



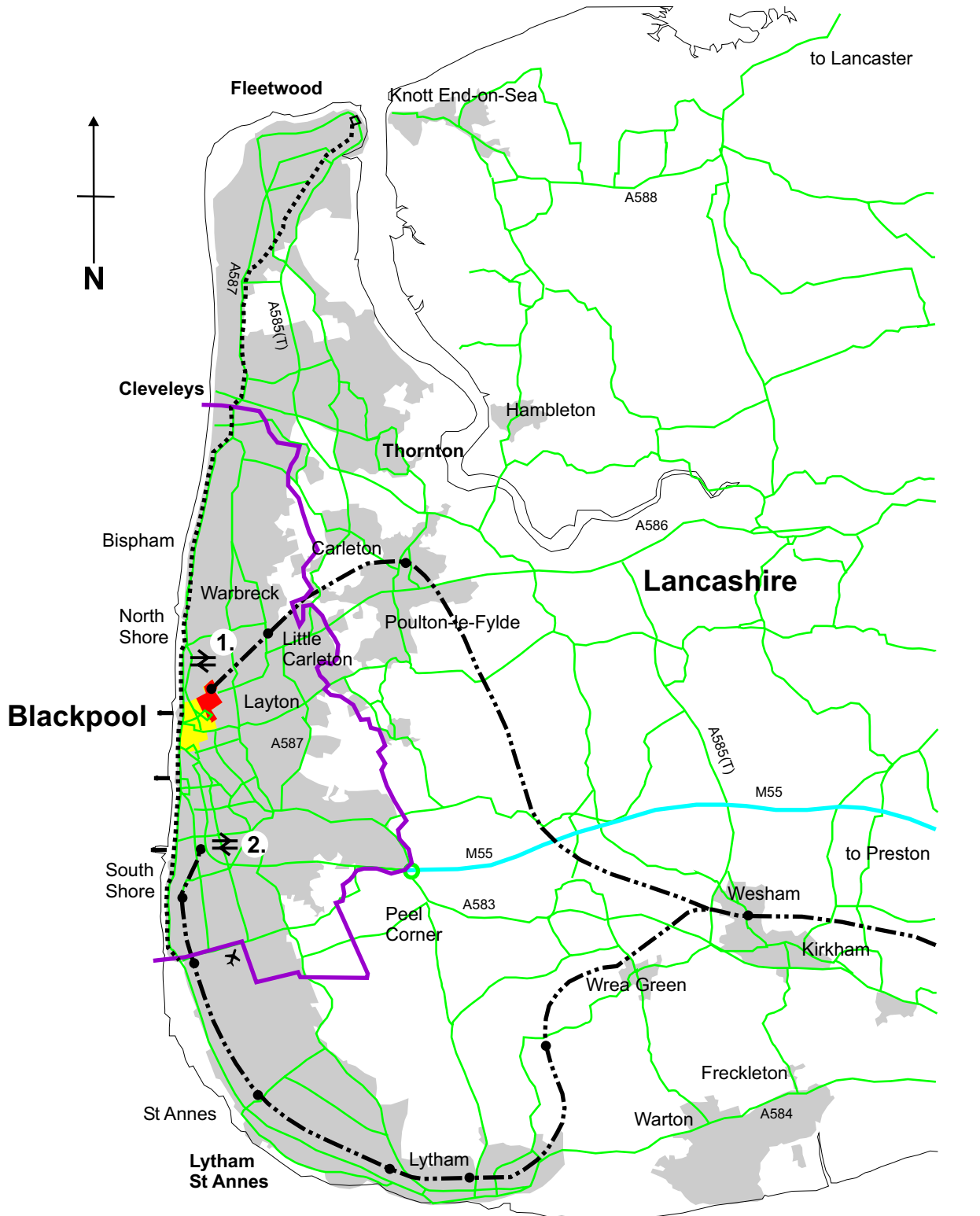
Talbot Gateway Planning Brief

Approved **Nov 2006**



2004-2005
Benefits Administration

Blackpool - Strategic Location



- | | | | |
|-------------|------------------|----------------------------|---------------------|
| KEY: | Motorway | Railway | Blackpool Airport |
| | Main roads | 1. Blackpool North Station | Town Centre |
| | Borough Boundary | 2. Blackpool South Station | Talbot Gateway Site |
| | | Tramway | |

Talbot Gateway Draft Planning Brief

This Document is Blackpool Council's Adopted Talbot Gateway Supplementary Planning Document (SPD). It has been produced to guide the redevelopment of the Talbot Gateway on the north east edge of Blackpool town centre. The SPD was approved by Blackpool Council in November 2006.

The Adopted SPD and supporting documentation is also available on the Council's website www.blackpool.gov.uk.

Contents

Part 1 Introduction

Purpose of the Brief
Status and Process
Statement of Method for Community Involvement
Sustainability Appraisal

Part 2 Background:

Development Context
The Vision for the Future
Key objectives for the Development

Part 3 The Talbot Gateway

Historical Development and Character
Recent Planning History
The Site Today

Part 4 Planning Policy Context

Part 5 Development Character

Comprehensive Approach
Appropriate Uses

Part 6 Access and Accessibility

Key Objectives
Transport Requirements

Part 7 Design Parameters and Principles

Part 8 Approvals Process

Contacts and Further Information

Appendices

- (1) Consultation Statement
- (2) Blackpool Local Plan Policies
- (3) Talbot Gateway Plans (Site Characteristics)

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The Talbot Gateway Site



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1 Introduction

Purpose of the SPD

- 1.1 This Document is the Talbot Gateway Supplementary Planning Document (SPD). It has been produced to guide the redevelopment of the Talbot Gateway on the north east edge of Blackpool town centre.

The SPD draws upon the guidance on best practice in the preparation of planning and development briefs published by the ODPM. The guidance identifies 3 purposes served by such briefs:-

- a. clarifying policies and their application to a specific site
 - b. promoting development of a difficult site or a site in public ownership (such briefs are often referred to as development rather than planning briefs)
 - c. providing design guidance responding to the particular attributes of a site.
- 1.2 This guidance is a Planning Brief SPD that expands upon the manner in which policies included in Blackpool's new Local Plan (adopted in June 2006) will be applied in the consideration of development proposals for the site including the application of design policies (a and c above). Whilst not setting out the detailed requirements for the design and layout of the Talbot Gateway, the SPD provides a framework for development proposals including the consideration of appropriate uses for the site. Integral to the process is extensive community involvement and sustainability appraisal.

Status

- 1.3 Under the Planning and Compulsory Purchase Act 2004, Supplementary Planning Documents form part of the Local Development Framework, which will eventually replace the new recently adopted Blackpool Local Plan. Under the Act, the Blackpool Local Plan is classified as "saved" – that is, it will continue to be the statutory document used to guide development and for development control purposes, until superseded by new documents in the "Local Development Framework".
- 1.4 The preparation of this SPD for the Talbot Gateway is set out in the Council's Local Development Scheme for completion in 2006/7. ¹
- 1.5 The SPD therefore supplements relevant policies in the Revised Blackpool Local Plan 2001-2016, providing more detailed planning guidance for the redevelopment of the Talbot Gateway. The principles set out in the SPD, together with policy set out in the Local Plan, will be applied to the determination of planning applications for development in Talbot Gateway.

¹ (Reference in the 2005 LDS was to the Blackpool North Transport Development Area, which comprises the main area within the Talbot Gateway).

Process

1.6 In producing this SPD a set procedure has been followed, in order to satisfy statutory requirements as set out in:

- The Planning and Compulsory Purchase Act 2004.
- Part 3 of the Town and Country Planning (Local Development)(England) Regulations 2004.
- Planning Policy Statement 12: Local Development Frameworks and the Companion Guide 2004.
- Sustainability Appraisal of Regional Spatial Strategies and Local Development Documents 2005.

1.7 This has involved:

- Preparation of and consultation on a Scoping Document to inform the content of the draft Planning Brief.
- Preparation of and consultation on the Talbot Gateway Sustainability Appraisal Scoping Document to advise on the content of the Sustainability Appraisal.
- Undertaking the Sustainability Appraisal.
- Preparation of and consultation on the Talbot Gateway Draft Planning Brief.

Timeline for Preparation of the Supplementary Planning Document

1	Pre-production Scoping	Jan – Feb 2006
2	Consultation on Scoping Report	March 2006
3	Drafting of Planning Brief/SPD	March – May 2006
4	Consultation on Draft Planning Brief/SPD	July – August 2006
5	Preparation of Final Planning Brief/SPD	Sept - October 2006
6	Adoption	November 2006

Statement of Methodology for Community Involvement

- 1.8 In advance of the adoption of Blackpool Council's statutory Statement of Community Involvement as part of the Local Development Framework, a draft of this SPD has been subject to full public consultation as set out in the minimum requirements of the Planning and Compulsory Purchase Act and its associated Regulations. The methods for engaging public participation are detailed at Appendix 1.
- 1.9 The contents and detail of the Planning Brief were also informed by early consultation on a Scoping Document. The Scoping Document set out the issues the Council thought should be addressed in the Brief. A range of stakeholders was consulted (listed in Appendix 1) on the content of the document, their opinions sought and information requested.

Sustainability Appraisal

- 1.10 It is a legal requirement to undertake a Sustainability Appraisal (SA) of the SPD under the Planning and Compulsory Purchase Act 2004. The Act also stipulates that the SA must meet the requirements of the Strategic Environmental Assessment (SEA) Directive. The processes of SA and SEA share many similarities, although where SEA places an emphasis upon environmental issues, SA places a greater emphasis upon economic and social issues as well as the environment.
- 1.11 Hyder Consulting were commissioned by Blackpool Council to undertake the SA on the wider Local Development Framework and on the Conference Leisure Quarter SPD, and their approach has followed the latest and most appropriate guidance and best practice published by the Office of the Deputy Prime Minister (ODPM). The SA for the Talbot Gateway was prepared by the Council following the framework set by Hyder and the full Sustainability Appraisal was set out in an accompanying document to the draft Brief.
- 1.12 The appraisal of the SPD addressed the strategic and broad sustainability issues/goals to ensure that development on the site is carried out in the most sustainable manner. The appraisal involved assessment of the predicted effects of the range of core components and appropriate uses for the development of Talbot Gateway against a range of economic, social and environmental criteria.

What Next

- 1.13 The Adopted SPD will be made available to the short-listed developers selected to potentially become involved in proposals for the Talbot Gateway site. The adopted SPD will be publicly available, will inform the detailed development of proposals for Talbot Gateway by the Council's selected final development partner, and will be applied to the consideration and determination of planning applications for development.

2 Background

Development Context

- 2.1 The Blackpool Local Plan process began at the end of 2001 with 'Issues' consultation. This consultation established support for fundamental physical change through town centre and resort regeneration.
- 2.2 In September 2002 consultants EDAW and Jerde were commissioned to develop a Masterplan for the resort. As the Local Plan process progressed the ideas emanating from the Masterplan were reflected in the First Deposit Draft of the Local Plan (January 2003) and subsequent policy and proposals in the Revised Deposit Draft (February 2004).
- 2.3 The area at Talbot Gateway identified for comprehensive redevelopment is 12.8 hectares (31.6 acres) on the north-eastern edge of Blackpool town centre. It acts as a transitional zone between the town centre and adjacent residential neighbourhoods. It is a major route into the centre and Blackpool's principal reception site for town centre users arriving from the north and east, and for visitors arriving at Blackpool North railway Station.
- 2.4 **The main aims of the Planning Brief are:**
 - To provide further guidance on the interpretation of policy contained within the Blackpool Local Plan, in particular Policies SR3 'Blackpool North Transport Development Area', SR3A 'New Car Park' (King Street/ East Topping Street) and SR4 'Cookson Street/ King Street', which directly relate to the redevelopment of the Talbot Gateway site;
 - To ensure that the development of this site fulfils its role as a catalyst for Blackpool's ambitious plans to re-establish Blackpool Town Centre as the natural first choice retail, business, civic and cultural centre for the Fylde Coast as visioned in the Resort Masterplan.
- 2.5 **To achieve this the Brief has six main functions:**
 - i) to secure comprehensive phased redevelopment proposals for the development of the whole of the Talbot Gateway that will bring transformational change, greatly strengthening and integrating the site with the adjoining town centre through a distinctive mixed use gateway redevelopment of exceptional quality;
 - ii) to secure the earliest development of detailed proposals to deliver a first phase of the development of the whole site, to take maximum advantage of land already in the Council's ownership to the south of Talbot Road, and to include a large format foodstore as part of a mixed use redevelopment;
 - iii) to provide a criteria based framework of planning and design principles to guide and consider the development of scheme proposals in full accordance with Local Plan policy and the Council's Local Transport Plan strategy and objectives;

- iv) to ensure that proposals for the site achieve urban design and architecture of exceptional standard reflecting the Council's emphasis on lifting the quality of the built environment and the particular importance of providing an impressive arrival experience for pedestrians, car, bus and train users at this key transport hub and gateway;
- v) to be used in developing criteria for the selection of a preferred development partner;
- vi) to guide developers and the Planning Authority in making and determining planning applications.

The Vision for the Future

- 2.6 The Adopted SPD will be an important component in developing a new Talbot Gateway. The detail set out in this section is to illustrate the central characteristics and themes of the Council's vision for the regeneration of the Talbot Gateway and the wider town centre and resort core.
- 2.7 Blackpool was a town built on tourism, but the town's expansion throughout the twentieth century accommodated a growing residential catchment as the town grew in stature as a shopping and wider employment area.
- 2.8 Blackpool is the major shopping, commercial and leisure centre for the Fylde Coast sub-region, serving an extensive catchment population of over 300,000. However, the centre has declined in recent years, losing its department stores and losing trade to other competing centres and out of centre stores. At the same time Blackpool's leisure appeal has also been in substantial decline.
- 2.9 In both cases a more dynamic and discerning consumer market has exposed the uncompetitive and declining appeal of Blackpool. The town has failed to evolve in a comprehensive and planned way, and to innovate and lead the market. The town's economic and social well-being is inextricably linked to the strength of the town centre and the resort core.
- 2.10 To halt this spiral of decline Blackpool has embarked on an ambitious urban renaissance that will transform the town centre and resort core physically and in spirit and create a unique year round destination of national and international significance for the 21st. century.
- 2.11 To elucidate its vision for Blackpool, inspire potential partners and give focus and drive to the agenda for change, Blackpool Council has worked with international architects and urban designers in preparing a resort Masterplan. The ambition and appetite for radical change in Blackpool has won the support of National and Regional Government and a new Urban Regeneration Company, ReBlackpool, has been charged with the responsibility of achieving the ambitions of the Masterplan.
- 2.12 The vision objectives and spatial dimensions of the Masterplan have evolved in tandem with the refinement of the Local Plan providing a statutory framework that will deliver significant regeneration benefits. The Local Plan identifies major opportunities to claw back retail and leisure expenditure with wide-ranging development opportunities to support the town centre's renaissance.

- 2.13 Through the Talbot Gateway development, Blackpool Council is seeking to transform one of Blackpool's most decayed, unsightly and under utilised urban quarters into a prestige gateway and arrival point. Complementary retail, civic, commercial and residential developments are intended to greatly enhance the vitality of the town centre and the resort. Distinctive, high quality buildings and streets will enrich the visitor experience and be a catalyst for Blackpool's Regeneration.
- 2.14 By 2020, it is anticipated that Talbot Gateway will provide a stimulating arrival experience that provides an exciting new northern anchor for the Town Centre. It will be a cosmopolitan area of mixed uses that provides seamless integration with the Centre. Major redevelopment that includes a new public transportation interchange around a re-modelled station, new Council offices, new courts and public space will have created a civic focus for Blackpool and Fylde residents. It will be a major contributor to the town centre economy, adding to its vitality and providing quality jobs and homes for local people.
- 2.15 The Council's regeneration vision for the site will be an important component in developing a clear design philosophy for a distinctively identifiable new principal gateway for town centre users arriving from the north and east and visitors arriving at Blackpool North Railway Station. The SPD (Sections 5 – 7) provides a detailed expansion of the planning and design principles for the development of the site and sets out the core components and other supporting uses which will potentially comprise the overall redevelopment of the Talbot Gateway. It is recognised that competing demands from a range of uses means priority choices may have to be made between the requirements of the Planning Brief.
- 2.16 The extent to which the range of uses can subsequently be accommodated within Talbot Gateway will be determined by the successful developer partner in conjunction with the Council and ReBlackpool, through the preparation of an agreed overall concept masterplan to be progressed by a phased programme of redevelopment.
- 2.17 Supporting this, elsewhere within the town centre, in the principal shopping area, the Hounds Hill site is currently being redeveloped for a new Debenhams department store (due for completion in 2008) together with large modern retail units and a reconfiguration of the existing mall and shops. The Winter Gardens complex is a further opportunity identified in the Local Plan where there is potential for a reconfiguration to provide for a much enhanced mixed use shopping and leisure complex whilst enhancing the quality of this historic building.
- 2.18 Further enhancement of the town centre is now underway in the form of a Townscape Heritage Initiative (THI) supported by the Heritage Lottery Fund, to provide grant aid for eligible properties within the town centre conservation area. Approved works will include repairs to shop fronts and bringing back into use of vacant floorspace. The Council is under an obligation to review its conservation area boundary to enable consideration of a further extension to this initiative within the Talbot Road area.

- 2.19 Through the recent publication of its Local Transport Plan 2006/07-2010/11, the Council has set out proposals to improve access, parking and public transport in the Town Centre. This will include enhancing the walking environment, managing the impact of growth in traffic – including that generated by new development – improving public transport access and interchange, drawing up a management plan to improve poor air quality in the Talbot Gateway area and, in the future, potentially extending a renewed Blackpool-Fleetwood tramway to the rail station.
- 2.20 These town centre development and enhancement opportunities are a fundamental part of Blackpool's wider regeneration. The Talbot Gateway will require public and private investment and has been brought forward into the ReBlackpool Investment Plan as one of three immediate key priorities, alongside Conference Leisure Quarter development and the Seafront Reconstruction.

Key objectives for the development

- 2.21 The aim set out in the Local Plan is:

“To re-establish the town centre as the retail, commercial, entertainment and cultural centre for the Fylde Coast, meeting the needs of all its users in a secure, pleasant and accessible environment”.

- 2.22 Set within the context of the Blackpool Local Plan Strategy, the Resort Masterplan and the Vision, the key objectives for the development of the Talbot Gateway are to:

- *Deliver a distinctive, high quality development that respects and integrates with the existing grain and character of Blackpool;*
- *Create an impressive arrival experience for pedestrians, car, bus, coach and train users;*
- *Provide greater safety and convenience for pedestrians, and manage concurrent growth in traffic movements;*
- *Ensure that Talbot Gateway satisfies the parking requirements of the majority of town centre users arriving from the north and east;*
- *Take maximum advantage of land already in Blackpool Council's ownership to realise the opportunity to bring early change and pursue a phased, mixed-use redevelopment of the 12.8 hectares;*
- *Provide a civic and cultural quarter with the potential to meet the immediate and longer term development aspirations of Blackpool Council, the Crown Commissioners and other public services in Blackpool;*
- *Protect the viability of the retail and holiday business of Blackpool town centre as the development proceeds.*

3 Talbot Gateway Site

Historical Development and Character

- 3.1 The healthy attributes of the Irish Sea coast drew the first visitors to Blackpool in the 1700s, but it was the arrival of the railway that heralded its subsequent rapid development as a mass tourist destination. The railway reached Talbot Road Station on the 29th August 1846 and became the point of entry for hundreds of thousands of visitors to Blackpool.
- 3.2 This impetus meant that many of the foundations of the resort were focused on what is now the north of Blackpool town centre. The first stretch of Promenade was built here, and the first of Blackpool's three piers, the North Pier, was opened in 1863. There was literally a 400 metre straight line direct from the station to the seafront, at the head of which is also Blackpool's principal civic square, Talbot Square.
- 3.3 Many of Blackpool's hotels and guest houses sprang up around the North Station. Talbot Road was a principal shopping thoroughfare as well as a gateway for visitors. Parallel to it Queen Street provided an elegant and stylish shopping arcade.
- 3.4 Halfway down Talbot Road, Abingdon Street crossed north-south, with the front of the indoor "Winter Gardens" complex opened in 1878 at its head. Important buildings including the town's main post office, market, library and many shops were also located on Abingdon Street.
- 3.5 The connectivity between what was the original "Talbot Gateway" and the early focus of the nineteenth century town centre and resort was easy and obvious. Complementing this, the town's seafront tramway linked inland, with Abingdon Street, Talbot Road and Dickson Road all themselves being integral parts of the network. Talbot Road Station became Blackpool North Station. Directly opposite the main Talbot Road Bus Station and the country's first true multi-storey car park was opened in 1938.
- 3.6 **Plan 1** shows the juxtaposition of land uses and supporting transport facilities in 1932 when, seventy years before the integrated transport White Paper, it undoubtedly performed the role of a major transport interchange.
- 3.7 This gateway role continues today but has been progressively undermined by:
 - The closure in 1963 of the inland tram routes – from North Station along Dickson Road, Talbot Road and Abingdon Street.
 - The truncation of the railway in 1974 (the current Blackpool North Station is now sited on what was originally the excursion platforms for overflow visitors in the holiday season).
 - The progressive decline of Talbot Road Bus Station, reflecting its outdated facilities and changing operational priorities, with increased through routing of many bus services, crossing rather than terminating in the town centre.

