
1b	Squires Gate Industrial Estate Junction	Upgrade Squires Gate Lane signal junction to include right turn lane into site from west	£654,321	£268,272	£922,593
2a	Eastern Spine Road 1	Southern extent of new eastern spine road from new roundabout junction for approx. 150m	£792,239	£320,718	£1,102,956
2b	Eastern Spine Road 2	Middle part of eastern spine road linking part 1 for approx. 150m.	£365,315	£149,779	£515,095
6a	Common Edge Road / Queensway New Roundabout Junction	New roundabout junction providing new access to site linking with eastern spine road from south	£1,414,948	£580,129	£1,995,077
3a	Squires Gate Lane Left-in/Left-out junction	New restricted movement junction off Squires Gate Lane and access road to open new site frontage development land	£738,253	£302,684	£1,040,937
<b>Total</b>			<b>£4,767,637</b>	<b>£1,950,632</b>	<b>£6,708,269</b>

Source: Mott MacDonald

### 8.1.3 Phase Two Outline Cost Estimate

A summary of the main transport elements included in Phase Two are shown in the below table.

**Table 14: Phase Two outline costs**

Ref	Scheme	Description	Construction	Fees and Risk	Total
6b	Eastern Spine Road 3	Third part of new eastern spine road from Queensway roundabout to Squires Gate Lane (approx. 350m)	£823,721	£337,726	£1,161,447
4	Eastern Spine Road 4	Northern extent of new eastern spine road from Queensway to Squires Gate Lane (approx. 200m)	£475,440	£194,931	£670,371
8	Squires Gate Lane / Lindale Gardens Signals	Create new junction at Squires Gate Lane / Lindale Gardens for access to new eastern spine road	£1,625,801	£666,578	£2,292,379
<b>Total</b>			<b>£2,924,962</b>	<b>£1,199,235</b>	<b>£4,124,197</b>

Source: Mott MacDonald

### 8.1.4 Phase Three Outline Cost Estimate

A summary of the main transport elements included in Phase Three are shown in the below table.

**Table 15: Phase Three outline costs**

Ref	Scheme	Description	Construction	Fees and Risk	Total
3b	Internal link road		£500,332	£205,136	£705,468
5	Airport Loop Road 1	800m new road linking the new and upgraded junctions, to open up the frontage to Squires Gate Lane and provide loop road for movement	£1,096,770	£449,676	£1,546,445
7	Airport Loop Road 2		£881,773	£361,527	£1,243,300
<b>Total</b>			<b>£2,478,874</b>	<b>£1,016,338</b>	<b>£3,495,212</b>

Source: Mott MacDonald

The total estimated cost for access and movement interventions at Blackpool Airport Enterprise Zone are £14.33m over the lifespan of the Masterplan delivery period.

## 8.2 Utilities costs

As explained in Section 7, the development of activity on the Enterprise Zone site will warrant increased utilities provision to ensure supply is sufficient to meet demand. The main costs which will be incurred for utilities cover a new primary sub-station to serve south-eastern part of Enterprise Zone site, two new secondary sub-stations, reinforcement of the existing utilities within the business park, and two new utility ring mains to serve airport and expanded business park. Table 16 shows the estimated costs by phase and utility. The total estimated cost for utilities at Blackpool Airport Enterprise Zone is £35.87m over 25 years. This will be front-loaded in Phases 1 and 2 in order to support wider development.

**Table 16: Estimated utilities costs**

	Water	Drainage and Sewerage	Communi cations	Electricity	Gas	Total
Phase 1	£651,000	£468,600	£0	£3,717,600	£197,700	£5,034,900
Phase 2			£250,000			£250,000
Phase 3	£459,600	£365,100	£0	£222,120	£158,700	£1,205,520