- 3.8 The reason for this change and eventual decline was in part a consequence of Blackpool's success and expansion. The continued growth of the resort and town centre facilities gradually shifted the focus of the town centre southward. The increasing dominance of the car also had a massive impact.
- 3.9 By the end of the nineteenth century the magnet of the seafront with the leisure focus of the Tower and Golden Mile extending southward to the Pleasure Beach had already resulted in a much wider town centre focus. A second rail gateway, Central Station, became the town's major terminus, with Church Street and Bank Hey Street gaining matching importance for much of the town centre's principal shopping and major stores.
- 3.10 In some ways the location and competition of the two stations contributed to a lack of full integration and a natural centre of gravity for the town centre, but the Talbot Gateway still remained a successful major focus in its own right.
- 3.11 Its more marked decline began with the truncation of both Blackpool rail lines. Blackpool Central closed in 1963. After the North Station closure in 1974, the new North station again became the town's principal rail station, albeit with much reduced services. But the northern part of the town failed to regain its pre-eminence, with the gravitational pull now being clearly determined by the car not the train.
- 3.12 The former Blackpool Central Station site was redeveloped as the Coral Island seafront leisure complex, but much of the former railway land became the location of what was reputed to be Europe's largest surface car park stretching 2km from the south of the town centre and directly parallel with the seafront towards the Pleasure Beach. The opening of the M55 motorway in 1975 followed by a new direct link road along the former rail line into the car and coach parking area accelerated this process.
- 3.13 Matching this, the continued redevelopment of attractions and new facilities and the opening of the town's first indoor shopping area in 1980 (the Hounds Hill Shopping Centre) all contributed towards a noticeable further southward shift of Blackpool Town Centre's prime shopping to Victoria Street, Church Street and Bank Hey Street and away from Talbot Road and the north of the town. Reflecting this the town's initial network of pedestrianised streets were also focused on the south of the town centre.
- 3.14 In contrast the former North Station was developed as a Fine Fare foodstore with multi-storey parking in 1979, but the area was becoming more divorced from the prime shopping and tourist areas and becoming more of a residential rather than a main visitor gateway to the town.
- 3.15 Over the last two decades holiday accommodation has significantly declined, but remains of some importance on certain streets such as Springfield Road and Lord Street. The area has become a transitional zone between the town centre and adjoining residential neighbourhoods, and a principal reception site providing commuter and short stay surface parking for town centre users arriving from the north.
- 3.16 Closer to the town centre, Talbot Road is still a shopping street of some importance but comprises mainstream supporting shops and services rather than prime shopping. Cookson Street and King Street comprise a mix of mainly smaller secondary shopping and commercial uses.

- 3.17 Further from the town centre, the south side of Talbot Road comprises adjoining terraced housing mostly built around 1900.
- 3.18 However, whilst its character may have changed, essentially the Talbot Gateway today remains dominated by its transport role, with the main bus and train stations, and a majority of the town centre's public parking facilities. But rather than unite the area and effectively connect it with the town centre, the overwhelming impression is now one of a fragmented and disparate area. The current one-way traffic distributor bisects and divides the different land uses and the quality of existing transport infrastructure is outdated and unattractive.
- 3.19 An essential focus of the regeneration of the Talbot Gateway must therefore be to re-establish its role as a vibrant successful entrance to Blackpool with a prestige transport interchange and a new identity, attractively and readily linked to the wider regeneration of Blackpool town centre.

Recent Planning History

- 3.20 In line with the above, the key developments of the Talbot Gateway over the last 30 years have been:

North of Talbot Road – The truncation of the Blackpool North railhead and its subsequent redevelopment as a 4,400 sq. m. (net) retail store with multi storey parking. Since 2000 it has been a Wilkinsons store, the building itself presenting a dominant but dead frontage rather than an attractive entry point to the town centre. To the east, the new North Station terminus opened in 1974, separated from the town centre by the distributor road. Further along Talbot Road is a 696 sq.m. Apollo electrical store (441sq.m, net), opened in 1989.

South of Talbot Road – in the 1960/1970s cleared housing and commercial properties were eventually replaced by expanded areas of surface car parking in the midst of the evolving town centre traffic distribution network. An Indoor Bowls Centre was built for the Council on part of this land in 1988. The Talbot Road Bus Station is now an underutilised and outdated facility, with much of the ground floor now used for additional parking rather than for buses. Closer to the town centre there has been less recent change, with the site of the former Talbot Bowling Green demolished and redeveloped in the 1960s now comprising several ground floor retail/ commercial units and the Prudential House offices above.

Cookson Street/ King Street have been subject only to changes of use and small scale development of these secondary shopping facilities. The shift of the town centre southwards and the growth of out of centre shopping has been the cause of some decline and ongoing change, with significant conversions to A3 restaurant and café uses.

The Regeneration of the Talbot Gateway

- 3.21 The more recent planning history has been driven by the developing planning framework for the wider regeneration of the Talbot Gateway.

- 3.22 Blackpool town centre has declined, losing its department stores and losing its trade. The shopping experience has changed markedly in range and quality, and can no longer be regarded as an additional and special reason to visit England's major coastal resort. For residents the decline in the appeal of Blackpool town centre shopping has led to a falling market share, with increasing leakage to other competing centres and out of centre stores.
- 3.23 Reflecting these concerns Blackpool Council commissioned a Blackpool Shopping Study in 1999 which highlighted that there is an opportunity to improve Blackpool's market share, but that this was only likely to be achieved by a substantial improvement in the quality of retailing in Blackpool town centre. The Study identified three key sites comprising the Hounds Hill centre and Winter Gardens within the main shopping area, and the Blackpool North (now Talbot Gateway site).
- 3.24 The ongoing implementation of the Hounds Hill extension and redevelopment, including a new department store together with large modern retail units and a reconfiguration of the existing shopping mall, will play a key role in enhancing the town centre's main shopping offer. The Winter Gardens presents a further opportunity to restore a level of choice and quality and provide for much needed expansion.
- 3.25 The Blackpool North site was identified in the Blackpool Shopping Study as the major town centre development opportunity for a large modern foodstore together with potential supporting uses. Subsequently Blackpool Council accepted this recommendation and resolved to progress the regeneration and development of that part of the Talbot Gateway site south of Talbot Road. The 2004 Blackpool Shopping Study has confirmed the outstanding need for a major format foodstore.
- 3.26 The need to research wider redevelopment opportunities for a prestige transport gateway and to progress the Local Plan policy for the town centre have delayed fully proceeding with the scheme. In the interim period the Council has sought to progress assembly of the site through preparation of its own landholdings and negotiation with landowners to facilitate its redevelopment.
- 3.27 Site assembly has been greatly enhanced through the availability of funding linked to the wider Resort Masterplan. The principal changes in this area to date as a result of this process have been:
- The acquisition and clearance of a range of properties on the south Talbot Road frontage, including public house, commercial and other uses.
 - The relocation of the Flamingo Club and Flying Handbag Public House to the new Funny Girls complex which opened in the refurbished former Odeon Cinema on Dickson Road in 2003 in the north west corner of the Talbot Gateway site.
 - The demolition in 2003 of the former St Johns Market on Deansgate and its layout for temporary use to provide additional car parking.
 - The acquisition and closure of residential properties on the west side of Buchanan Street on the eastern edge of the Talbot Gateway site.

The Talbot Gateway Site Today

- 3.28 The area at Talbot Gateway now identified for comprehensive redevelopment is 12.8 hectares. It lies on the north eastern edge of Blackpool town centre between the town centre and adjacent residential neighbourhoods, either side of Talbot Road.

Existing Uses/ Buildings

- 3.29 The land uses within the Talbot Gateway site are shown in **Plan 2** and brief further details of the main uses are set out below.

North of Talbot Road (6.6 hectares):

- Blackpool North - the town's main rail terminus re-sited in 1974.
- Banks Street surface car park – under used surface parking, peripherally located, truncated from the rest of Talbot Gateway by the railway, and accessed only via Banks Street and Dickson Road.
- Retail Superstore (net 4426 sq.m) built in 1979, currently Wilkinsons. Includes multi-storey parking for 460 cars.
- Apollo electrical store (net 441 sq.m), built in 1989.
- Funny Girls – located in the former Odeon Cinema, a Grade 2 Listed Building, converted and re-opened in 2003 as a night club complex, including the relocation of facilities from south of Talbot Road.
- Other uses: between Funny Girls and Wilkinsons the small block of premises on Dickson Road./ Queen Street comprises a number of bar/ café and commercial uses; Lord Street is mainly holiday accommodation; High street is residential use.

South of Talbot Road (4.2 hectares):

- Between Talbot Road/ Buchanan Street/ George Street and Cookson Street the area is dominated by surface car parking, in both Council and private ownership.
- Blackpool Indoor Bowls Centre in the midst of this area, built in 1988, comprises an 8 rink flat green facility.
- The Talbot Road frontage comprises a mix of vacated buildings, cleared sites, and existing retail/ commercial premises, including a car showroom and carpet store.
- Talbot Road Bus Station opened in 1939, now only used by scheduled coaches and one out of town bus service. Ground floor car parking and multi-storey parking above.
- Topping Street/ Deansgate comprises a mix of retail and commercial uses, including an Iceland store, the Mardis Gras nightclub, and an amusement centre.

Cookson Street/ King Street (2.0 hectares):

- East Topping Street/ Deansgate comprises 2 linked Council surface car parks, the latter on the site of the St Johns Market demolished in 2003.
- Cookson Street/ King Street/ Counce Street comprises many smaller commercial and retail premises, including a significant number of café and restaurant uses. The British Legion premises on King Street, the Hop Inn at the junction of Cookson and King Streets, and Scrooges (wine bar) on Milbourne Street are the largest premises in this area.

Ownership

- 3.30 **Plan 3** shows details of the private/ public ownership within the Talbot Gateway site as a whole.

North of Talbot Road

Aside from the Council owned Banks Street car park and Blackpool North Railway Station, all the lands and buildings are in private ownership.

South of Talbot Road

As previously stated, the area is the focus of much of the Council's land assembly activity to date. The area includes longstanding car parks, the Indoor Bowls Centre, and the Bus Station in Council ownership, along with other more recently acquired land and premises.

Cookson Street/ King Street

With the exception of the council owned surface car parking areas, all these properties are in private ownership.

Access and Transport

Highways

- 3.31 The main road network is shown in **Plan 4**. The Talbot Gateway is a key entrance point to the town for journeys from the north of the town centre along Dickson Road/ High Street and from the north and east along Talbot Road. It also forms a key part of the Town Centre Distributor Route defined in the Local Transport Plan, the current traffic system distributing north-south through traffic around the town. Much of the Talbot Gateway is therefore dominated by its role as a traffic hub, with a one-way system distributing traffic around the town centre core and defending inner pedestrianised areas from excess traffic.

Pedestrian Network

- 3.32 Pedestrian and cycle routes have been under promoted in Talbot Gateway. In contrast to the ready integration and easy pedestrian access of its heyday, the existing pedestrian network is disrupted by the highway network and pattern of uses, and access is poor.
- 3.33 There are no pedestrian streets within Talbot Gateway, and the dominance of the existing highway network means it presents an unsafe, inconvenient and unattractive pedestrian gateway to the town centre. Pedestrian footways are alongside the main highway, with crossing points at busy junctions – not all of which have dedicated pedestrian 'green man' facilities, and with an underpass (see Plan 4) on the main Talbot Road route to and from the railway station. The distributor route function of the High Street/Talbot Road/Lark Hill Street/ George Street/Cookson Street gyratory creates severance from the adjacent residential Talbot/Brunswick neighbourhood to the east and south of the site.

Cycling

- 3.34 Talbot Gateway is not a natural focus for cyclists due to the potential high speeds and difficulties created by weaving traffic movements on the one-way systems north and south of Talbot Road. North-south access along the promenade seafront to the town centre provides a segregated and environmentally preferential route from the north. However, recent changes have improved the Church Street/Abingdon Street route into the Town Centre for cyclists from the east.

Car Parking

- 3.35 **Plan 5** and Table 1 show the current distribution of car parks within Talbot Gateway. Around two thirds of the town centre's current public car parking is within Talbot Gateway, comprising a mix of long, intermediate and short stay. Generally, facilities closer to the town centre (Wilkinsons, East Topping Street) are geared to and most popular with short stay shoppers, with the more peripheral facilities providing longer stay parking.
- 3.36 The Talbot Road multi-storey car park is an exception - well located and notionally designated as a short stay car park, but it is substantially used for long stay parking, being an unattractive and outdated facility unable to successfully attract shoppers and other short-stay trade.
- 3.37 The array of ten different car parks within Talbot Gateway, each with their own access and pricing regime, represents a fragmented and inefficient asset.

Table 1: Talbot Gateway Public Car Parking Provision

PRIVATE OWNED CAR PARKS	Primary Use	Capacity
1. Wilkinsons multi storey	Short stay	460
2. Cookson Street	Intermediate stay	68
3. Buchanon St	Long stay	52
4. Talbot Road North (Apollo)	Long stay	84
Total Private Spaces		664
COUNCIL OWNED CAR PARKS		
A. Banks Street surface	Long stay	400
B. Seed Street surface	Long stay	215
C. Swainson Street surface	Intermediate stay	39
D. Talbot Road multi-storey	Short stay	559
E. Talbot Road surface	Short stay	59
F. East Topping Street surface*	Short stay	159
Total Public Spaces		1431
Total ALL SPACES		2095

* incorporating the former site of St Johns Market.

Bus / Tram Services

- 3.38 The site is well served by the local Blackpool Transport bus network (see **Plan 6**), with Talbot Road Bus Station, once its centre, now little used. Local services have been relocated on-street – with nine bus stops around the site, including two within a segregated bus lane on the Talbot Road frontage of the former bus station. Frequent local bus services from within Talbot Gateway serve the majority of destinations across the Fylde Coast.
- 3.39 Bus routes through the site predominantly use the Talbot Road east-west axis which enjoys a daytime frequency of 27 buses per hour in each direction, and is designated a Quality Bus Corridor. Stop enhancements and priority measures were installed under Local Transport Plan schemes in 2001 and 2003.
- 3.40 Services by National Express and Stagecoach link further a field to Preston, Manchester, Sheffield, London and other out of town destinations, and mostly continue to use the bays within Talbot Road Bus Station.
- 3.41 The nearest tram stop is 400 metres from Talbot Gateway on the Promenade frontage at Talbot Square. There are long term aspirations for a new on-street link along Talbot Road to Blackpool North Station as part of an extended Blackpool-Fleetwood tramway, but this will only follow a successful upgrade of the existing system, which is currently awaiting Government approval.

Rail Facilities and Services

- 3.42 Direct train services run from Blackpool North to Preston, Manchester, Buxton, Leeds, York and Preston. Passengers changing at Preston can travel directly to Glasgow, Edinburgh, Birmingham and London.
- 3.43 These services combine to provide more frequent local links to the outlying Fylde residential settlements of Poulton-le-Fylde (two trains per hour) and Kirkham and Wesham, and offer three weekly daytime trains per hour to Preston.
- 3.44 The station has a concourse with supporting facilities, step-free access and a pedestrian subway link to the town centre. The 40 space car park also provides a limited local bus service, with a ten-minute frequency to north-east and south Blackpool.

Taxi

- 3.45 As a principal transport hub taxi access is a particularly important consideration within the Talbot Gateway. Taxi services play a key role in linking the railway station with attractions, hotels and conference facilities for arriving visitors, and the station rank is busy for much of the day. Sited within the railway station forecourt, this facility is quality-controlled by the station operator and allows access to high proportion of disabled-accessible Hackney carriages.
- 3.46 The coach arrival point at the bus station is, by contract, very poor for taxi access. Drop-offs often take place on-street leaving users to cross traffic lanes and the limited ranking facility on the adjacent surface car park is little used.

- 3.47 A number of other small ranks are sited within the development area (and are shown on **Plan 6**). These offer fragmented and often poor available Hackney carriage access, and are in many case only used for short times of day. A number of private hire operators are located within and on the edges of the site

Air quality

- 3.48 Assessment and monitoring of town centre air quality has identified an area where it is likely that Nitrogen Oxide emissions exceed targets as specified in the Air Quality (England and Wales) Regulations 2000 (**see Plan 7**).

Public Utilities and Services

- 3.49 Public utilities relate to the locations and routes of utility equipment relating to British Telecom (BT), Transco (Gas) & United Utilities (electric/ sewers/ water mains. Most utilities and services tend to follow the boundary of the site beneath roads, but some cross the site. Developers will need to make their own checks with the appropriate companies.

Topography

- 3.50 **Plan 8** shows the Talbot Gateway Site is relatively flat and low-lying, varying between 20 and 25 metres. Overall the site slopes down from the south east to the north and west. The central area of the site is higher than surrounding areas both within and beyond the Talbot Gateway boundary, with the highest point of 25.3m lying just to the south east of the centre. Plan 8 displays spot-heights in and around the defined Talbot Gateway area.

Archaeology

- 3.51 'Lancashire County Council's Archaeological Unit has advised that the site is unlikely to retain any early archaeological remains that would merit preservation at the expense of development. There are, however, a number of later structures of interest and there is a possibility that there are buried deposits relating to the early occupation of the town and its development into its current form or to the pre-urban history of this part of the Fylde.
- 3.52 Of particular interest is the Talbot Road car park. It is recorded by the Institute of Civil Engineers as "The first true multi-storey car park in the country, completed in late 1939". The area also contains the site of Blackpool's first railway station, opened in 1846, and a key component in the development of the modern town.
- 3.53 As part of any development scheme, an archaeological assessment should be undertaken to inform any proposals and will be taken into account when decisions are being made.'

Ground conditions and Drainage

- 3.54 At present, geological and hydrological information on the site is unavailable. ReBlackpool URC have commissioned consultants to undertake a detailed study into the ground conditions and contamination levels at the Talbot Gateway, which will be available to selected developer partners from the URC as part of the scheme development process. The availability of any data held by the Council or ReBlackpool does not remove the requirement for developers who must be responsible for their own detailed assessment of ground conditions.

Flood Risk

- 3.55 The Flood risk map shows that no part of the Talbot Gateway site is within any area at risk of flooding at either a 1 in 100 or 1 in 1000 risk of flooding in any given year, the latter being a higher magnitude flood event.
- 3.56 The map indicates the natural flood plain area that could be affected in the event of flooding, but takes no account of flood defence and mitigation measures that are in place or currently under construction, to protect the town from the threat of flooding. Flood maps are constantly updated, and are available, along with further advice and support material from the Environment Agency. (www.environment-agency.gov.uk).

4 Planning Policy Context

4.1 Section 3 has provided the historical context and information on the characteristics of the site. This section provides the planning policy context for the Talbot Gateway site being designated as one of the key town centre development sites.

4.2 The proposals and policies in the Blackpool Local Plan and Resort Masterplan have their roots in work undertaken in the late 1990's and include the publication of a Regeneration Strategy by the Blackpool Challenge Partnership in 1999. The Strategy signalled a broad commitment by members of the community and stakeholders to work alongside the Council to bring about change.

'Your Town Your Future'

4.3 This commitment was reflected in the progress of the Local Plan. In 2001 the Council undertook a wide ranging public consultation exercise² to inform the review of the Local Plan. The responses received established support for fundamental physical change and town centre and resort regeneration, with the need for better shopping facilities and better access and parking identified as the highest priorities to improve the town centre offer.

Resort Masterplan

4.4 With clear recognition of Blackpool's need for regeneration, a successful bid was made in 2001 for European funding for strategic investment (ERDF Objective 2) and the designation of an Economic Development Zone. This led to the preparation of a Resort Masterplan by consultants EDAW and Jerde, commissioned by the Council in September 2002 to develop a more detailed long-term ambition for the resort.