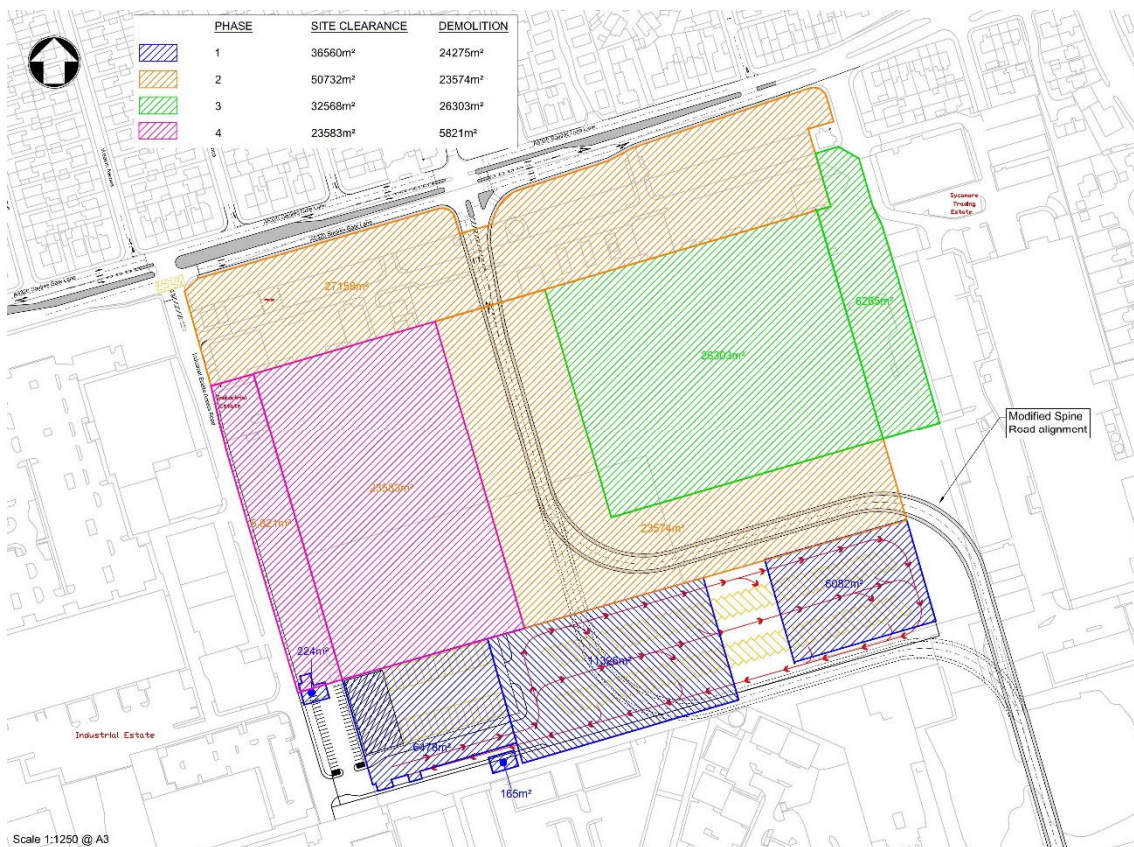
Source: Mott MacDonald

### 8.3 Bomber Factory phased clearance costs

The former Wellington Bomber Factory could be removed or partially removed in a phased approach as discussed in section 4. The costs for this are estimated to be as follows:

- Phase 1: £3,685,158
- Phase 2: £3,657,087
- Phase 3: £3,956,773
- Phase 4: £3,548,651

This gives a total clearance cost for all phases of approximately £14.85m.



Note: More detailed investigation of the structure of the building is required to gain surety in the above outline cost estimates.

## 9 Next steps

This section sets out the next steps which should be taken to progress to support the delivery of the Masterplan from being a written document to reality. The Masterplan has been agreed, with delivery phases, infrastructure requirements and costings drawn up.

### 9.1.1 Detailed Airport Masterplan

The airport area, at the western end of the site, has only been drawn to a highly indicative level in the Masterplan. Following its change over ownership during the Masterplan development period, a more detailed masterplan for the airport specifically should be developed, which considers the commercial and operational potential of the airport addresses its requirements for the regeneration and development. Now that Blackpool Council own the airport, there is greater scope for the growth and expansion of the airport.

### 9.1.2 Detailed building conditions survey

An initial survey of the condition of the former Wellington Bomber Factory has been carried out as part of the baseline survey of the Blackpool Airport Enterprise Zone site. In addition, there are other buildings on the Enterprise Zone site which have not been surveyed to establish their condition. More detailed examinations of the buildings should be undertaken, to identify any which are no longer fit for purpose, or require significant improvements.