4.5 Alongside the development of the Casino Leisure Quarter on the former Central station site, the resurgence of the town centre offer was at the heart of its proposals. The draft Masterplan was published in March 2003 as a basis for consultation over the 4 months to July 2003.

Review of Blackpool Local Plan

4.6 In parallel with the developing proposals of the Resort Masterplan, the First Deposit Draft Local Plan was published in January 2003 and, following consultation, a Revised Deposit Draft (February 2004).

4.7 The Blackpool North Transport Development Area site (comprising most of the Talbot Gateway) was identified in Policy SR3 for the development of a landmark high density mixed use development to include transport interchange facilities, a major foodstore and supporting uses. Policy SR4 identified the area at Cookson Street/ King Street for office use and public car parking.

4.8 Following further consultation and a Local Plan Inquiry, the Inspector's Report was received in August 2005, and modifications to the Plan's policies and proposals were proposed by the Council and published for consultation. There were minor modifications, but no substantial changes to Policy SR3. The Policy

² 'Your Town Your Future'. Consultation - November 2001 to February 2002

SR4 site was sub-divided to separately identify the new car park site at King Street/ East Topping Street (Policy SR3A) from the office site at Cookson Street/ King Street (Policy SR4). No new representations were made on these policies relating directly to the Talbot Gateway, which therefore became part of the new statutory Local Plan adopted by the Council in June 2006.

Creation of the Urban Regeneration Company – ReBlackpool

- 4.9 In September 2003 the Council identified an Urban Regeneration Company as the most appropriate delivery vehicle for Blackpool's regeneration. It would offer the capacity, status and skills to engage successfully with the private sector and lead and co-ordinate redevelopment and investment in the resort. URCs have been promoted by Government and established by local partnerships to deliver focused, integrated regeneration strategies for key towns and cities.
- 4.10 Following submission of a URC Business Plan to the North West Development Agency (NWDA) in 2004, the Office of the Deputy Prime Minister (ODPM) gave the approval for the establishment of an Urban Regeneration Company (URC) for Blackpool – ReBlackpool in February 2005. ReBlackpool is tasked with delivering on the vision articulated in the Blackpool Masterplan. It is a private company funded by the NWDA and the Council. The Company will seek to secure and accelerate the redevelopment of key sites, which includes the Talbot Gateway, by coordinating public and private investment and is the primary focus for all major physical regeneration activity in the URC area, which covers some 200 hectares.

Summary of Strategic Policy Framework

- 4.11 The strategy, policy and proposals in the Blackpool Local Plan have to conform with national guidance and statements and regional and sub-regional policy. Key strategic policy guidance which has informed Local Plan policy with respect to the site and also inform this guidance are:

National policy guidance and statements³:

- PPS6 Town Centres
- PPG13 Transport
- PPS1 Delivering Sustainable Development
- PPS22 Renewable Energy

The Statutory Planning Framework for Blackpool comprises 3 key elements:

(1) Regional policy⁴: RSS - Regional Spatial Strategy for the North West (March 2003).

- The NWRSS identifies Blackpool as one of the Region's key towns and cities, and as the sub-regional centre for the Fylde Coast. In the submitted Draft RSS Review 2006 Blackpool is similarly identified as the centre of and primary location for growth in the wider Fylde Coast urban area.

³ www.odpm.gov.uk

⁴ www.nwra.gov.uk

(2) Sub Regional policy⁵:

- **Joint Lancashire Structure Plan 2001-2016.** The JLSP identifies Blackpool as one of four Tier 1 centres in Lancashire, with Blackpool town centre as a focus for retail, entertainment and leisure; major office development; and transportation improvements. The more detailed policies in the Blackpool Local Plan accord with policies in the JLSP.

(3) Detailed Policy Context: Blackpool Local Plan 2001-2016.

- The Talbot Gateway site straddles the town centre boundary, being part within the town centre and part an 'edge of centre' site.
- In conjunction with the Local Plan a revised 2004 Blackpool Shopping Study highlighted the quantitative and qualitative deficiencies in town centre shopping and confirmed the requirement for major foodstore development.
- The Local Plan accordingly allocated a site at Hounds Hill for the expansion of Blackpool's principal retail core, with land within the Talbot Gateway site identified as the best available site for food retail and other supporting town centre development.

4.12 The Blackpool Local Plan was adopted in June 2006. Appendix 1 provides a list of policies relevant to the Talbot Gateway site and a brief summary of their policy content. Policies SR3, SR3A and SR4 which directly relate to the Talbot Gateway site are set out in full below. Further amplification of policy requirements is set out in subsequent sections of this Brief.

SR3 - Blackpool North Transport Development Area (TDA)

The Council will permit the redevelopment of the Blackpool North Transport Development Area (TDA) for the development of a landmark; high density mixed use development. Acceptable uses on the site would include the following:

- **public transport interchange (including tram, train, bus, coach and taxi facilities)**
- **major foodstore**
- **offices/civic uses**
- **public car parking**
- **civic space/open space**
- **non-food stores on that party of the site that is within the town centre**
- **residential**
- **hotel development**
- **replacement sport and recreational facility**

Any non-food stores on this site would be expected to locate within the part of the site that is included in the town centre. Non-food stores will only be allowed in the edge-of-centre part of the site if there is a need for such floorspace and there are no suitable sites within the town centre.

Proposals will need to be supported by a transport assessment/travel plan and associated proposals that:

- **address the travel and parking needs of the development**
- **help improve the distribution of traffic around the Town Centre**

⁵ www.lancashire2016.com

- take into account the need for enhanced access to other Town Centre public car parking
- help facilitate the removal of unnecessary traffic from the Town Centre and Resort Core and
- are consistent with the Council's proposals for pedestrian, cyclist and public transport priority.

SR3A New Car Park

The site at King Street/ East Topping Street is proposed for a new public car park.

Development of this site for other purposes except for the reasonable requirements of existing businesses will not be permitted.

SR4 - Cookson Street/ King Street

The redevelopment of this site for office use will be permitted. Other supporting development could include residential use as part of a mixed use scheme.

The Council will encourage and promote proposals for large-scale development on this site.

Relationship with other Strategies and Plans

There are numerous other strategies and plans, which have informed or which support and/or integrate with the Blackpool Local Plan 2001-2016. These include:

National/ Regional

- Sustainable Communities Plan (2003) www.odpm.gov.uk
- Moving Forward: Northern Way First Growth strategy Report (2004) www.northernway.co.uk
- Regional Economic Strategy for the North West (2006) www.nwda.co.uk
- Regional Tourism Strategy (2003) www.nwda.co.uk
- Lancashire City Region Development Programme (2005) www.northernway.co.uk

Local⁶

- Local Transport Plan 2006-2011
- Community Plan (2005)
- Regeneration Framework (2005)
- Resort Masterplan (2003)
- Community Safety Strategy (2005-2008)
- Corporate Performance Plan (2005-2007)

⁶ These documents can be accessed on www.blackpool.gov.uk using the leaflets and publications button.

5 Development character

This section expands on the requirements of key policies and sets out the detailed development framework for the future regeneration of Talbot Gateway.

A Comprehensive Approach

- 5.1 Adoption of a sustainable and comprehensive approach to the development of the site is paramount to ensure development on the site achieves appropriate physical and functional integration as well as the highest quality of architecture and urban design.
- 5.2 Proposals must be presented in the context of a comprehensive approach that demonstrates a willingness to collaborate with the Council and other major landowners to pursue robust, comprehensive plans for the wider Gateway site through the planning, land assembly and construction phases. This approach will need to be encapsulated within an overall concept masterplan that will be the basis of future planning applications for the entire site.
- 5.3 A comprehensive approach is central to the requirements of Policies SR3 and SR3A of the Local Plan and is justified on the following grounds:
- 5.4 The Talbot Gateway site is the Council's major priority for a new gateway edge of centre development. The site embraces substantial public land ownership, a current high degree of underuse with a rundown appearance, and is the existing focus of outdated and poorly integrated arrival facilities for bus, coach, rail and car.
- 5.5 As such, this site is the one that offers the greatest opportunity in terms of:
 - High visible exposure for the regenerative impact and for positive development of a new transport gateway;
 - Deliverability of the site;
 - Additionality in terms of its programme relationship with other regeneration project sites;
 - Capacity for an appropriate form and scale;
 - Flexibility in supporting functional and operational arrangements as well as its pure locational advantages;
 - Accessibility in terms of providing a wide choice of options for non-car transport modes;
 - Ensuring that the development reaches the critical mass required to act as a catalyst for wider town centre and resort regeneration; and
 - Ensuring that this development contributes towards effective and efficient urban regeneration, the revitalisation of Blackpool town centre for residents across the Fylde Coast, leading to improvements in the quality of life in Blackpool.

- 5.6 Talbot Gateway currently has a number of uses that include residential, leisure, retail and offices as well as a number of important roads and transport facilities including Blackpool's main train and bus stations and some 2095 parking spaces.
- 5.7 The content and precise boundaries of the overall scheme and individual phases will be determined by the successful developer and will be influenced by:
- Operator interest, and particularly the active interest of major food operators;
 - The need to modify the road network and improve transport accessibility;
 - The need to provide replacement car parking;
 - The Crown Commissioners' wish to relocate the existing County and Magistrates courts to a new unified courts building in Talbot Gateway;
 - Blackpool Council's wish to investigate the relocation of Council offices to Talbot Gateway with the successful developer;
 - Land in public ownership;
 - Developer dialogue with third party, stakeholder interests; and
 - The need to protect business in Blackpool during the construction period.
- 5.8 Phase One is likely to centre, although not exclusively, on land already in Blackpool Council's ownership. Where necessary the Council will use its statutory powers to acquire additional interests to ensure the delivery and success of this scheme.

Appropriate Uses

- 5.9 A range of uses, from which an appropriate mix can be determined, has been identified as set out in policies SR3A, SR4 and, most specifically, SR3 of the Blackpool Local Plan. Some of these uses are considered **core components** and will form an integral and essential part of the overall redevelopment of the Talbot Gateway.
- 5.10 The potential exists to incorporate a wide range of **other supporting uses** within the scheme, with the extent to which this can be achieved determined by the developer and the scale of change that can be delivered within the site. Active discussions are being undertaken by the URC with major landowners such as Network Rail. Where opportunities can be taken, the capacity to secure a wider content within the overall scheme will be much increased.

Core Components

- 5.11 The core components of the Talbot Gateway development, reflecting Policy SR3 of the Blackpool Local Plan, will include the following:
- *Talbot Gateway Transport Interchange (including an enhanced pedestrian environment, train, bus, coach and taxi facilities, (see Part 6)*
- 5.12 The Talbot Gateway is the location of the existing but now under-utilised Talbot Road Bus Station, the Town's principal rail station (Blackpool North),

and a majority of the town centre's existing off-street parking provision. Much of the existing infrastructure is outdated and unattractive and the quality of interchange arrangements is poor.

- 5.13 An essential requirement of a vibrant successful Gateway entrance to Blackpool is to create convenient, safe and attractive pedestrian links with the main town centre in conjunction with the major improvement of public transport interchange and re-provision of more efficient and effective shopper parking as part of the redevelopment of the area. Remodelling/ redevelopment of the Blackpool North forecourt area would be encouraged as part of this enhancement.
- *Improved Public Car Parking Provision (see Part 6)*
- 5.14 Appropriate car parking and servicing will need to be provided within any redevelopment. Levels of car parking provision will inevitably be affected, as will the balance between short- and long stay-spaces, by the balance of new land uses provided. Parking within the site which supports existing town centre uses should be maintained as far as possible by appropriate phasing throughout the redevelopment. Redevelopment involving any significant loss of existing short stay parking provision should only be progressed in conjunction with proposals for replacement provision, with the King Street site Policy SR3A site identified in the Local Plan for a large new short-stay multi-storey car park.
- *Enhanced Town Centre Distributor Route for traffic (see Part 6)*
- 5.15 In conjunction with the above, an integrated Town Centre Strategy has been developed through the Local Transport Plan to deliver a more efficient distribution of traffic to car parks and reduce through traffic in the town centre core. A new Town Centre Distributor Route passes through Talbot Gateway and will need to be protected and enhanced. Development in this area will be required to accommodate and provide for the route, links and junctions to allow good access to all uses within the site and town centre alongside high quality facilities for pedestrian movements.
- *A Major Foodstore*
- 5.16 Policy SR3 of the Blackpool Local Plan sets out that the Council will permit the redevelopment of the Blackpool North Transport Development Area as a high density mixed use development. Aside from its role as a transportation gateway, the Policy sets out a range of other acceptable uses on the site, the first listed of which is a major foodstore.
- 5.17 The Blackpool Shopping Study in both 1999 and 2004 highlighted quantitative and qualitative deficiencies in town centre food shopping facilities. The 2004 Study identified that the town centre's market share in food shopping was minimal (3%) with most residents shopping at out of centre superstores. The Study identified a clear qualitative need for a large format foodstore in or on the edge of Blackpool town centre in order to attract main food shoppers back into the centre. The SR3 site was recommended as the most appropriate site and is the closest site sequentially to the town centre that could accommodate a major quality foodstore operator.
- 5.18 Reflecting the recommendations of the Blackpool Shopping Study and the Local Plan allocation, a core requirement for the Talbot Gateway is for the

provision of a major foodstore as the most appropriate means of reversing the decline in the importance of Blackpool town centre's food retail sector, and a key element to act as a catalyst for the wider regeneration of the Talbot Gateway. The requirement is for a major new food superstore of around 7,000sqm gross retail floorspace, which should form a key component of the first phase of redevelopment of the Talbot Gateway. The required format is a quality full range convenience retailer of food and convenience products. Additional comparison goods sales will not be permitted other than limited household goods directly ancillary to the anchor foodstore. A larger scale store, potentially including non-food provision, would only be permitted if it demonstrates a clear functional relationship focused on that part of the site within the defined town centre (as on Plan 9).

- *A Civic and Cultural Quarter*

- 5.19 It is a key aim of the Local Plan to re-establish the town centre as the retail commercial, administrative, entertainment and cultural centre for the Fylde Coast and the Talbot Gateway will provide an ideal location for a civic and cultural quarter as part of the mixed use redevelopment of the area.
- 5.20 Her Majesty's Court Service are in discussion with the URC to consider the potential relocation of the existing County and Magistrates Courts to a new unified courts building. The courts are currently located within the proposed Conference Leisure Quarter (CLQ) on the former Central Station site and both the Local Plan and the Masterplan identify Talbot Gateway as a suitable site for relocation. A very early appraisal indicates that the Court Service is looking for a floorspace of approximately 7,000sq m including 10 courts. An impressive public frontage will be essential, with safe and secure access at the rear of the building.
- 5.21 Alternative sites to relocate the existing Divisional Police HQ from the CLQ are being considered in line with their current operational requirements. Talbot Gateway is not likely to be the location of choice for the headquarters building but a continued town centre presence in the form of a "one-stop-shop" will be needed and the south-western sector of Talbot Gateway would be an ideal location. Talbot Gateway should also seek to make provision within the scheme to meet wider aspirations for supporting other civic and cultural uses.

- *High Quality Architectural and Public Realm Design (see Part 7)*

- 5.21 The site will require imaginative, high quality design set within an integrated and thematic spatial context, delivering a distinctive identity for the Talbot Gateway as an impressive point of arrival to a revitalised Blackpool Town Centre.

Supporting Development

- 5.22 Other “**desirable**” supporting components of the overall redevelopment consistent with local plan policy are:
- *Other major office development - to meet the immediate and longer term needs of Blackpool Council and other public or private sector office service providers.*
- 5.23 Unlike many towns Blackpool does not have any major office employers in the town centre. Following expansion of Blackpool Council’s administrative responsibilities since becoming a unitary authority in 1998 much of the Council’s own office accommodation is located out of centre. Offices are an important contributor to a commercial and successful centre, and the Talbot Gateway offers a sustainable location, providing wide travel choice and accessible jobs and services for all the community.
- 5.24 The extent to which opportunities can be taken to support the relocation of council office accommodation will increase with the scale of change that can be delivered within the wider Talbot Gateway sector. In total there are around 1,500 council office employees currently occupying around 20,000sqm existing floorspace in more peripheral office locations who could potentially be relocated to the town centre.
- 5.25 The successful remodelling and enhancement of the Talbot Gateway will also potentially provide the stimulus to create a wider office quarter and a prestige location for increased commercial office accommodation.
- *Residential development – to encourage town centre living, providing an appropriate mix of house types to support its wider regeneration*
- 5.26 Blackpool’s intensely built up area and shortage of development land make it important to make appropriate use of brownfield redevelopment opportunities and specific allowance is made in the Plan for potential windfall regeneration sites.
- 5.27 There is currently a surplus supply of committed future housing sites to meet development needs in Blackpool compared to the annual housing requirement, justifying strict controls over the timing of the release of further housing development sites. Higher levels of housing development are anticipated in the longer term and the Council’s current “Plan, Monitor, Manage Advice Note” regarding the release of land sets out that where proposals have clear regeneration, community or conservation benefits such as:
- supporting the Council’s regeneration initiatives in the town centre or priority neighbourhoods
 - forming a key element of a mixed use regeneration project
 - having special townscape or conservation benefits.... then such proposals will be considered as exceptions to the current restrictive approach.
- 5.28 Irrespective of longer term increased levels of housing development, the priority to encourage regeneration and an improved mix and quality of housing fully supports appropriate residential development proposals as part of the comprehensive redevelopment of Talbot Gateway. Such proposals

would be expected to be viewed as an exception to the Council's current restricted approach to housing development.

- 5.29 Talbot Gateway directly adjoins the Talbot & Brunswick and Claremont Priority Neighbourhoods defined in the Blackpool Local Plan. The redevelopment of the Talbot Gateway can potentially make an important contribution to provide new quality affordable homes and a wider mix of house types as an essential component of creating a successful residential environment.
- 5.30 A higher quality mix of housing within Talbot Gateway will also be supportive of a revitalised town centre, with a low level of town centre living in Blackpool compared to many towns and cities. There is an absence of modern/ luxury flat development, but town centre living is becoming a more positive and fashionable choice, particularly for a significant number of smaller households being accessible to public transport, job and leisure opportunities.
- 5.31 Any residential development will be required to provide a good housing mix to meet a wider range of housing needs in accordance with Policies HN6, HN7 and HN8 of the Local Plan including increased numbers of housing units with 2 or more bedrooms. Policy HN8 sets out that a total of 30% of provision would be required to be as social housing which, in the context of the current housing in the immediate locality should either be as discounted homes to buy or shared ownership social housing, with the alternative of providing off-site provision of social housing. All housing schemes will be looked at in their totality, applying the policies and judging applications on the basis of their overall merits.
- 5.32 Given the prominence and importance of the Talbot Gateway as a catalyst for wider town centre regeneration, good quality and good design will be key to any housing provision with its ready integration with adjoining uses, enhanced public realm, and ease of access to the town centre.
- 5.33 Any new residential development will be required to satisfy the Council's approved housing standards and accord with the requirement of the Council's Policy BH10 for open space provision to meet the needs of residents.
- 5.34 Other **"acceptable"** supporting components consistent with Local Plan policy could include:
- *Non-food retail development on that part of the site that is within the town centre to complement rather than compete with existing shopping*
- 5.35 Policy SR3 specifically states that any non-food stores would be expected to locate within that part of the site that is included in the town centre (see Plan 9). The town centre as defined in the Local Plan includes only a limited western part of the site, comprising Wilkinsons store, Talbot Road Bus Station, and the mix of existing retail, and commercial premises between Cookson Street and Topping Street which already effectively form an integral part of the existing town centre shopping.
- 5.36 In line with Policy SR3 non-food stores will only be allowed in the 'edge of centre' part of the Talbot Gateway site (outside the defined town centre) if there is a need for such floorspace and there are no suitable sites available in the town centre. All proposals for retail development will be looked at in their

totality and applications will be judged against policy based on their overall merit, including taking account of changes to existing provision.

5.37 The Blackpool Shopping Study identified capacity for 43,000 sq.m. of retail floorspace 2004-16, with site opportunities already identified in the Local Plan for much of this floorspace on existing allocated sites within the town centre at Hounds Hill and the Winter Gardens. The development is itself expected to act as a wide catalyst for further reinvestment and expansion of other existing sites within the defined town centre.