### 9.1.3 Planning permission applications

Highways network interventions, such as the new roundabout and spine route on the eastern side of the Enterprise Zone, and the new and remodelled junctions on Squires Gate Lane, will require planning permission to be granted. These highways interventions are necessary for the delivery of other elements of the Masterplan, by making parcels of land accessible and therefore developable. As part of these applications, detailed modelling work will need to be undertaken to inform highways provision within and around the EZ.

### 9.1.4 Engagement with Lancashire County Council

The new link road from Junction 4 of the M55 towards Lytham St Annes will significantly improve access to the eastern part of the Enterprise Zone, and relieve pressure on the A5230 / Squires Gate Lane. Whilst the link road is not directly a part of the Masterplan, it is still important that Blackpool, Fylde and Wyre Economic Development Company proactively and positively engage with Lancashire County Council, who are the scheme sponsors, to ensure highways interventions at Blackpool Airport Enterprise Zone align with and complement the M55 link road. The M55 link road is progressing at speed and construction could begin as early as 2019 and be ready for opening in late 2020.

### 9.1.5 Five-year review

Whilst the Masterplan has been developed at one point in time, the Enterprise Zone status at Blackpool Airport is valid for 25 years, to 2041. Inevitably the site will evolve over this period, and so the Masterplan should be reviewed and updated every five years, to ensure it remains a useful framework for developing the site.

## 10 Public consultation

Following the development of the draft Masterplan, a period of public and stakeholder consultation was undertaken in November and December 2017 by both Blackpool and Fylde Councils. Awareness of the consultation was raised through media statements, letters to local residents, businesses and other interested parties, and a 'drop in' event at the Lancashire Energy HQ on the Enterprise Zone site. A total of 117 formal responses were received by the two councils.

General areas of concern raised include: transport and highways, housing, amenities, the consultation process, support for economic objectives environmental and ecological, airport operations, commercial development, planning issues and public realm.

All responses to the consultation were reviewed and consequently a number of changes were made to the Masterplan to address or mitigate the concerns raised. Key amendments are buffering and distance between industrial and aviation buildings and residential properties, the retention of the cross-wind (13-31) runway which was proposed to be removed, flexibility of land use around the airport operation area and greater recognition of the environmental and scientific interests in the vicinity of the EZ.

# Appendices

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## A. Schedule of relevant planning policies

**Table 17: Blackpool Local Plan 2001-2016 ‘Saved policies’**

Policy Title	Policy Summary
DE1 ‘Industrial and Business Land Provision’	This policy states that land within Blackpool Business Park (14 ha) and Squires Gate/ Sycamore Estates will be retained for industrial/business use. The following uses will be permitted at Blackpool Business Park: offices, research/development, light and general industry. The following uses will be permitted at Blackpool Business Park at Squires Gate/ Sycamore Estates: Offices, research/development, light/ general industry, warehousing Development of retail or other non-class B uses will not be permitted and major B1a office development will only be permitted if there is no suitable available site within or adjacent to Blackpool Town Centre.
Policy DE2 ‘Industrial Improvement Zones’	This policy states that the Squires Gate and Sycamore Estates are designated as an Industrial Improvement Zone, with potential for major redevelopment and enhancement as an integral expansion of the Blackpool Business Park.
Policy DE4 ‘Outside the Defined Industrial/Business Estates’	This policy states that outside the defined industrial/business estates, further development or redevelopment of existing industrial/ business sites/premises or the reuse of appropriate existing buildings or other small-scale industrial/business development will be permitted. However other larger new industrial/ business development outside these areas will not be permitted.
Policy BH4 ‘Public Health and Safety’	This policy states that developments which are considered likely to be detrimental to public health and safety will not be permitted. This policy relates to air quality, noise and vibration, light pollution, and proposals on contaminated land.
Policy BH5 ‘Protection of Public Open Space’	This policy states that the development of public open space will not be permitted unless provision is made for replacement public open space that is accessible and is equivalent in terms of size and quality.
Policy BH7 ‘Playing Fields and Sports Grounds’	This policy states that development that would result in a loss of existing playing fields will not be permitted unless the playing fields that would be lost would be replaced by equivalent or better quantity and quality of provision in a suitable location.
Policy BH8 ‘Open Land Meeting Community and Recreational Needs’	This policy states that Development of land shown on the Proposals Map as other open land meeting important community and recreational needs will not be permitted unless: (a) the development only covers a small part of the site and enhances community or recreational use; and (b) the development maintains the open character of the land.
Policy BH15 ‘Change of use of Premise Outside the Defined Centres’	This policy states that outside the defined town, district and local centres proposals for the change of use from shops to commercial, residential or other appropriate uses will be permitted providing proposals are compatible with nearby uses and would have no adverse impact on residential amenities.
Policy NE1 ‘Development within the Green Belt’	This policy restricts the construction of new buildings or the change of use of existing buildings in the Green Belt.
Policy AS1 ‘General Development Requirements’	This policy states that new development will only be permitted where the access, travel and safety needs of all affected by the development are met as follows: (a) convenient, safe and pleasant pedestrian access is provided (b) appropriate provision exists or is made for cycle access (c) effective alternative routes are provided where existing cycle routes or public footpaths are to be severed (d) appropriate access and facilities for people with impaired mobility (including the visually and hearing impaired) are provided (e) appropriate provision exists or is made for public transport (f) safe and appropriate access to the road network is secured for all transport modes requiring access to the development (g) appropriate traffic management measures are incorporated within the development to reduce traffic speeds; give pedestrians, people with impaired mobility and cyclists priority; and allow the efficient provision of public transport (h) appropriate levels of car, cycle and motorcycle parking, servicing and operational space are provided, in accordance with standards set out in Appendix B.
Policy AS2 ‘New Development with Significant Transport Implications’	This policy states that new developments which would generate significant levels of travel will only be permitted in locations which have good accessibility. All proposals at or exceeding 2500sqms gross floor area will be required to be supported by a Transport Assessment and Travel Plan.
Policy AS3 ‘Provision for walking and cycling’	This policy sets out the improvements that the Council will make to the pedestrian and cycle network.



Policy Title	Policy Summary
Policy AS5 'Traffic Management'	This policy sets out the traffic management measures the Council will make to primary distributor routes, secondary distributor routes, tertiary distributor routes, local distributor routes and local access roads.
Policy AS7 'Aerodrome Safeguarding'	This policy states that Blackpool Airport will be consulted on all developments within the aerodrome safeguarding area shown on the Proposals Map.

Source: Blackpool Council

**Table 18: Blackpool Core Strategy 2012-2027**

Policy Title	Policy Summary
Policy CS1 'Strategic Location of Development'	This policy states that the overarching spatial focus for Blackpool is regeneration and supporting growth. Supporting growth in South Blackpool will be promoted to help meet wider housing and employment needs.
Policy CS3 'Economic Development and Employment'	<p>This policy states that sustainable economic development will be promoted to strengthen the local economy and meet the employment needs of Blackpool and the Fylde Coast Sub-Region to 2027. There will be focus on:</p> <ul style="list-style-type: none"> <li>• Safeguarding around 180 hectares of existing industrial/business land for employment use; and enhancing these sites with new employment development on remaining available land and through opportunities for redevelopment; and</li> <li>• Promoting land in South Blackpool as a strategic priority, to help strengthen the Fylde Coast economy and make an important contribution towards meeting the future employment needs of Blackpool residents.</li> </ul>
Policy CS5 'Connectivity'	This policy sets out how the Council will achieve a high-quality transport network in Blackpool, such as through the enhancement of public transport and walking and cycling routes. Measures include encouraging the integration of Blackpool Airport with public transport modes, enabling efficient passenger connections and onward journeys to and from the town and wider airport catchment; and supporting improvements to airport parking and the expansion of routes.
Policy CS6 'Green Infrastructure'	<p>This policy seeks to achieve high quality and well connected green infrastructure in Blackpool. Existing green infrastructure and existing areas of Green Belt will be protected.</p> <p>The loss of green infrastructure will only be acceptable in exceptional circumstances where it is allowed for as part of an adopted Development Plan Document; or where provision is made for appropriate compensatory measures, mitigation or replacement; or in line with national planning policy.</p> <p>In terms of existing open space, sports and recreational buildings and land, including playing fields, these will be protected unless the requirements of paragraph 74 of the NPPF are met. In terms of Green Belt areas, the Council will apply national policy to protect their openness and character, and retain the local distinctiveness. There is no planned strategic review of the existing Green Belt boundary during the plan period.</p> <p>All development should incorporate new or enhance existing green infrastructure of an appropriate size, type and standard.</p>
Policy CS7 'Quality of Design'	<p>This policy states that new development in Blackpool is required to be well designed, and enhance the character and appearance of the local area. The policy sets out the following requirements for development, which should:</p> <ol style="list-style-type: none"> <li>a. Be appropriate in terms of scale, mass, height, layout, density, appearance, materials and relationship to adjoining buildings</li> <li>b. Ensure that amenities of nearby residents and potential occupiers are not adversely affected</li> <li>c. Provide public and private spaces that are well-designed, safe, attractive, and complement the built form</li> <li>d. Be accessible to special groups in the community such as those with disabilities and the elderly</li> <li>e. Maximise natural surveillance and active frontages, minimising opportunities for antisocial and criminal behaviour</li> <li>f. Incorporate well integrated car parking, pedestrian routes and cycle routes and facilities</li> <li>g. Provide appropriate green infrastructure including green spaces, landscaping and quality public realm as an integral part of the development</li> <li>h. Be flexible to respond to future social, technological and economic needs.</li> </ol> <p>Development will not be permitted that causes unacceptable effects by reason of visual intrusion, overlooking, shading, noise and light pollution or any other adverse local impact on local character or amenity.</p> <p>Contemporary and innovative expressions of design will be supported, where appropriate.</p>
Policy CS9 'Water Management'	<p>This policy states that to reduce flood risk, all new development must:</p> <ol style="list-style-type: none"> <li>a) Be directed away from areas at risk of flooding;</li> </ol>