5.38 With no clear quantitative need, development of any part of the Talbot Gateway site outside the defined town centre would appropriately be limited to larger unit bulky goods retail development and would only be permitted if there is no suitable town centre site. Retail development comprising concourse food and drink, newsagents, bookshops, stationery and other limited ancillary retailing could also be appropriate as part of any major remodelling of Blackpool North Station. The overall aim in retail terms is that any permitted development at Talbot Gateway should form an integral part of a strengthened and homogenous Blackpool town centre retail offer.

- *Hotel Development of an appropriate high standard to support the town centre and transport gateway facilities.*

5.39 The applicant will need to underpin the level of provision through a comprehensive hotel assessment to be undertaken in partnership with the Council (refer to Part 8 Approvals Process).

- *Replacement Sports and Recreation Facility.*

5.40 The Talbot Gateway site includes the existing Blackpool Indoor Bowls Centre in the midst of the area south of Talbot Road where the first phase of redevelopment of the Gateway is expected to be concentrated.

5.41 In accordance with Policy SR3, the Council has undertaken a detailed assessment of the useage of the existing bowls facility which has been shown to be surplus to requirements, and will not be replaced within the redevelopment area (indoor bowls will subsequently be taken into account when considering multi-purpose indoor leisure provision in the North Shore area).

- *Ancillary Uses required operationally in support of the core and supporting uses above.*

5.42 In addition to the main uses identified, it is recognised that restaurants, cafes and other ancillary uses will also perform an integral role serving the needs of the various developments and adding to the vitality of the area.

6 Access and Accessibility

6.1 This section expands on policy contained in Chapters 3 & 9 of the Blackpool Local Plan including policies SR3, SR3A, SR10, SR11, and AS1 to AS5 which most directly relate to access and transport issues. Chapter 10 of the Local Transport Plan 2006/07-2010/11 also provides details of the town centre transport strategy and outlines key issues in relation to development of the site.

6.2 In summary, ease of access, quality arrival points, parking reception and interchange facilities are essential components of a successful edge-of-centre Gateway development. The site must also integrate with and support existing town centre uses, especially in relation to short and long stay parking, bus access and egress and reception facilities for coach and train arrivals.

6.3 **Key objectives** for access and accessibility in developing the site are as follows:

- *The site must have simple, direct, car and public transport access and egress from the north, south and east of the town centre;*
- *The highway layout must facilitate improved north-south traffic distribution around the town centre and the removal of unnecessary through traffic from the town centre core area.*
- *There should be the ability to service uses on the site from the local highway network without impact on pedestrians, local communities and traffic flows;*
- *There should be physical integration and easy connectivity of the Gateway site with the town centre and residential areas adjoining the north and east of the site;*
- *The maintenance and establishment of appropriate levels of parking provision in locations easily accessible from access routes, and an associated management regime that supports the development and meets the needs of town centre users;*
- *Improved public transport access and connectivity to, across and within the site, including enhanced public transport interchange facilities for rail, coach, bus and taxi; the improved integration of Blackpool North Station with the Town Centre; and a retained potential within any scheme for a longer term extension of the tramway into the site.*
- *Provision and enhancement of a safe and accessible pedestrian environment with vastly improved links within the Gateway, with the Town Centre and adjoining residential areas;*
- *The minimisation of traffic impacts on congestion and pollution by traffic and parking management, with Travel Planning and traffic management to encourage visitors and employees to walk, cycle and use public transport as far as possible.*

TRANSPORT REQUIREMENTS

6.4 The following section accordingly sets out baseline requirements for:

- Highway network and access routes
- Car parking including new, replacement and security issues
- Pedestrian access
- Strategic access – rail and coach
- Local public transport access – bus, tram, and taxi
- Cycle access

Highway network and access routes:

6.5 Policy SR10 of the Local Plan sets out that:

Proposals for improved Town Centre traffic distribution have been developed to:

- *facilitate proposed Town Centre development*
- *enhance access to Town Centre car parking*
- *enable removal of unnecessary traffic from the Town Centre and Resort Core*
- *support proposals for pedestrian, cyclist and public transport priority.*

To achieve this, a Town Centre Distributor Route will be established as indicated on the Proposals Map.

6.6 An integrated Town Centre Strategy is being developed through the Local Transport Plan 2006/07-2010/11. This centres on a more efficient distribution of traffic to car parks close to the point of arrival and the removal of through trips as far as possible from the Town Centre core. **Plan 10** highlights current problems to be addressed and illustrates the key principles which will need to be incorporated as part of any redesigned highway network for Talbot Gateway.

6.7 A key requirement is to achieve optimum capacity for the north-south Town Centre Distributor Road (TCDR) across the site between George Street/Cookson Street and Springfield Road/Dickson Road. This is likely to require a new link and any section of new highway provided will need to be designed to high standards and be subject to a Section 38 agreement with the highway authority. East-west traffic movements between the A586 Talbot Road / A583 Church Street and A584 Promenade should also be routed via the TCDR rather than directly across the Gateway site.

6.8 An all-movements junction to link the TCDR to and from the A586 Talbot Road will also be required, as will junction arrangements to provide direct customer and servicing access to a new foodstore on the site south of Talbot Road. This should preferably not be direct from the TCDR unless it can be shown that the capacity for through movements is not adversely affected by the foodstore traffic.

6.9 Otherwise, the highway layout should seek to minimise the extent to which general traffic can access areas within the TCDR, restricting it to controlled routes to car parks and servicing points. Any such access routes to, from and across the TCDR should be designed to allow easy access to relevant town centre arrival points but not to unduly restrict flow along the TCDR route itself.

Parking

- 6.10 In accord with Policies SR3 and SR3A of the Local Plan, improved public car parking provision is a core requirement of the Talbot Gateway development. An adequate number of well located, attractive and user friendly car parking spaces is fundamental to the vitality and viability of the town, and this is of paramount importance if the ambitions of town centre and resort regeneration are to be realised.
- 6.11 Existing provision of 2,095 public car parking spaces (see Plan 5) represents a fragmented and inefficient asset - dominated by the Talbot Road and Wilkinsons multi-storey provision, and an array of surface parking areas. The LTP town centre traffic management strategy requires an appropriate supply of parking along each of the main arterial routes into and out of the town centre, within which Talbot car park supplies capacity for arrivals along the Talbot Road and Church street axes, while the short stay car park at Wilkinsons accommodates shoppers arriving via Dickson Road.
- 6.12 The future scale of provision is dependent on the precise mix of uses that come forward, with the key need to ensure sufficient short term parking conveniently located and integrated with the existing town centre. In total, 1,200 short stay public spaces therefore require to be retained/redeveloped within the Talbot Gateway site. Of these, approximately two thirds are required to be provided within or on the edge of the defined town centre part of the site. In addition, a minimum of 600 longer stay spaces are required to be provided within the Talbot Gateway site to meet existing needs.
- 6.14 In addition to the foregoing, adequate parking will be required for all new development within Talbot Gateway in line with Local Plan maximum standards (see para 6.16). Within these terms, the integration of different users parking provision is encouraged by the Council. Where this is achievable, the potential for the shared provision and resultant reduction in the overall number of spaces should also be considered.
- 6.15 Development proposals which involve any significant loss of existing short stay provision should only be progressed in conjunction with proposals for replacement provision. Local Plan Policy SR3A anticipates the loss of Talbot Road car park, and identifies the King Street/East Topping Street site for replacement provision to help facilitate the early and phased development of the Talbot Gateway.
- 6.16 The Talbot Road car park, completed in 1939, is an outdated and underused, although well located, facility. Due to the large amount of parking likely to be lost to development within the site, it will potentially be necessary to provide a replacement short stay parking facility of around 750 spaces, so as not to damage town centre retail viability, with the King Street Policy SR3A site identified as the most suitable location for this purpose. Development proposals which do not include this option will need to show how it is intended to supply the necessary replacement parking provision to support existing retail functions and what arrangements will be made to support demands from future developments.
- 6.17 Any redevelopment scheme which includes the existing Talbot Road car park will need to be justified by an assessment of the costs and alternatives. Proposals for the remodelling and retention of the existing building could only

be justified if it could be demonstrated that this could be achieved in accordance with supporting the wider development of the Gateway.

- 6.18 Within the public car parking provision for the Gateway, special attention needs to be paid to suitably located and sufficient disabled (“blue badge”) holder parking, both on-and off-street, to access the key uses within the site within a minimum walk distance.
- 6.19 New uses within the development should be provided with adequate car, motorbike and cycle parking in line with Local Plan maximum parking standards (Policy AS1/Appendix B), ideally reduced to account for the high accessibility of the location and the impact of positive Travel Plan measures in future. This requirement should be balanced with measures to ensure that additional employment- or shopper-related parking demand not accommodated within the site does not spill over into neighbouring residential areas. It may be necessary to implement Controlled Parking Zones in some areas close to the edges of the Gateway to ensure this does not happen.
- 6.20 To better manage car parking capacity and minimise the impact of cross-town traffic movements by shoppers and visitors seeking vacant spaces, it will be necessary to provide comprehensive and high-quality car park direction signage – and ideally advance variable message signs. Attention should also be paid to the quality of pedestrian routes to and from car parks, especially the level of personal safety and security provided at night so that this does not limit usage.

Pedestrians:

- 6.21 Complementing Policies SR3 and SR10, Policy SR11 of the Local Plan sets out that:
Traffic calming and environmental works giving priority to pedestrians, cyclist and public transport services will be introduced in...

- *Talbot Road between the Promenade and High Street.*

Policy AS3 further proposes “*the development of “walk in” zones in and adjacent to the Town Centre to make walking the preferred mode of transport for most trips*”.

- 6.22 The key pedestrian route in need of improvement is that to and from the railway station, east-west along Talbot Road towards the Town Centre and the Promenade. This will require measures to reduce severance by the high-capacity TCDR north-south route in the High Street/Talbot Road area – potentially taking advantage of the local topography to achieve grade separation.
- 6.23 Improved pedestrian access will be required at the gateway junctions leading into the site at Dickson Road/Springfield Road, Deansgate/Topping Street, Church Street/King Street (‘Kings Square’), and the Grosvenor Street/Cookson Street one-way system’s junctions with Church Street and Counce Street.
- 6.24 There is also need to reduce severance between the Gateway and the Talbot and Brunswick residential area south of Talbot Road and east of Cookson Street, and the Claremont neighbourhood north of Springfield Road.

- 6.25 “Walk in” zones are intended to create a network of convenient, safe and attractive daytime and night-time routes into the site by improving lighting, signing, footway maintenance, crossing facilities and environmental quality. Routes along Counce Street, Charles Street and Milbourne Street should be considered in respect of links to the TAB area, as should Lord Street, Back Lord Street, High Street and Dickson Road in respect of routes to Claremont.
- 6.26 Links to the Town Centre additional to the main Talbot Road route – such as Queen Street, Springfield Road, Deansgate and Topping Street – should also be considered for such treatments. All access routes and pedestrian environments within the Gateway site should also be governed by the principles laid out in the “Activity & Movement Patterns” section of the Urban Design (Part 7) of this Brief.

Rail

- 6.27 Policy AS4 of the Local Plan proposes “*redevelopment of Blackpool North station as part of a high quality public transport interchange in the Blackpool North TDA*”.
- 6.28 Talbot Gateway is a key portal for rail visitors and forms their first impression of the resort. A significant improvement in arrival and interchange facilities and continued investment in rail infrastructure is seen as essential to sustain and promote Blackpool’s role as a resort of national importance and a sub-regional town centre, to complement wider resort regeneration ambitions.
- 6.29 The Council would therefore support a major remodelling of Blackpool North station as part of the Gateway redevelopment. Remodelling of the terminal building and forecourt areas also has potential to help secure and facilitate wider redevelopment in adjacent areas, including the isolated Banks Street car park.
- 6.30 Measures to improve access and facilities for rail users will need to be discussed with Network Rail, as owners of the station and adjacent lands, and Northern Trains, the train operating company. However, increasing rail’s modal share of visitor arrivals is important, and the site itself should seek to take full advantage of options for rail-borne arrivals and interchange to other modes by rail users.
- 6.31 The Council’s specific aspirations for access to the station include:
- Relocating the highway access away from the High Street/Springfield Road junction, where it impacts on TCDR traffic flows, adds delay to drop-off and taxi journeys and creates severance for pedestrians arriving from the north;
 - More direct easier access to street-level bus stops from the station forecourt;
 - Improving car and coach access to Banks Street car park (north west of the station), which is cut off from the town centre by the station buildings; and
 - Creating a high-quality direct, unfettered, pedestrian route to the town centre.

Coach

- 6.32 National Express provides year-round scheduled services to/from the Coach

Station facility on the ground floor of Talbot Road Car Park and re-provision of a terminus facility will be required if removed. Seasonal coach services currently access a second coach station at Lonsdale Road south of the resort and it would be preferable if this could also be incorporated into an overspill facility at the same town centre site, potentially using drop off bays but with remote parking.

- 6.33 A new coach terminus facility could potentially be located within reach of the existing set of passenger facilities at the railways station (shops, taxi ranks etc.) to avoid duplication of provision. Otherwise, it would be expected to offer, shelter, seating, toilets, taxi ranking and passenger information on site, together with limited retailing if possible.

Bus (see Plan 6)

- 6.34 The site is well served with high quality local bus services, which broadly operate through the Gateway along three corridors (see Plan 6 for further route details):
- a) east west along Talbot Road, served by Blackpool Transport Services frequent Lines 5, 7, 11 and 14, along with Stagecoach's hourly 42 and 75;
 - b) BTS Line 2, which runs every 10 minutes north-south across the site from Church Street, looping back via the railway station forecourt; and
 - c) BTS lines 3 / 4, which run every 20 minutes daytimes north-south along Abingdon Street and Dickson Road.

In addition, the hourly inter-urban Stagecoach 61/ X61 runs from Talbot Road Coach Station and service 68 terminates at an on-street stop on Cookson Street.

- 6.35 Bus priority should be provided for the frequent services on the Talbot Road axis, and stops located within the site so that interchange between these services and those on the north-south corridors can be easily undertaken, as well as facilitating interchange for rail and coach passengers.
- 6.36 Priority measures will consist of reserved lanes, stop clearways and selective vehicle detection priority measures at signalised junctions. Cookson Street and Abingdon Street corridor bus services should not be unduly impeded by proposed development layouts but do not require any specific priority measures. Proposals that would relocate terminus and lay-over facilities for inter-urban and local routes will be considered. All stops should be to Quality Bus standard.
- 6.37 Other bus stops within the wide Gateway area should be located to effectively serve new uses within the development. In line with Joint Lancashire Structure Plan policy, office development is required to be within 300 metres of a high frequency bus stop.

Tram

- 6.38 The tram does not access the site directly. Policy AS4 of the Local Plan proposes the following improvements to the tram system:
- (i) *upgrading of the existing tramway to modern light rail standards.*
 - (ii) *creating a new on-street route to link to Blackpool North station and developing a new link to the South Fylde rail line to enable through trams to St Annes and Lytham and potentially to serve Blackpool Airport.*
- 6.39 The Council is awaiting a decision from Government on a 2005 major scheme funding application, to modernise the existing tramway infrastructure and fleet. The Council's longer-term aspirations are for the extension of the system to create a modern tramway system for the Fylde Coast.
- 6.40 Phase II of the Blackpool and Fleetwood Tramway upgrade proposals developed for the submission envisages the tramway being extended from the Promenade via Talbot Road, to a new interchange with heavy rail (and potentially) bus at the heart of the Gateway, close to the station entrance. There is little prospect of this being delivered during the early phases of the development – however, it will be vital to retain the capability to accommodate a tram interchange in the future.

Taxi (see Plan 6)

- 6.41 A principal taxi rank for a significant number of vehicles will need to be retained on the railway station forecourt, and improved highway access to the forecourt would be helpful as the present station entrance/exit ramp location (at the High Street/Springfield road junction) impedes the smooth flow of traffic on the TCDR.
- 6.42 Hackney carriages will be allowed to use any reserved bus lanes provide within the development site; this will be beneficial in securing direct routes out of the Gateway in all directions. Additional ranks within the site will be located appropriately for new development uses – a major foodstore in particular should have dedicated facilities for both hackney carriage ranking and Private Hire Vehicle (PHV) drop-off and pick up.

Cycle

- 6.43 To encourage cycling Policy AS3 (B) of the Local Plan proposes *“the provision of convenient and secure cycle parking facilities at key destinations including the Town Centre, main shopping areas, at railway stations, schools and near places of employment”*. Public Cycle parking should additionally be provided within or at locations close to the access points for all uses within the site. Measures to encourage cycling by employees should be incorporated into the Travel Plan.
- 6.44 There are no aspirations for off-road cycling facilities in the site area; however, proposals would be supported if opportunities arise to create significant links. Cyclist access to and through the site will largely be on the highway network, and should not use pedestrian-only routes, though any

roads restricted to public transport-only use will offer a better cycling environment than general highways.

- 6.45 The Talbot Square – Staining cycle route passes adjacent to the site on Talbot Road and Abingdon/Church Street before turning down Leopold Grove. This links to the seafront Jubilee Cycleway and the entire network is designated part of NCN route 62. High-quality signed cycle access to this route will need to be provided from destinations in the Gateway site.
- 6.46 Best practise design for cycling routes at identified junctions and crossing points must be adopted, with Advanced Stop Lines fed by approach lanes where cyclists will wish to turn right and ‘puffin’ crossing facilities upgraded to Toucan crossings where key cycling routes cross major highways along their length.

Transport Assessment

- 6.47 A full transport assessment will be required in support of development proposals. This should include a full set of transport data collection, baselining and demand forecasting exercises, to be agreed with and carried out in collaboration with the Council Transport Policy and Network Management sections, including:
- assessment of existing traffic flows on the network, based on traffic counts at key junctions at weekday and Saturday peaks times agreed with the Council;
 - surveys of existing car park users in all parts of the site to capture length of stay, direction of arrival / departure and purpose of stay – shopper, commuter, visitor;
 - assumed numbers, arrival times and lengths of stay for parking generated by the different uses in the development. This should explain how long-stay commuter parking by charging or management regime will be minimised and how parking provision to support existing and future town centre uses would be maintained;
 - forecasts of the traffic impact of development and how it will be expected to arrive, as well as how through traffic will be reassigned across available routes;
 - development traffic over base flows on the network by applying trip rates and distributions and the assignment pattern derived from land uses to create “base flow with development” scenarios to allow the assessment of peak impacts;
 - assessment of the mode split for new trips generated by development and the impact of proposed measures to minimise additional single-user car trips; and
 - impact of access and traffic movements at and through entrances and exits to the key land uses within the site and related schemes for traffic management.
- 6.48 The Council will make its Town Centre Paramics microsimulation model

available, and it is expected that it will be used to assess the results of the traffic forecasting and assignment exercises above.

- 6.49 The model should also be used to assess proposed network alterations and to assist with the design of “do-something” options, in collaboration with the Council. Work to update the model to undertake this appraisal will need to be agreed with the Council and jointly funded. Junctions that have a net increase in traffic flow of 5% or more as a consequence of development traffic may also be tested locally using appropriate junction analysis software (Linsig, Transyt etc.).

Air Quality Management

- 6.50 Because much of the site is within the Air Quality Management Area declared in 2005 (and shown on Plan 7), it may be necessary for air quality modelling of traffic impacts to be undertaken. The Council’s consultants for this are University of the West of England. Strategies for minimising or reducing air quality impacts from new and existing traffic to and within the site will need to be developed. The Council will produce an Air Quality Action Plan for the area in January 2007 and this will need to be taken into account in all subsequent development proposals.

Developer Contributions

- 6.51 Developer contributions may be sought to secure the provision of appropriate improvements to transport infrastructure, facilities and services in order to mitigate any impacts identified in the transport assessment and to achieve the objectives for the overall development outlined above.

Travel Plan

- 6.52 A full Transport Assessment will be required to be supported by a framework Travel Plan. This will broadly outline predicted modes of arrival based on the expected new land uses and retained facilities, and the assessment of highway and parking capacity contained in the Transport Assessment, but without specific baselines or mode shift targets for new uses other than broad percentage changes.
- 6.53 The framework travel plan must present a coherent strategy to increase car occupancy and also maintain or raise the mode share of bus, train, taxi, cycle and walking by local users accessing the site. It should set out how specific plans for elements of the development should address both employee and visitor needs, including increased rail and coach visitor arrivals. Travel plans can be based on the Council’s travel plan template, which is available as a CD-ROM.

- 6.54 Non-car access will be particularly relevant to employees as Talbot Gateway has excellent public transport access, especially bus, and limited parking. The plan will need to consider how employees could access discounted public transport travel from local operators and how car share schemes might be best exploited. Employee cycling and walking facilities should be specified and incorporated within the development, and include lockers, showers and secure cycle parking. Employee car parking access might be considered for restriction – particularly as access to public car parks might be limited.
- 6.55 Although the majority of visitors will arrive by car, stretching targets to maximise the site's accessibility by other modes will be expected, and travel options to provide the potential to encourage greater use of sustainable modes should be presented. It is likely that coach can be promoted effectively, especially if development incorporates good handling facilities, while train or air options should be maximised as discussed.
- 6.56 Framework and detailed travel plans should be placed in the context of Blackpool's current tourism and transport strategies and describe how the development could contribute to moves to increase the general environmental quality and sustainability.

7 Design Parameters and Principles

- 7.1 Blackpool's success as a visitor destination depends on the quality of its built environment. Visitors and residents have increasingly high expectations of the places they visit, work and live in. The success of Talbot Gateway in defining a key welcome to the resort and as a key civic and cultural quarter will depend on its ability to provide a flavour of the new Blackpool.
- 7.2 This section sets out the Council's expectations as to the quality and content of development proposals and of the process necessary in securing design. The guidance in this section has three overriding themes:
- the importance of context, both policy and townscape
 - ensuring the deliverability of an approved quality through a range of design principles
 - the need to demonstrate the sustainability of proposals.
- 7.3 The guidance is expressed as a performance statement, as opposed to individual standards or thresholds, as a means of achieving a total environmental design, addressing issues from strategic form and massing to its expression at a detailed human scale. It is considered that this approach will stimulate a more responsive, contextually creative solution, whilst enabling a means to assess proposals in terms of how effectively a design meets a specific policy or objective.

“Good urban design is rarely brought about by a local authority prescribing physical solutions or by setting rigid or empirical design standards, but by approaches, which emphasise design objectives or principles.” By Design-Urban Design in the Planning System: Towards Better Practice. CABE (2000)

Design Methodology - Urban Design Statement

- 7.4 Policy LQ1 of the Local Plan charges all applications for large-scale developments and those in prominent and sensitive locations to be accompanied by an Urban Design Statement. In line with requirements of Circular 01/2006 on changes to the development control system, the requirement is now for a Design and Access Statement. The Design and Access Statement will be expected to demonstrate a coherent design philosophy based upon the list of over-arching principles listed in Policy LQ1 and set out in the sub-headed sections below. A clear methodology will then focus on how the design philosophy will filter through the design scales.
- 7.5 Given the scale and form of the Gateway and the need to assimilate its development, it will be important to demonstrate the impact of proposals on the surrounding townscape from a user perspective.
- 7.6 The Design and Access Statement will also need to include a Public Realm Design Code, developed in conjunction with the Council, setting out the relationships between buildings, routes and spaces, including an indicative materials palette for surfacing and street furniture and the definition of public and semi-private areas. An architectural materials palette will be required enabling creative and innovative solutions. This will need to be developed

early in the design process to establish a cost reality to the scheme in designing and delivering the required finish quality.

Design Philosophy

- 7.7 The identification of a distinctive identity and character for Talbot Gateway will need to be the focus in developing a design philosophy for the site. The character and appearance of the Gateway will need to incorporate elements that are emblematic of the new and evolving Blackpool brand allowing the Gateway to be a distinctive town centre character area.
- 7.8 The fundamental importance of detail to the success of the Gateway cannot be overstated in formulating and costing development options. The Council is resolved to ensure that the quality of building and public realm design and materials sought through the Masterplan ambition is delivered. The Design and Access Statement will outline the philosophy and set out how an approved finish quality will be protected against future commercial pressures.
- 7.9 The following characteristics and qualities have been listed to indicate what the Council considers to be important guiding concepts in architectural and environmental design. Whilst developed within the context of the Conference Leisure Quarter they are relevant in ensuring that all key areas contribute something to the character of the evolving Blackpool brand.
- Spectacular.....memorable.....dynamic.....intense.....varied.....sinuous, sculptural.....challenging.....organic.....light.....elegant.....secure.. exuberant.....unconventional.....eclectic.....vibrant.....dramatic...formal welcoming...comfortable.....integrated.....legible.....safe.....flexible..... contextual.....**Blackpool**.
- 7.10 The following headings will comprise the basic format for a Design and Access Statement in support of a planning application for the Talbot Gateway:
- a) Site Appraisal and Responding to Context
 - b) Layout of Streets and Spaces
 - c) Activity and Movement Patterns
 - d) Building and Public Realm Design
 - e) Landscape Design & Biodiversity
 - f) Energy and Resource Conservation
 - g) Other relevant Design Issues

(a) Site Appraisal and Responding to Context

- 7.11 This section highlights the key contextual elements of the site's surroundings, identified in Part 3 of the Brief to be taken into account in developing a site design philosophy.
- 7.12 Creating a development that responds to the character and form of the surrounding townscape and activity patterns will be vital in ensuring that the Gateway connects physically and spiritually with the town centre and resort core, whilst making its own individual architectural and urban design contribution to the distinctive and memorable quality of Blackpool. Redevelopment of the Talbot Gateway will need to be designed to read as an extension to the town centre and not as a separate and disconnected area severed by highway edge.

Topography

- 7.13 The topography of the site, as outlined in Part 3 of this Brief, will need to be considered in developing a district, block, building and roofscape composition in a graded way that combines to create a gateway to the town centre and connect with existing townscape forms. It will need to define a series of key linked public spaces, whilst enabling a predominantly level access to be achieved across the site, especially in terms of linking Blackpool North Railway Station with the town centre and seafront.

Skyline

- 7.14 The Talbot Road multi-storey car park and the top section of Funny Girls are the only components visible within the wider skyline from the strategic M55 route. It will be important that the vertical envelope and roofscape composition contribute positively in consolidating the skyline character of this part of the town centre.
- 7.15 Views of Blackpool Tower from within and beyond the site on strategic routes will need to inform the grouping of site buildings. These views will need to be maintained in contributing to the legibility and identity at this key gateway. Where opportunities exist to improve a view of the Tower as a focus, these will need to be taken.
- 7.16 Policy LQ8(a) of the Local Plan identifies views of Blackpool Tower to be of strategic importance. The dominant character of the Tower defines a wide setting for the Grade I Listed Building as being the Blackpool skyline, visible from along the promenade and major routes into the town centre. **Policy LQ10(B)** makes clear that:

“Development which adversely affects the character or appearance of a listed building, or its setting will not be permitted.”

- 7.17 It will be important that the general envelope mass of any development structure does not intervene with the strategic views of Blackpool Tower. A strategic view and sight line appraisal will need to be conducted to determine the constraints upon scale and form within the context of the Tower and its townscape setting.

Block and Frontage Interface

- 7.18 The site has experienced key townscape change primarily as a result of the town's evolving transport character. The urban form immediately surrounding the site, however, remains largely intact, with 2 to 4 storey Victorian block architectural street forms.
- 7.19 The road scale and configuration is a dominant and defining characteristic creating severance in terms of legible and permeable pedestrian movement into and around the area. The form of development blocks reinforces this through largely inactive frontages and monolithic forms. It is therefore anticipated that much of the Talbot Gateway will be re-developed, although there are certain key buildings that should be retained. These are set out below:

Buildings and Areas where Re-development is Encouraged

Blackpool North Railway Station

- 7.20 Blackpool North, in its current truncated 'sunken' form, disgorges passengers onto either a busy one-way system with little to announce a sense of arrival or place, or into a subway via the rear of the Wilkinson's building, compounding the unwelcoming character of the arrival experience.

The improvement of access to and from Blackpool North Railway Station represents an important component in re-connecting this key transport facility with the resort and town centre. North Station in the context of the wider redevelopment of the area represents an important component in the re-connection of this key transport facility with the resort and town centre. It is considered that this will be best achieved through a complete re-modelling of the Station through a redevelopment that creates a new transport interchange allied to a mixture of commercial, civic and/or residential uses. Subject to the assessment of strategic views and the relationship with surrounding buildings, there is an opportunity to create a cluster of high buildings to accommodate these uses within this locale.

Area Bounded by Cookson Street, George Street, Buchanan Street and Talbot Road

- 7.21 This area is in the process of being cleared of buildings. It is anticipated that it will form an early phase of the overall Talbot Gateway development.

Cookson Street

- 7.22 The Cookson Street area represents some of the most intense urban block forms within the town centre, which are of particular townscape and architectural interest. The area displays a degree of dilapidation through a lack of investment. This is reflected in the retention of many original features, but also in the character of some of the more marginal uses that now characterise the area.
- 7.23 Careful consideration will be needed in the redevelopment of this area so that the general form, rhythm and active frontage character of the prevailing streetscene is maintained within any redevelopment to maintain the general scale and balance of the streetscene.

Apollo 2000

- 7.24 The Council would encourage developers to liaise with the owners of the Apollo 2000 site to seek to secure a development that helps to integrate the Town Centre, the Talbot Gateway and the residential areas to the east with a high quality built form.

Talbot Road Bus Station/Car Park and Prudential House

- 7.25 The Talbot Road Car Park was the country's first true multi-storey car park when completed in 1939. Its current external appearance and internal layout is of an unattractive building with outdated facilities, especially at ground floor level. This, however, disguises the original late deco fabric of the building which is of architectural merit. The building includes a series of decorative relief panels depicting forms of motor transport similar to those on the Council's Municipal Buildings. Whatever the future of the structure as a whole, the potential contribution of these features to the eventual development scheme will need to be considered.
- 7.26 Developers will also be encouraged to liaise with the owners/tenants of the Prudential House block to seek to secure a development that complements any redevelopment proposals for the Bus Station/Multi Storey.

Wilkinsons

- 7.27 The visual appearance of Wilkinsons Store and car park currently is a major impediment to the successful, high quality redevelopment of the Talbot Gateway. Developers are therefore encouraged to liaise with Wilkinsons to seek to secure the redevelopment of this site.

Retention of Buildings on Site

- 7.28 In considering the re-development of the Talbot Gateway site the Council is concerned to ensure that due consideration is given to a number of existing buildings that have historic value and the potential value that they can contribute in terms of context, townscape continuity and sustainability within a regenerated area. The Grade II Listed Former Odeon Cinema, currently in use as 'Funny Girls' marks an important landmark at the edge of the town centre.

- 7.29 The Ramsden Arms is considered to be a good example of an inter-war public house and provides a distinctive landmark asset within the streetscene. There is a growing awareness of the need to retain the best of the town's building heritage and development proposals for the Gateway should seek to safeguard this building.
- 7.30 The Victorian 'Hop' public house at the northern head of Cookson Street/ King Street is a particularly fine building and will need to be retained. It makes a significant townscape contribution to the character of the area in terms of landmark form and active frontage, especially appropriate within the context of an animated, lively 'cultural' quarter.

Talbot Road

- 7.31 Talbot Road is the key road and pedestrian connection between the railway station and the seafront. Its character has been defined by its role within the town centre road network and is a largely vehicle-dominated environment. Local Plan Policy SR11 identifies an aspiration to give priority to non-car uses; while policy AS4 proposes removal of all traffic to allow bus and tram only on Talbot Road west of High Street. Accessibility to and along this key route will therefore need to be a determining aspect of a design philosophy in raising the order of pedestrian movements over the car.
- 7.32 Talbot Road is a main entrance to the town by car for local residents and visitors from the north of Blackpool. As with all entrances to the Gateway it will be important that the composition of building forms and open space address a sense of place and arrival. Building proposals will need to grow 'organically' from the surrounding context in terms of a gradual transition from the generally modest scale of surrounding built areas. It will be important to maintain a variety of development scales within the site to create the richness of townscape necessary to assimilate the demand for large floorplate uses.

Resort Masterplan

- 7.33 Proposals for the Gateway will be considered in light of the accessibility, functionality and design implications presented by the context of the wider masterplan proposals, especially with regard to transportation and traffic management issues.

(b) Layout of Streets and Spaces

- 7.34 The design of the Talbot Gateway must be comprehensive in its conception and integration with the surrounding built form creating a permeable network of routes and linked spaces that will connect and define an identity for the quarter. Policy **LQ3** sets out clear guidance on the contribution new development will be required to make in developing a connected network of streets and spaces that:
- (i) create direct and integrated routes through the site which provide well signed and easy access to the existing street network, nearby facilities and public transport**
 - (ii) is designed in perimeter blocks where buildings and main entrances front on to streets or spaces and secure private space is located to the rear**
 - (iii) creates distinctive useable spaces, including public open spaces, which are well-defined by buildings, boundary treatments and landscaping creating a structure for habitat generation and migration.**
 - (iv) promotes community safety and natural surveillance throughout the day and night by ensuring that streets, spaces, pedestrian and cycle routes, and car parking areas are overlooked by buildings**
 - (v) utilises a range of building designs that are capable of creating enclosure and the definition of routes including units that turn internal and external corners in a robust way**
 - (vi) provides or enhances a visually interesting environment through the creation of new landmarks, views and vistas**
 - (vii) assimilates sensitively into the surrounding built form and/or landscape context**
 - (viii) where possible, incorporates drainage requirements as features within the design in conjunction with sustainable drainage (SUDS) technology.**
- 7.35 Proposals will need to take the form of a comprehensive masterplan for site access and permeability in recognition of the potential for development to come forward and become operational as either a number of distinct parcels or as a single phased development. The common requirement for either scenario will be that all components are subsequently capable of connection to deliver the objectives of the site masterplan in their entirety. **LQ3 (B)** makes clear that:
- “Development that would prevent access to or otherwise prejudice the appropriate development of adjoining land will not be permitted.” This will also apply extend to issues of infrastructure provision”.***
- 7.36 Comprehensive site design will also be required to anticipate and apportion infrastructure requirements.

(c) Activity and Movement Patterns

Permeability

- 7.37 In addition to the proposed uses, the Gateway has a vital role to play in providing active pedestrian connection between key arrival points, the town centre, promenade and adjacent residential neighbourhoods. Design schemes must provide sufficient choice in moving around and for resting at different times and in different weather conditions.
- 7.38 It will be important that any changes in level can be addressed in terms of equality of access under the Disability Discrimination Act (DDA) 2004.

Active Frontages

- 7.39 Creating a layout of streets and spaces will not deliver character or support the functionality of the uses unless the blocks and buildings present an active and largely transparent frontage character to the surrounding network. Proposals will need to ensure that frontage relationships are designed carefully to accommodate service access margins without creating severance in terms of active frontage or limiting free pedestrian movement.
- 7.40 The design of service margins will also need to be considered architecturally as a component of the overall appearance of the development. Proposals that do not incorporate these sensitively will not be permitted.

Legibility

- 7.41 Permeability on its own is not enough to ensure ease of movement around the area. It must be supported by a legibility arising out of the arrangement, architectural form and functionality of individual blocks in terms of enabling views of landmarks that will facilitate navigation around the quarter and beyond. The integrated role of architectural, public realm and information design will be particularly important in creating memorable townscape.

(d) Building & Public Realm Design

- 7.42 The following design principles are highlighted to positively influence the development form of the Gateway from its most strategic level to the most detailed. The issues are grouped in terms of those relating to the physical characteristics of form and detail and those focusing on the relationships between the development and the proposed uses of buildings, routes and spaces. The objectives set out within the commentary will form the basis for detailed scheme consideration and decision-making.
- 7.43 The requirement to achieve a particularly integrated form of relationship between building and public realm form necessitates the combination of these two issues and it is expected that Design and Access Statements will adopt a similarly integrated approach.
- 7.44 This section is informed by and amplifies Policies LQ4 relating to Building Design and LQ5 relating to Public Realm Design.

Image & Composition

- 7.45 Image and composition are concepts that must be considered across the full range of design scales and will need to draw upon the positive characteristics of the site's immediate and wider setting, especially in reference to its historic context. On approach, from any direction the Gateway will need to present a distinctive identity at its edges. From within, it will need to create a sense of place, especially in terms of the arrival experience at Blackpool North Station, confronting the visitor with striking and welcoming imagery.
- 7.46 At its most strategic it is about defining and connecting a sense of place and identity within the urban form of the town centre. Its composition needs to take into account the existing site topography in creating a series of visual layers of building and roofscape forms that will contribute to the townscape definition of the streetscene and consolidate the skyline town centre group visible from the M55 and other longer views.
- 7.47 The redeveloped Gateway will demand a range of building scales and functions. It will be a key challenge to integrate the variety of forms required to achieve a visually rich urban fabric. This will require a balance between the formality of civic uses and a richer more individual series of forms supporting cultural, commercial and retail activity. Architecture will need to be of a high quality and visually appropriate to its use. Mundane or formulaic approaches to building design will not be permitted.
- 7.48 Proposals must also demonstrate how routes and spaces have been conceived to compliment the architectural forms, with the enclosure of public realm a key device in establishing the area's identity.
- 7.49 Public realm design will need to be informed by the requirements of utility vehicles, emergency service access. Its configuration and finish will however need to appear as being driven in response to the enclosure by the shape of buildings; supporting legibility and permeability through the site and as a pedestrian dominated surface. Street furniture and public art should be fully integrated as part of the design and set out in the form of a unified design code within a Design and Access Statement.
- 7.50 The design of buildings and public spaces will also need to consider opportunities for weather-protecting pedestrian routes and spaces.
Policy LQ5 sets out the basic objectives to be achieved in any scheme:

New developments creating outdoor areas that will be used by the public will be expected to provide or enhance a co-ordinated, uncluttered and visually interesting public realm that is convenient for all its users. The design of the public realm must enhance the setting of surrounding buildings and will be expected to:

- (a) use materials, such as paving, which are robust, attractive and appropriate to the location***
- (b) provide adequate lighting designed for the needs of pedestrians***
- (c) include clear and distinct signage***
- (d) provide a variety of places for people to sit***
- (e) include other appropriate landscaping and street furniture.***

In major developments, the provision of public art will be encouraged.

- 7.51 Design proposals will need to respond to a 24-hour environment in terms of form and character, relative to the mix of uses and movement patterns. Proposals that cannot demonstrate an integrated and responsive community safety focus will not be permitted.
- 7.52 Ongoing maintenance and cleansing requirements will need specification of materials and finishes to ensure that servicing and maintenance can be carried out simply, with least disruption to surroundings and simple restoration to original quality. Ongoing revenue implications in maintaining public realm will need to be addressed by contributions and/or reviewing the management status of some areas.

Lighting & Illumination

- 7.53 Illumination will be a key requirement in supporting a 24-hour character and creating a distinctive appearance. The night-time environment will provide some of the most defining imagery of the development. Proposals will need to incorporate a comprehensive Lighting Strategy as part of the Design and Access Statement, establishing general principles of how individual buildings and spaces will be lit.
- 7.54 The achievement of appropriate ambient levels through amenity lighting solutions is highlighted as an ideal in supporting the lit quality of the Gateway, instead of being dominated by conventional highway lighting. Street lighting requirements will therefore need to be factored into the lighting plan submission.

Scale, Massing & Form

- 7.55 The consolidation of the town centre skyline, the consideration of strategic views of the Tower and the avoidance of visually competing structures will be the core defining criteria as to what will be an appropriate developable envelope. The use of taller buildings will have a role in defining a locus towards the centre of the site providing their individual and collective forms result in a gradual visual layering rising from the domestic scale of the surrounding areas. The translation of scale and massing into an architectural form that addresses the human scale of surrounding routes and spaces will also be important in determining whether scale can be assimilated in a responsive way. Redevelopment will need to assimilate and support new and existing landmarks with the arrangement of buildings reflecting the cultural order of the uses proposed within the context of the surrounding built form. Policy LQ4(B) provides the context for this in stating that:

“ Tall buildings which rise above the predominant height of surrounding buildings will be acceptable where the (scale, massing and height of new buildings is) appropriate for their use and location and related to the scale, massing and height of neighbouring buildings) and) creates a landmark where one is required; and) does not detract from existing views of existing landmark buildings.

- 7.56 The use of architectural roofscape forms and design features for upper storeys, such as domes, spires and atria reflective of the general character of other landmark buildings in the town centre will be encouraged in defining significant elements of roofscape form within the skyline. Proposals that would seek to introduce visually unrelieved geometric tower block forms, or that are defined by plant or construction requirements will not be permitted.