Policy Title	Policy Summary
Policy CS10 'Sustainable Design and Renewable and Low Carbon Energy'	This policy states that non-residential developments must follow the following energy hierarchy: a. Reduce the need for energy by taking all reasonable steps to locate and orientate buildings to incorporate passive environmental design for heating, cooling, ventilation, and natural day-lighting; b. Minimise energy use by ensuring appropriate energy efficient measures are integral to development proposals; c. Investigate opportunities to include renewable and low carbon energy provision.
Policy CS21 'Leisure and Business Tourism'	This policy relates to tourism development in the town centre and resort core. It also states that outside of these areas, the Council will support new tourism investment that is predominantly focused on existing outdoor leisure and recreation facilities which strengthens the wider resort offer and does not undermine resort regeneration.
Policy CS22 'Key Resort Gateways'	This policy relates to the resort core and the town centre.
Policy CS24 'South Blackpool Employment Growth'	This policy states that the Council will support: <ul style="list-style-type: none"><li>• The redevelopment of existing employment sites within South Blackpool to provide high quality modern business/industrial facilities (Class B uses).</li><li>• Proposals for major new business/industrial development (Class B uses) in principle at Blackpool Airport Corridor to support sub-regional economic growth</li></ul>

Source: Blackpool Council

## B. Potential Site Areas



Site A: A1/B1 [11,074 sqm]	Site N: B1 [19,813 sqm]
Site B: A1/B1 [4,042 sqm]	Site O: B1 [17,132 sqm]
Site C: A2/B1/D1 [94,665 sqm]	Site P: B1/B2 [43,554 sqm]
Site D: B1/B8 [24,472 sqm]	Site Q: B1/B2 [34,524 sqm]
Site E: Airport Zone [c173,713 sqm]	Site R: B2/B8 [9,850 sqm]
Site F: B1 [3,793 sqm]	Site S: B2/B8 [24,037 sqm]
Site G: B1 [10,639 sqm]	Site T: B2/B8 [37,100 sqm]
Site H: B2/B8 [13,575 sqm]	Site U: B1 [6,717 sqm]
Site I: B1/B2 [4,471 sqm]	Site V: B1/A1/A2/A3 [12,715 sqm]
Site J: B1/B2 [13,293 sqm]	Site W: B1/A3/A4/D2 [24,173 sqm]
Site K: B1/B8 [24,472 sqm]	Site X: C3 [14,521 sqm]
Site L: B1 [3,803 sqm]	Site Y: B2/B8 [15,237 sqm]
Site M: B1 [23,233sqm]	Site Z: D2 [46,086 sqm]

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Key Plan

Legend

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