7.57 The success of Talbot Gateway in creating a high quality arrival point will depend heavily on achieving richness in terms of architecture, quality of materials, finish and workmanship. Final specifications will need to be considered from the outset to enable accurate and robust costing and construction planning. The Council is aware of the commercial realities that face large scale, multiple phase projects over time, and will consider the use of a bondsman or other guarantee mechanism to protect the affordability of an approved finish quality.

7.58 A number of potential uses will require large floorplates. It will be important that the non-active elevations of these uses are upholstered with other uses of a scale that will enable a rich and active character to be created to the surrounding route network that will integrate with other blocks, buildings and public realm that will create a natural extension to the town centre. The Local Plan provides the basis for ensuring that building facades are articulated to create visual interest and reduce the apparent massing of the building to a human scale. The key objectives are set out in Policy LQ4(C)

The detailed appearance of facades will need to create visual interest and must be appropriate to the use of the building. New buildings must have a connecting structure between ground and upper floors composed of:

(i) a base, of human scale that addresses the street

(ii) a middle, of definite rhythm, proportions and patterns, normally with a vertical emphasis on the design and positioning of windows and other architectural elements

(iii) a roof, which adds further interest and variety

(iv) a depth of profile providing texture to the elevation.

7.59 The consideration of security/ public safety elements will need to be incorporated into the public realm design in liaison with the appropriate agencies. Such devices will need to be designed to be capable of being 'plugged' into position, whilst appearing, once fitted, as unobtrusive additions to the existing pattern and arrangement of street furniture.

Functionality

7.60 The scale of the site and character of uses will require service and storage margins and access for deliveries. It will be important to incorporate these as concealed or integral components taking into account visual impact in their design. The extent of any subterranean/multi-storey car parking will require a particularly high degree of design consideration in achieving a safe and secure experience. Car parks are memorable as they are the first and last experience encountered by a visitor. Routes to and from them must be of high quality and be simple to follow.

7.61 The nature of uses identified for the site will potentially provide significant opportunities for waste recycling in terms of glass, aluminium, paper and grey water. This represents a design challenge in rationalising space required for storage and removal in the production of an Environmental Management System (EMS) for the Talbot Gateway as a whole.

- 7.62 This demands that architectural and public realm form is informed by function as opposed to slavishly following it. The external character and composition of buildings within the Gateway must demonstrate an architecturally led design. Internalised designs that are defined by the encapsulation of floorspace and service arrangements will be unacceptable.

Robustness & Adaptability

- 7.63 Blackpool's future success will depend in large measure in its ability to refresh itself. For this reason it will be important for building design to consider adaptability to ensure that buildings can be sustained throughout their life-cycle in response to changing trends.

(e) Landscape Design & Biodiversity

- 7.64 In addition to the creation of hard surfaced public realm. Consideration will need to be given to relieving the strong built form characteristics of the area with a similarly robust approach to soft landscaping. Detailed micro-climate assessments will need to be made in support of any soft landscaping proposals to demonstrate the viability of siting and species selection. Consideration will need to be given to building design features and plant species that may support or encourage enhanced biodiversity within the area.
- 7.65 The scale of landscaping must be commensurate with development. Proposals that do not show a viable and architecturally integrated hard and soft landscape structure will not be permitted.

(f) Energy and Resource Conservation

- 7.66 It is important that the Gateway not only attracts acclaim for its urban design and architecture, but also for its demonstration of its environmental sustainability. In addition to the potential to recycle existing buildings, it will be important to ensure that buildings and urban spaces are durable and that materials and design minimise future maintenance requirements. Policy LQ9 highlights the basic energy and resource conservation objectives that will need to be addressed by proposals:

Policy LQ9

Developments should be designed in a way that minimises their overall demand for resources. Proposals for development will need to take into account:

- (a) the efficient and effective use of land, including the reuse of existing buildings where appropriate***
- (b) the use of environmentally friendly materials, including the re-use of construction materials and recycled aggregates, where appropriate***
- (c) maximising the use of natural heat and light and minimising the use of non-renewable energy sources through orientation, siting and external and internal design of buildings and use of landscaping***
- (d) the possible incorporation of photovoltaic cells, active solar panels and other small-scale sources of renewable energy***

- (e) the potential need for measures that enable the development to collect, store and recycle rainwater.**
- (f) the provision of storage facilities for materials to be recycled**

- 7.67 Power use will be the key aspect for consideration in applying the latest sustainable technologies. The use of photo-voltaics (PV's) will be encouraged for sensitive incorporation within the roofscape and facade elements of buildings. PV's will need to be used in conjunction with proprietary wind-blown sand and saline resistant coatings to limit the need for high level cleaning and ensure long term operability.
- 7.68 Capacity issues will be a determining characteristic of development on site and an appraisal of power and infrastructure demands will be required in terms of appropriate contributions to additional infrastructure as necessary.
- 7.69 Consideration will need to be given to minimising the unsustainable use of non-renewable resources within the design. Justification will be required to support the use of non-renewables where a more sustainable source material/finish would require a greater ongoing intervention of unsustainable practices to repair, maintain or clean.
- 7.70 Architecturally, opportunities for passive ventilation systems will need to be explored in seeking to reduce the high-energy costs of air conditioning and extraction systems in particular.
- 7.71 The height and roofscape form of buildings may offer the potential for turbine technology. It is considered that any proposals for turbines will need to be concealed within an aerodynamically supporting roofscape as part of a wider architectural philosophy. It will be important that any proposals are integrated sensitively and avoid the appearance of being 'bolted on' as an after-thought, causing an unresolved visual distraction to the roofscape and vista.
- 7.72 The use of low voltage LED systems will be encouraged due to their longevity as well as their superior ability to be controlled in achieving a range of appropriate lighting effects.
- 7.73 The recycling of rain and grey water will be sought within building designs. Users will be encouraged to extend sustainable practices into the subsequent management of facilities.
- 7.74 Energy saving, the use of renewable resources and an awareness of climate change will also need to be considered in public realm design and in the underlying construction of the site. Porous surfaces will need to be considered along with any opportunities for introducing Sustainable Urban Drainage System (SUDS) technology in the collection, management and recycling of rainwater. The Environment Agency's Interim Code of Practice for Sustainable Drainage Systems provides technical advice on design, adoption and maintenance of SUDS.

(g) Site Security & Community Safety

- 7.75 Community safety issues will need to be considered from the outset of the design process to ensure that the spaces and routes created are perceptibly and actually safe at whatever time they are used, with uses on site being disposed and arranged to support active/passive surveillance of the public realm.
- 7.76 Care will need to be taken not to create too many routes as this would present difficulties from a policing or security perspective. CCTV system design will need to be planned contiguously with public realm, lighting and planting design to ensure that blind spots are not created and that the system itself is visually unobtrusive.

8 The Approvals Process

This section of the Planning Brief provides information on the approvals process and provides an outline of the Council's submission requirements with respect to any planning application, including Environmental Impact Assessment, Transport and other relevant supporting technical assessments and information as detailed below. Information is also provided on the likely range of matters that will be subject to planning conditions or legal agreements

It is anticipated that the Council will select a developer partner to prepare proposals for the Talbot Gateway at the start of 2007. The selected developer will fully engage with the Council to progress the project. Early pre-application discussions will be an integral part of this process to determine the precise nature of the information required and to ensure that the approvals process for any planning applications related to the Talbot Gateway are not subject to delay.

Planning Applications

Development proposals for the Talbot Gateway site will only be considered as part of proposals for the comprehensive mixed use redevelopment/improvement of the site. Subject to being consistent with an agreed overall concept masterplan, comprehensive development could be progressed by separate planning applications for major phases. It is envisaged that Phase 1 proposals will be concentrated on the development of the lands south and east of Talbot Road.

Consistent with an overall agreed concept masterplan, a separate planning application could also be progressed for the Policy SR3A new car park site. Development proposals for the Policy SR4 Cookson Street/ King Street office site will not be considered in advance of agreed proposals to determine the redevelopment of the adjoining Policy SR3/ SR3A sites.

Planning applications for phased development may be submitted in outline or in full. All applications must demonstrate consistency with the criteria set out in Parts 4 to 7 of this Brief. Outline applications shall include details of layout and access to the development for approval and a Design and Access Statement. Additional supporting details are required and shall include information on the uses proposed, the amount of development for each use and scale parameters of the upper and lower limits for height, width and length of each proposed building.

Detailed proposals for phased development will need to be pursued as either reserved matters to earlier outline approvals, or form part of an application for the wider development of the site, with proposals for other phases submitted in outline.

Environmental Impact Assessment

Environmental Impact Assessment (EIA) is an important procedure for ensuring that the likely effects of new development on the environment are fully understood and taken into account before the development is allowed to go ahead. An EIA covers both the construction and operational stages of development and should be carried out in accordance with the Town and County Planning (Environmental Impact Assessment) Regulations 1999 and take account of guidance in circular 02/99 and relevant best practice guidance. Information on EIA's and best practice guidance can be found on the ODPM website www.odpm.gov.uk

The Local Planning Authority considers that an EIA will be required for the development of this site under Schedule 2 projects of the Regulations. The Local Planning Authority therefore advises any developer intending to submit a planning application for major redevelopment within the Talbot Gateway site to request, at an early stage, prior to application submission, a 'screening opinion' from the Council on the need for an EIA and a scoping opinion on the information to be included in the Environmental Statement.

This will make it clear to the developer as to what the authority considers are the aspects of the environment which would be affected by development of the site. To assist the process a developer may wish to submit a draft outline of the environmental statement, indicating what the developer thinks the main issues are, as a focus for the Authority's consideration. The formal requirements as to the content of environmental statements are set out in Schedule 4 to the Regulations. The information given in the environmental statement will have an important bearing on whether matters may be reserved in an outline permission if one is submitted.

□ **Retail Impact Assessment**

The Talbot Gateway site is located partly within and partly on the edge of the defined Blackpool town centre and Policy SR3 specifically states that any non-food retail development would be expected to be located within that part of the site that is included in the town centre. Non-food stores will only be allowed in the edge of centre part of the site if there is a need for such floorspace and there are no suitable sites within the town centre.

The Blackpool Shopping Study and Policy SR3 have established the need for and therefore the acceptability of a major foodstore.

The Council will need to be satisfied that any retail proposals as part of the mixed redevelopment of the site will not undermine the vitality and viability of Blackpool Town Centre district and local centres, or any other nearby town centre, but will complement and provide additionality to the retail offer. A retail assessment will be required setting out the relationship between the proposals for the site and the wider health and vitality of the Blackpool town centre. A more detailed impact assessment will need to be submitted if any non-food retail proposals are proposed for that part of the site that is edge of centre.

□ **Transport and Parking Assessment**

This will quantify and assess the likely level and impact of travel demand generated by the proposals and identify mitigation measures to address any adverse impacts, for example as part of a Travel Plan, and including potential requirements for air quality modelling. Detailed requirements relating to the Transport Assessment are set out in Part 6 of this Brief under Access and Accessibility.

□ **Hotel Assessment**

Hotel provision is identified as an acceptable use within the site. Should there be any proposed holiday accommodation provision, it will need to be underpinned by a Hotel Assessment which justifies the number and quality of bed-spaces to be provided and demonstrates its contribution to wider resort regeneration.

❑ **Office Assessment**

The potential for council and other public office space has been considered in the SPD. Any proposals for commercial office accommodation should also be supported by an assessment which justifies the quantum and range of space.

❑ **Archaeological Assessment**

The archaeology and history of the proposed development area will need to be submitted.

An archaeological desk-based assessment should be undertaken, to the standards and guidance of the Institute of Field Archaeologists (www.archaeologists.net) as well as a rapid identification survey of the existing standing buildings and structures (English Heritage Level 1 survey: English Heritage 2006 *Understanding Historic Buildings, a guide to good recording practice*). The results of this work should be used to inform any proposals and will be taken into account when decisions are being made.'

Such a study will be the minimum required as part of a planning application.

❑ **Flood Risk Assessment**

The Flood risk map shows that no part of the Talbot Gateway site is within any area at risk of flooding, but a flood risk assessment will be a part of the EIA.

Supporting Information & other plans

- ❑ **Planning Statement** to address compliance with relevant planning policy
- ❑ **Design and Access Statements (D&AS)** are required in support of both outline and full planning applications to present an integrated approach to deliver a full range of design and access requirements throughout the process. D&AS will need to follow the structure set out in Part 7 of this Brief under the Design Philosophy heading. In addition the D&AS also needs to be supported by a statement setting out the intended mechanisms:
 - To ensure that the approved quality of development relating to design, materials and construction quality can be guaranteed;
 - To secure contribution to the long-term maintenance of public areas within the Talbot Gateway;
 - To implement a Phasing, Implementation and Mitigation Strategy for the management of the development in the context of the site and wider resort will be required.

It will be as condition of any outline permission that the relevant parts of the D&AS are adhered to (and addressed in more detail as appropriate) at the reserved matters stage. Further detailed Design and Access Statements at the Reserved Matters stage will be required to be submitted and agreed in advance of the reserved matters/ detailed applications they support, in order to demonstrate an integrated approach and assess any changes for conformity with the outline D&AS.

- **Relocation Strategy** assessing the future implications for existing uses within the site as a result of the proposals produced by the Council's eventual selected developer partner. This is to:
 - Identify owners, tenant and users of the affected properties;
 - Identify potential opportunities for affected users to re-locate within the comprehensive development area;
 - Set out the proposed programme and strategy for acquisition and any proposed re-locations;

As it is anticipated that any planning consent will be used as the basis for pursuance of compulsory purchase, the strategy should as far as practicable identify the anticipated requirements and a proposed programme for compulsory purchase by the Council.

- **Travel Plan** to facilitate the delivery of mitigation measures outlined in the Transport Assessment and the implementation of key transport objectives, incorporating a framework site Travel Plan as outlined in part 6 above.
- **Accessibility Statement** setting out how the access needs of disabled people have been addressed as part of the design process
- **Community Involvement Plan** explaining the steps the developer has taken to consult the community and take their views on board. This plan is required to accord with the guidelines and recommendations of the Planning And Compulsory Purchase Act, PPS11 and PPS12, which places a requirement on developers to consult on major schemes with the aim to avoid unnecessary objections at a later stage

The Use of Conditions and Legal Agreements

In granting any planning permission, the Council will use planning conditions and agreements in accordance with Government Guidance Circular 5/05 and Local Plan Policy PO1 to ensure that:

- the provisions of local plan policy and of this brief, including the requirement for comprehensive development/improvement of the whole site, are satisfied;
- the particular facilities required for the proposed development including the provision of necessary infrastructure, services and facilities are met;
- Any damaging impact on the environment or on local amenity arising from the proposed development can be overcome.

Examples of where the Council will use planning conditions and agreements for these purposes are likely to include:

- Phasing of development.
- Highway works
- Improved pedestrian access and accessibility
- Hard and Soft Landscaping and its future maintenance
- Provision of physical infrastructure
- Public transport facilities
- Street furniture
- SUDS
- Local employment Agreement
- Travel plan
- Additional Staffing costs

Planning conditions and obligations will be informed by the technical assessments required in support of any application.

CONTACTS AND FURTHER INFORMATION

Blackpool Council – Talbot Gateway Planning Team

The team below can be contacted about any aspect of the brief:

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Bruce Allan	Transport Policy Manager	01253 476170
Tim Corry	Urban Design Manager	01253 476004
Ian Ward	Development Control Manager	01253 476220

APPENDIX 1

PUBLIC CONSULTATION STATEMENT

This Public Consultation Statement sets out the consultation arrangements that the Council has undertaken/is undertaking as part of the process in producing the SPD to ensure compliance with the requirements of the Town and Country Planning (Local Development) Regulations 2004, Regulation 17.

The proposed redevelopment of the Talbot Gateway site has been the subject of extensive public consultation over the last 3 years. This includes consultations, which have been part of the review of policy in the Blackpool Local Plan as well as consultation on the draft Resort Masterplan.

A summary of these consultations is set out below:

Local Plan Review

January to March 2003 – First Deposit Local Plan Consultation

January to March 2004 – Revised Deposit Draft Consultation

December 2004 to May 2005 – Local Plan Inquiry

Extensive consultation was undertaken with the review of the Local Plan, which provided the opportunity to comment on and influence evolving policy for the Talbot Gateway.

The Council sought to engage the people and businesses of Blackpool, as well as those from outside who have an interest in the town's future in the review of the Local Plan at both First Deposit and Revised Deposit stages. The consultations involved a wide range of engagement including making the revised documents and comment forms available to the public at numerous inspection locations across the Borough; distributing 75,000 leaflets to all private and business address across the Borough, contacting over 750 organisations and individuals, holding public meetings with Area Forums and online access consultation. Further detail of the consultations undertaken is set out in the Council's report 'Blackpool Borough Local Plan 2001-2016 Revised Deposit Draft – Publicity and Consultation'. In addition a Public Local Plan Inquiry was held during November 2004 to March 2005, which included consultation on policy influencing the development of the Talbot Gateway site.

Resort Masterplan

March 2003 – Draft Resort Masterplan Consultation (New Horizons)

The Draft Resort Masterplan was published in March 2003 as a basis for consultation over the 4 months to July 2003. During this period a wide range of initiatives were undertaken to publicise the "proposals" and to encourage comment from Blackpool's residents; its local businesses, potential developers/investors, other public and private sector agencies and regional and national government. These initiatives included a local press supplement, stakeholder presentations, and manned exhibitions as well as an e-mail address for comment; TV, Radio & Press Publicity; and presentation to Area Forums.

This consultation provided a basis for the further discussion of Local Plan policies and proposals in the light of the Resort Masterplan proposals and the public response to them.

Talbot Gateway Scoping Document.

March-April 2006 – Consultation on Talbot Gateway Scoping Document.

The Council prepared a Scoping Document for the Talbot Gateway, which set out a proposed structure and broad content for the draft Planning Brief SPD. The Scoping Document was distributed to key stakeholders and other organisations requesting their comments. A form for comments was included with the Scoping Document. The various organizations consulted at this stage are listed below.

A 5 week consultation was undertaken on the Scoping Document to 24th April 2006. Copies of the Scoping Document along with a Comments Form were distributed to the consultees below.

In addition a Scoping Sustainability Appraisal was also consulted upon during the same period involving the four main environmental statutory consultees – The Environment Agency, English Nature, The Countryside Agency and English Heritage.

A limited level of comment (from 7 consultees) was received at this stage and was considered to reflect the already established principle of redevelopment of the Talbot Gateway, general acceptance that it provided an appropriate framework, and the limitation of consultation at this initial stage.

Overall responses were supportive of the proposed content and views received were reflected in the preparation of the draft SPD. A summary of all the comments received at the scoping stage and the Council's response was set out in the draft SPD.

Talbot Gateway Draft Planning Brief SPD

The Council undertook a six-week consultation on the Draft Planning Brief during July and August 2006. Consultation was undertaken on the draft Brief and Sustainability Appraisal, with a comments form, pre-paid envelope and covering letter sent out to Local Government organisations, local organisations and firms, and landowners. The draft Brief was also made available for Public Inspection at Council Offices and Libraries.

Local residents and businesses in the immediate vicinity of the site were also informed of the consultation via a letter which provided information on the length of the consultation period, where the draft Brief and supporting documents could be inspected/accessed and how comments could be submitted to the Council. Further consultation and specific meetings will be arranged to present, explain and invite comment upon the planning brief to potential stakeholders in the business and residential community.

The draft Brief and the supporting Sustainability Appraisal were also made available on the Council's website and the publication of the brief was advertised through a press release to the local media.

Consideration of Representations

All representations returned during the 6-week consultation period were fully considered by the Council and taken into account to inform the content of the final Planning Brief approved by Blackpool Council on 22 November 2006.

A total of 24 different individuals and organisations made 112 representations on the content of the Draft SPD during the consultation period ending on August 19th 2006. ReBlackpool, GONW, the NWRDA and Lancashire County Council all expressed their support for the main content of the guidance as a key component of the Resort Masterplan, while making a number of specific representations on more detailed aspects of the draft Brief. Whilst supporting the thrust of the guidance, the three shortlisted potential development partners (Carillion, Amec and St Modwens) also made a number of specific comments on the draft Brief.

A number of changes were made to the Final SPD in response to the representations received. A full list of the consultees and each of the individual representations, their consideration by officers and any recommended changes to the SPD as a consequence of the representations are available on the Council's website www.blackpool.gov.uk (Talbot Gateway, Draft Planning Brief Consultation).

APPENDIX 2: Blackpool Local Plan Policies

The core policies in the Local Plan which relate directly to the Talbot Gateway site are set out in full in Section 4 of the SPD.

OTHER KEY POLICIES - Blackpool Local Plan 2001-2016 incorporating post Inquiry Modifications are set out below:

RR2 Visitor Accommodation

Identifies those areas where visitor accommodation will be permitted and requires that all new visitor accommodation must offer en-suite facilities in each bedroom and otherwise be of a high standard in terms of the size and layout of accommodation.

SR1 Hounds Hill

Allocates the Hounds Hill site for an extension to the Blackpool Town Centre principal retail core.

SR2 Winter Gardens

Identifies the Winter Gardens site will potentially be permitted for further town centre retail development integrated with the adjoining retail core and for appropriate leisure uses subject to any development fully respecting the historic and architectural quality of this listed building.

LQ1 Lifting the Quality of Design

Requires all new development to be of a high standard of design. All applications for large-scale development, or smaller scale development in prominent/sensitive locations (defined in policy), to be accompanied by an Urban Design Statement. Sets out the design principles, which need to be covered by the statement.

LQ2 Site Context

Requires the design of new development to be considered in relation to the character and setting of the surrounding area. Locations are listed where new development should enhance the existing character. Outside these areas development should complement the design character of the area and /or be high quality contemporary and individual expressions of design.

LQ3 Layout of Streets and Spaces

Requires the layout of new development to create or positively contribute towards a connected network of streets and spaces. Requires certain criteria to be met including.

LQ4 Building Design

Seeks to lift the quality of new building design and ensure that it provides positive reference points for future proposals. New development has to satisfy a list of criteria relating to public and private space, scale, design of facades, materials, mixed use and access and servicing.

LQ5 Public Realm Design

Seeks to provide or enhance a co-ordinated, uncluttered and visually interesting public realm. Requires criteria to be met relating to materials, lighting, signage, seating, landscaping and street furniture.

LQ6 Landscape and Biodiversity Design

Requires certain criteria to be met with respect to landscaping and benefiting biodiversity.

LQ8 Strategic Views

Development will not be permitted where it has a detrimental impact on strategic views which includes views associated with Blackpool Tower, seafront and coastlines, conservation areas and listed buildings.

LQ7 Strategic Views

Development that has a detrimental impact on strategic views (including views of the Tower) will not be permitted.

LQ9 Energy and Resource Conservation

Requires design of development to minimize overall demand for resources and lists criteria, which need to be taken into account.

LQ10 Listed Building

Will not permit the demolition of listed building other than in exceptional circumstances. Criteria are listed against which applications will be considered.

LQ14 Advertisement and Signs

Advertisements that detract from the appearance of buildings and the wider street scene will not be permitted.

HN6 Housing Mix

Requires new housing developments to provide an adequate mix of house types and sizes

HN7 Housing Density

Requires new housing developments to seek to achieve a net density of 30-50 dwellings per hectare, with higher densities permissible close to the town centre.

HN8 Affordable and Specialist Needs Housing

Requires sufficient provision to meet the needs for affordable and specialist needs housing.

BH10 Open Space in New Housing Developments

Requires new residential development to provide sufficient open space to meet the needs of its residents, either on site wherever possible or via a commuted sum for off-site provision

AS1 General Development Requirements

Establishes the main principles relating to highways, transport and parking which apply to all development.

AS2 New Development with Significant Transport Implications

Requires good access to the existing highway network and well served by sustainable transport modes for development which generates significant levels of travel. Requires all proposals exceeding 500sq.m. to be supported by a simple transport assessment.

AS3 Provision for Walking and Cycling

Sets out the improvements to the pedestrian network and improvements to encourage cycling. Developments which prejudice the improvements will not be permitted. Planning conditions and/or planning obligation agreements will be sought to secure the improvements implementation.

AS4 Provisions for Public Transport

Identifies improvements to the bus, train and tramway systems

AS5 Traffic Management

Seeks to introduce traffic management schemes to secure appropriate use of the road network in accordance with defined road types and functions.

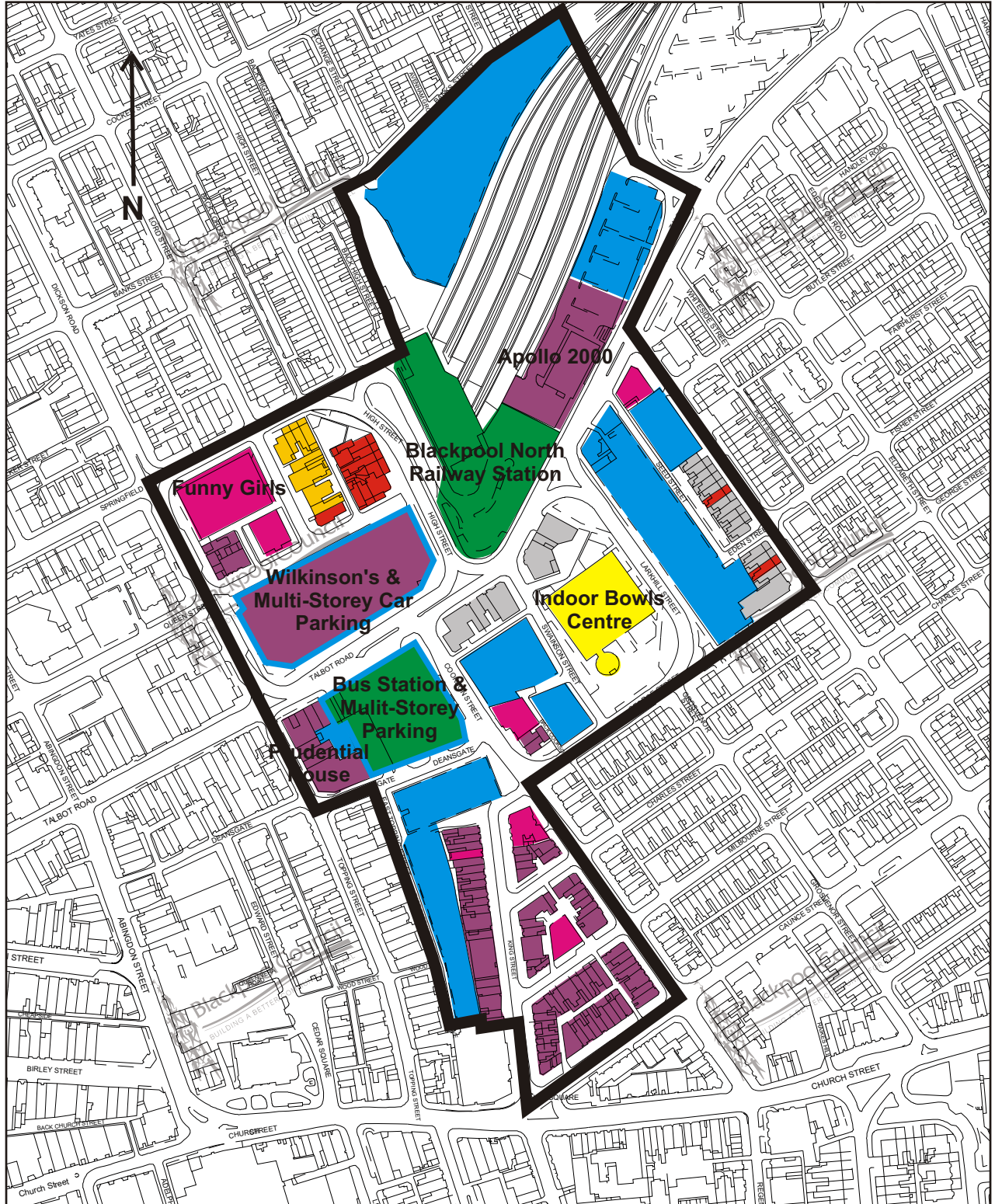
PO1 Planning Obligations

Where the needs of the proposal regarding infrastructure, services and amenities are not met planning conditions will be imposed and/or planning obligations sought to provide such requirements as well as those necessary to mitigate any undue effects of the proposal. In some cases joint contributions from a number of developers will be sought.

APPENDIX 3 : Talbot Gateway Plans (Site Characteristics):

Plan 1 Talbot Gateway	- 1932
Plan 2 Talbot Gateway	- Land use
Plan 3 Talbot Gateway	- Ownership
Plan 4 Talbot Gateway	- Main Road Network
Plan 5 Talbot Gateway	- Car Parks
Plan 6 Talbot Gateway	- Bus Network and Taxi Ranks
Plan 7 Talbot Gateway	- Air Quality Management Area Plan
Plan 8 Talbot Gateway	- Topography
Plan 9 Talbot Gateway	- Local Plan Allocations
Plan 10 Talbot Gateway	- Transport Network Issues Diagram

Plan 2: Land Use

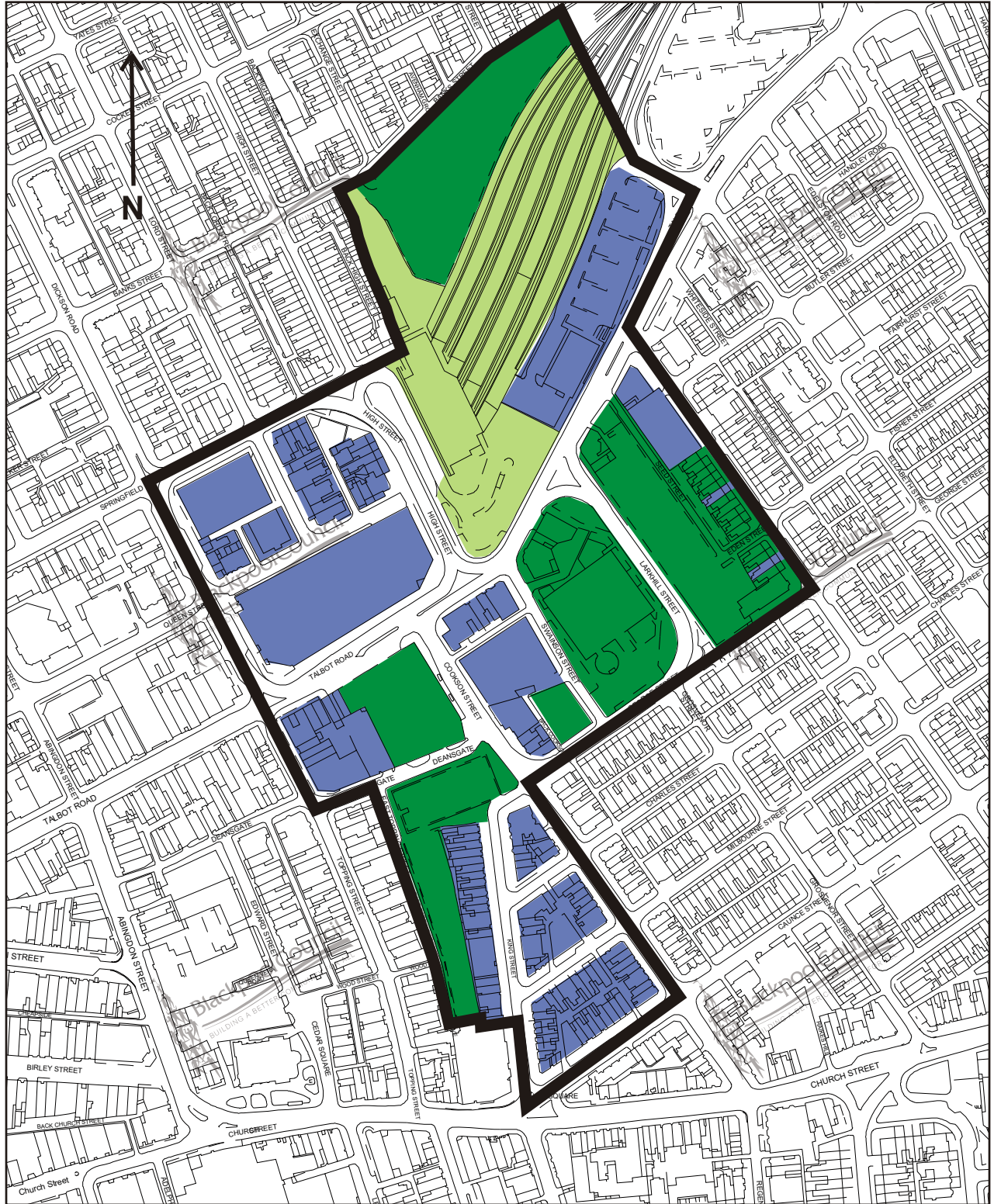


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Key:

- | | | | |
|-------------------------|-------------------------|-------------|---------|
| Talbot Gateway Boundary | Mixed Retail/Commercial | Transport | Leisure |
| Surface Car Park | Holiday Accommodation | Residential | |
| Multi Storey Car Park | Nightclub/Public House | Vacant | |

Plan 3: Ownership

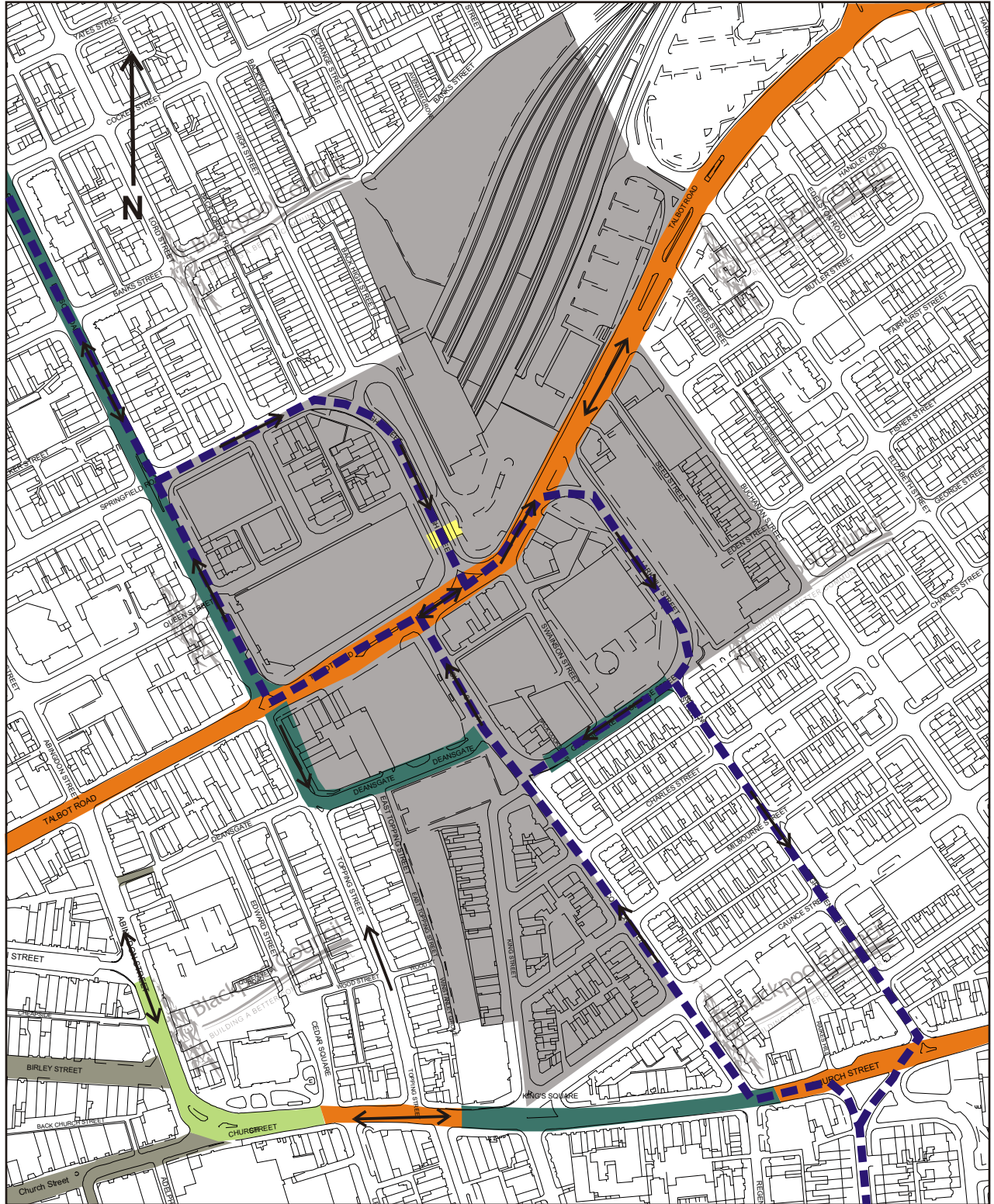


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Key:









- Talbot Gateway Boundary
- Blackpool Council Freehold
- Other Public Ownership
- Private Owned Land & Buildings

Plan 4: Main Road Network

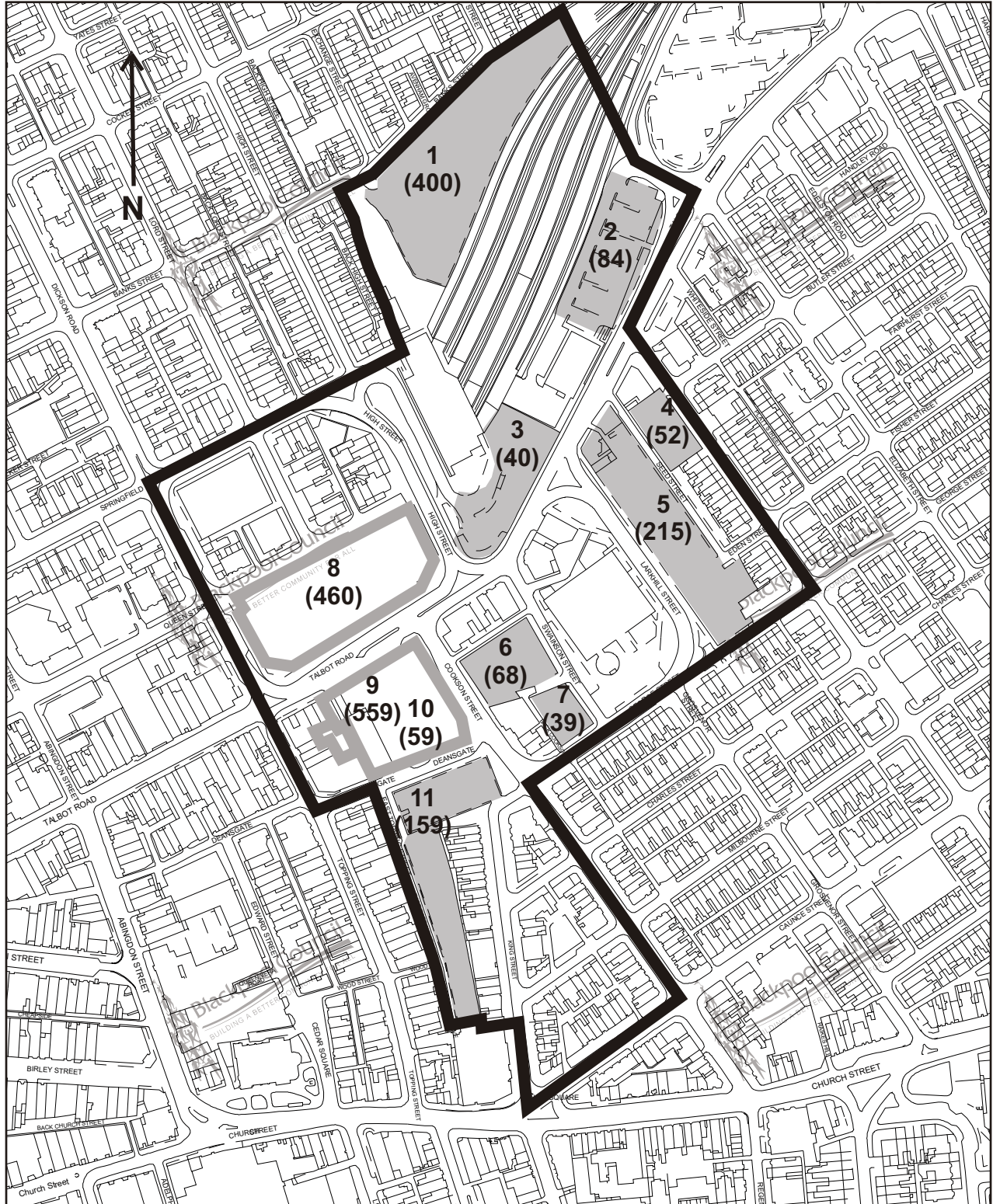


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Key:




 Talbot Gateway Area	 Primary route	 Town Centre distributor route
 Public Transport Only/ pedestrian priority	 Secondary access route	 Direction of traffic route
 Pedestrian only	 Pedestrian subway	

Plan 5: Car Parks



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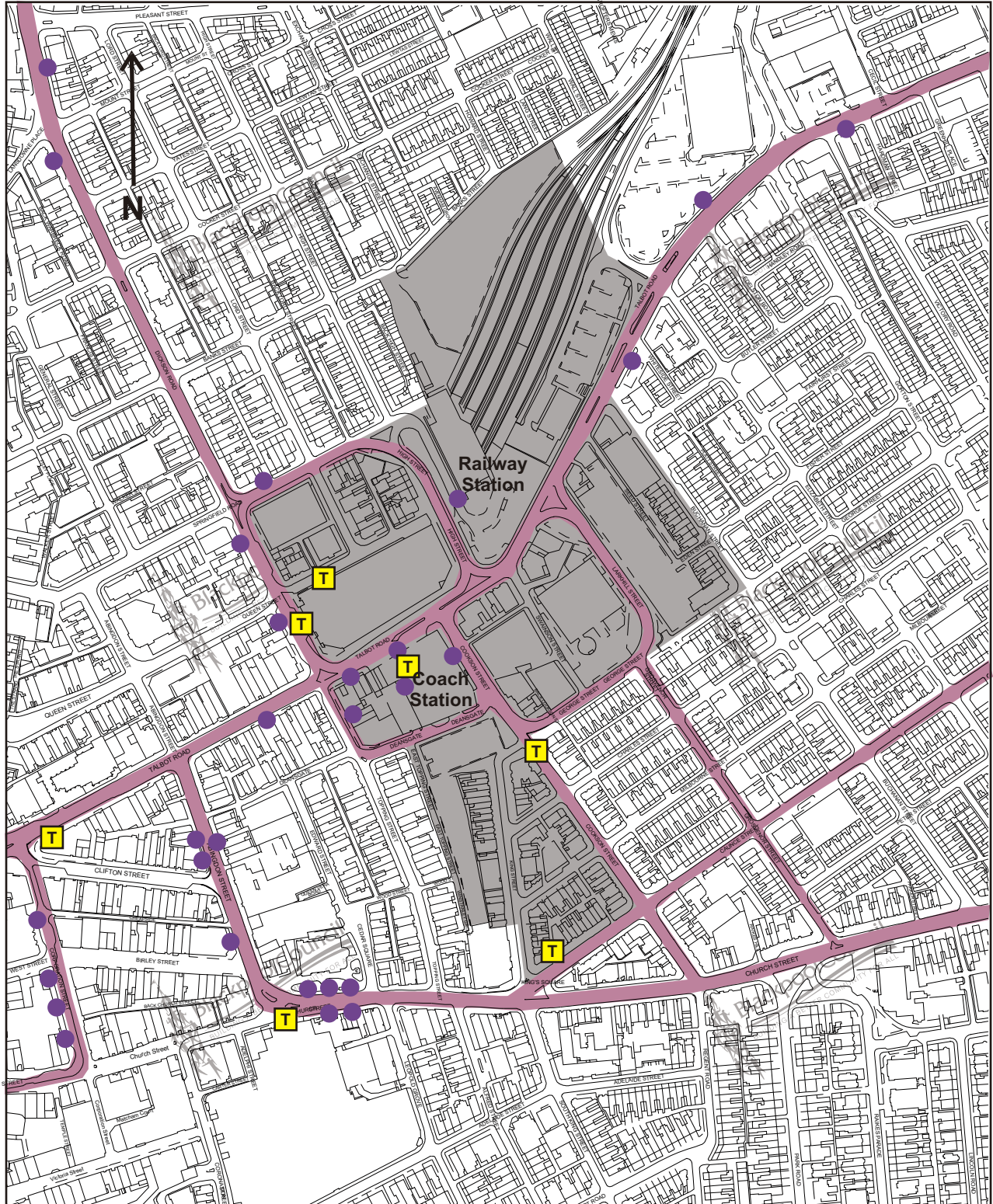
Key:

-  Talbot Gateway Boundary
-  Surface Car Park
-  Multi-Storey CP

- 1. Bank Street
- 2. Talbot Road North (Private)
- 3. Railway Station (Rail Users only)
- 4. Buchanan Street (Private)
- 5. Seed Street
- 6. Cookson Street (Private)
- 7. Swainson Street
- 8. Wilkinson's Multi-Storey (Private)
- 9. Talbot Road Multi-Storey
- 10. Talbot Road Surface
- 11. East Topping Street

(40) Number of parking spaces

Plan 6: Bus Network and Taxi Ranks



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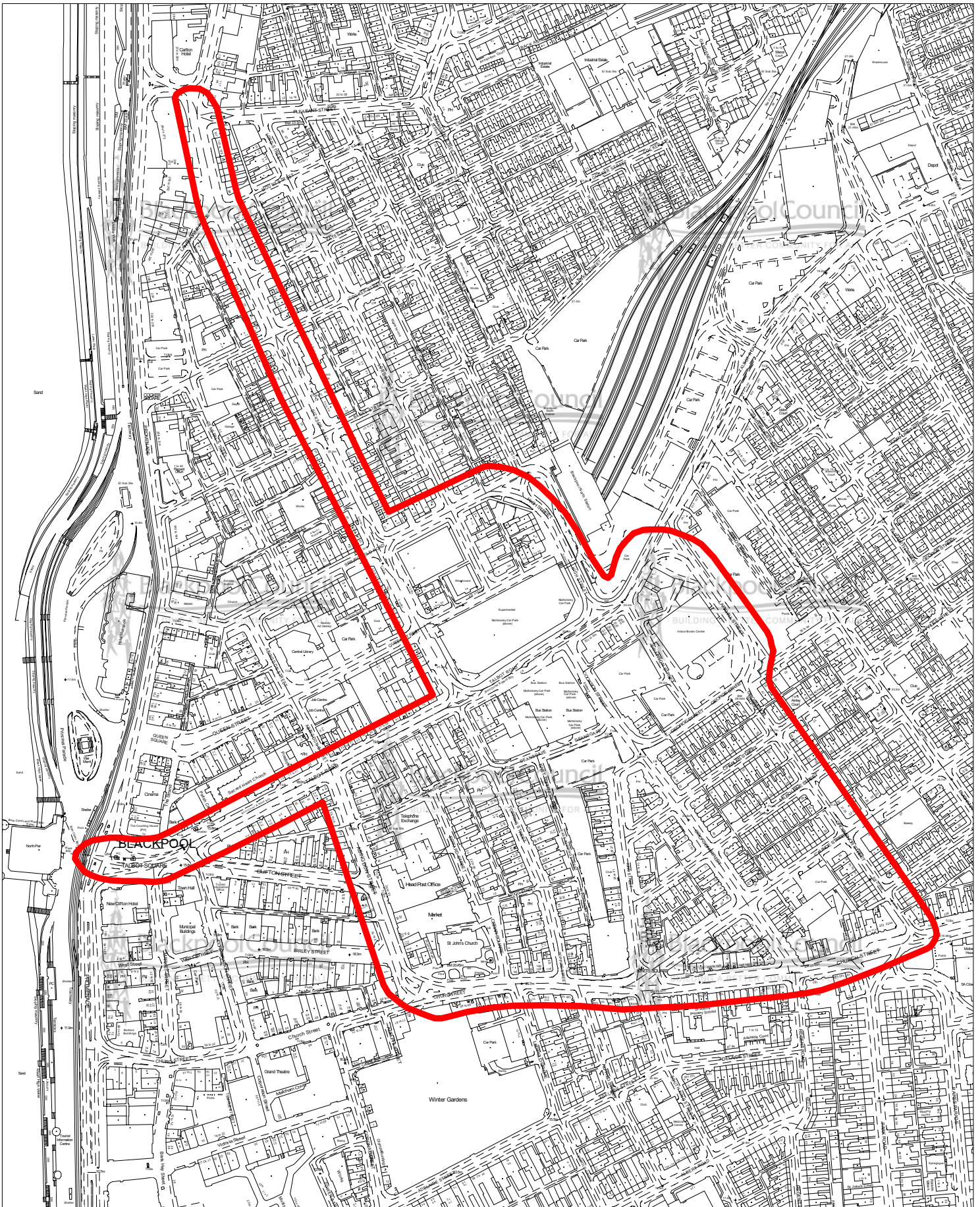
Key:

■ Talbot Gateway Area

■ Bus service roads with at least a year-round ten minute frequency Monday - Saturday daytime

■ Taxi rank

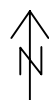
● Bus stop



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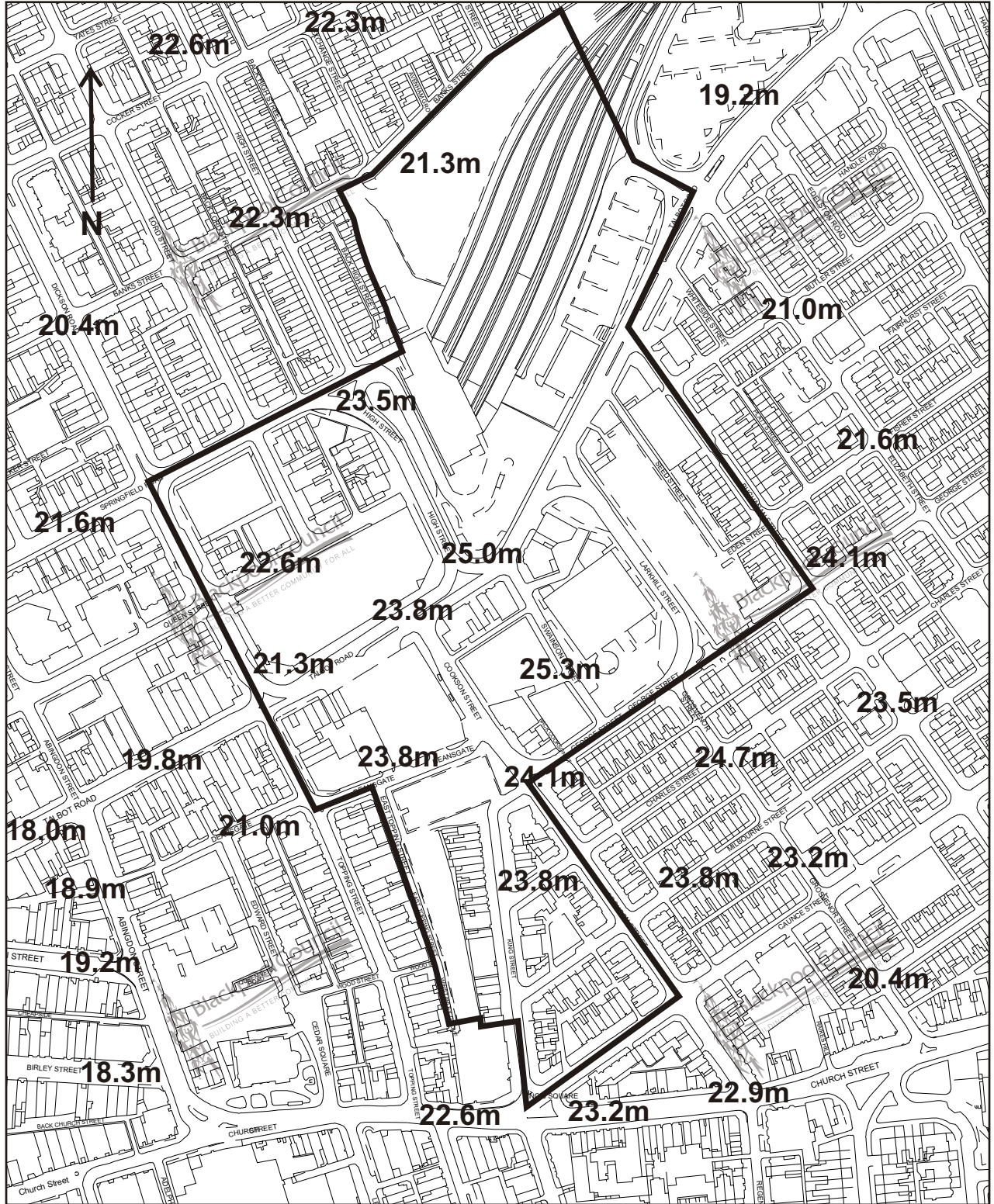


Title: Figure 6 - Air Quality Management Map

Scale: 1:4500

Date: 25/07/2005 Printed by: CCC

Plan 8: Topography

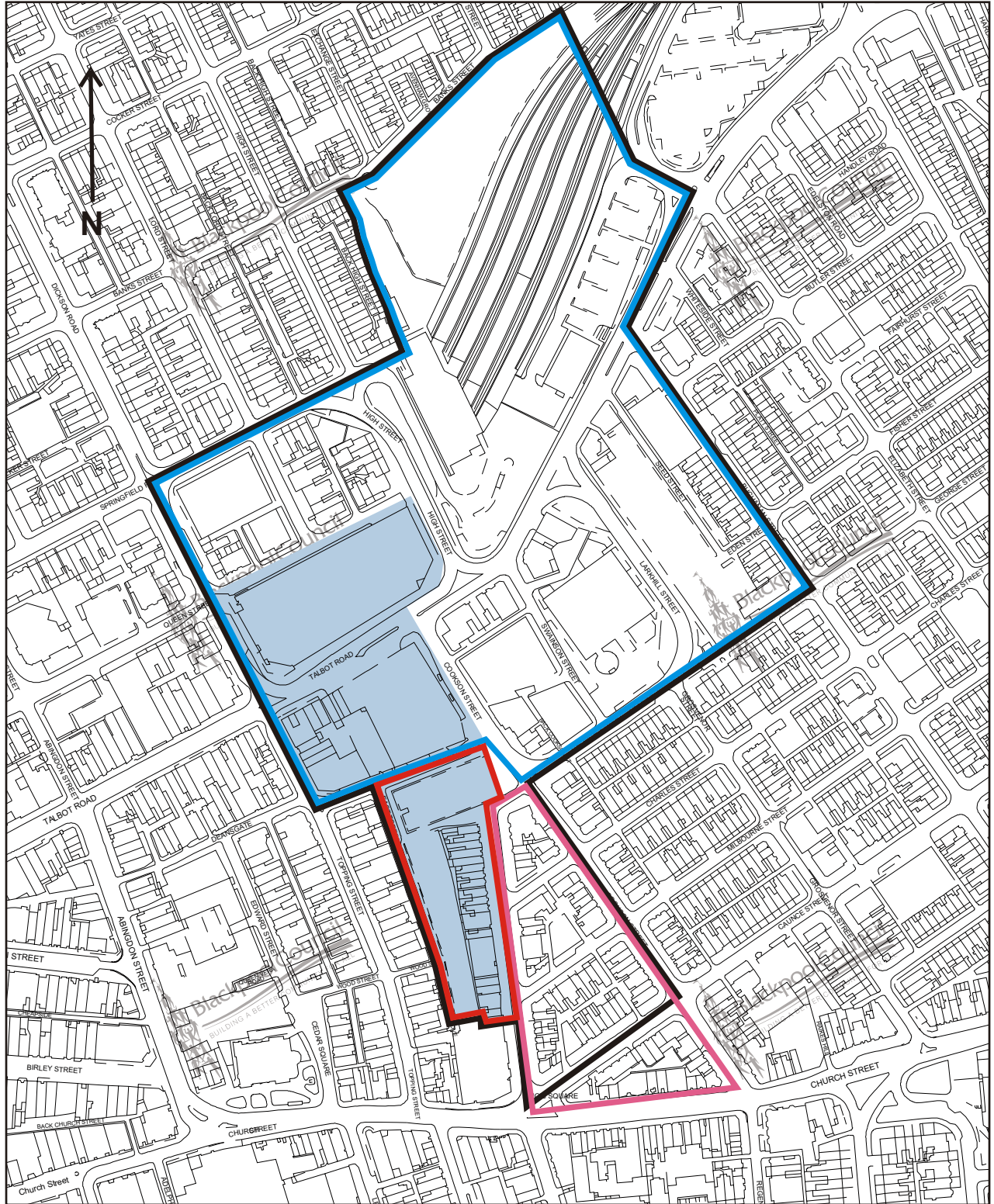


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Key:






- Talbot Gateway Boundary

Plan 9: Local Plan Allocations

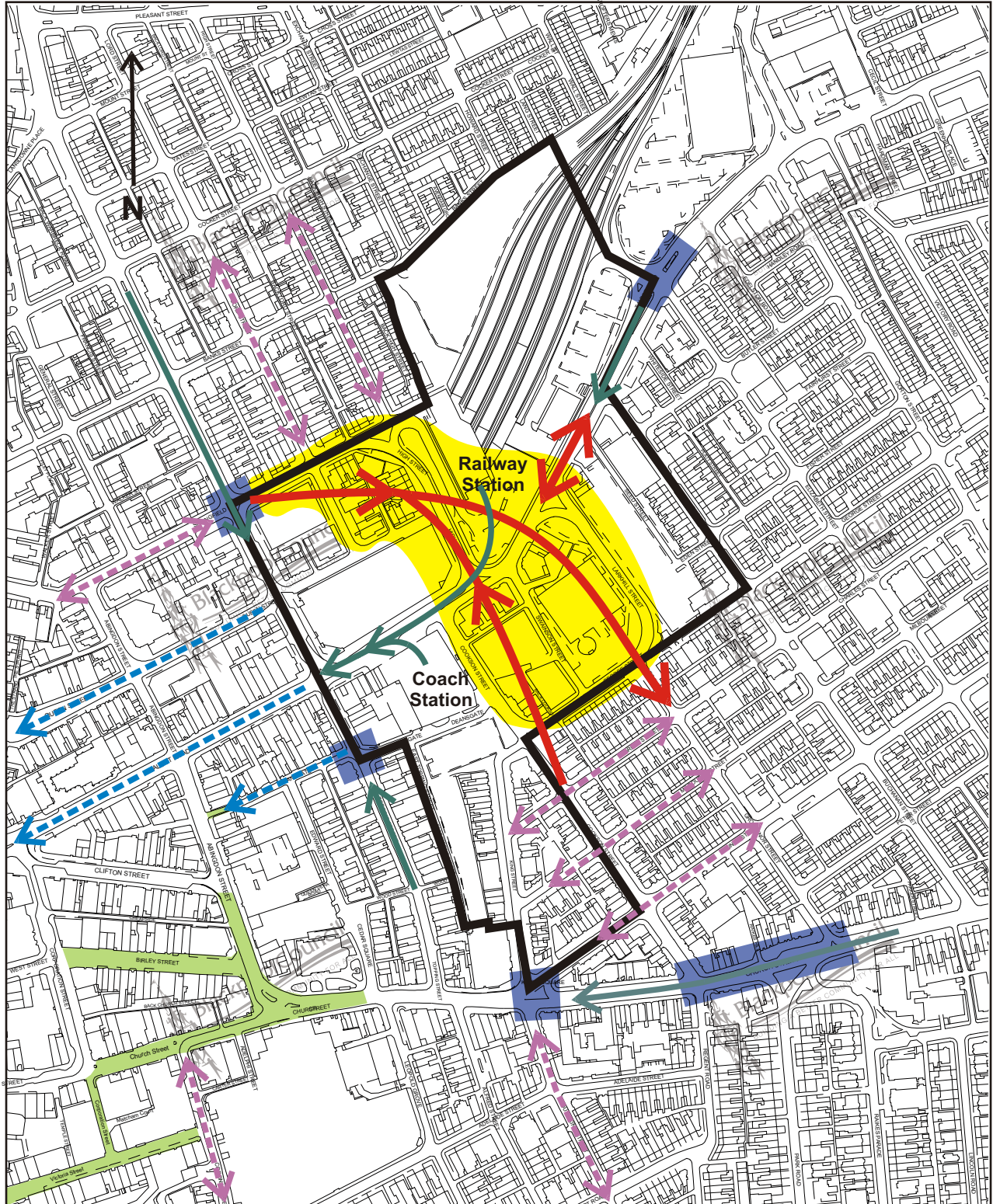


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Key:

- | | | |
|---|--|---|
|  Talbot Gateway Site |  SR3: Blackpool North TDA |  SR4: Cookson St/ King St |
| |  SR3A: New Car Park |  Area of the Talbot Gateway within the defined Town Centre |

Plan 10: Transport Network Issues Diagram



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Key:

Talbot Gateway Area	Strategic highway links within this area	Major pedestrian routes to site
Pedestrian only/ pedestrian priority zones	Key access junctions	Pedestrian routes to residential areas
		Pedestrian routes to seafront/ Town Centre

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