
Interim Planning Statement -

Sustainability Appraisal

North Beach Area Action Plan

Envision on behalf of Blackpool Council

Note

Sustainability Appraisal Tables

Throughout the report, extracts from the draft Issues and Options proposals are quoted in italics. The full text can be found in the Council's published 'South Beach Area Action Plan Issues and Options 2009' report.

The tables provide an indication of the potential change, as a result of that option, either towards or away from greater sustainability. The summary of each table provides an overall assessment and suggests mitigation measures where the option could be made more sustainable.

Key to tables:

- ++ strongly positive
- + positive
- ~ neutral, no obvious effect
- negative
- strongly negative
- ? uncertainty, impacts not predicted

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1.0 Introduction

1.1 Sustainability Appraisal (SA) which is now integrated with Strategic Environmental Assessment (SEA) is a statutory requirement for the preparation of Development Plan Documents. The UK Strategy for Sustainable Development (1999), SEA Directive (2001), Regulations (2004) and ODPM Guidance (2005) advise that the principle topics of concern in any sustainability appraisal will be whether the development proposals would achieve:

- Social progress that recognises the needs of everyone,
- Effective protection of the environment,
- Prudent use of natural resources and
- Maintenance of high and stable levels of economic growth and employment.

Scope of the Sustainability Appraisal for North Beach IPS

- 1.2 North Beach lies immediately to the north of Blackpool Town Centre along the Promenade and Dickson Road corridors between Springfield Road to the south and Pleasant Street to the north. Together with the other Inner Resort areas of Foxhall and South Beach it has been identified as being in urgent need of regeneration. In order to deliver the transformation which is required in the area the Council has commenced the preparation of an Area Action Plan (AAP) within the Local Development Framework (LDF).
- 1.3 Given the timescales involved in the production and adoption of the AAP (it is unlikely that the Plan can be adopted before the end of 2010) there is a need to provide interim policy guidance by means of an Interim Planning Statement (IPS) for the determination of planning applications and to provide the context for potential intervention funding within North Beach.

1.4 The North Beach Interim Planning Statement (IPS) is a non statutory document and there is no formal legal requirement for Sustainability Appraisal (SA). However, the Council has decided to undertake an outline SA of the document in order to identify in general terms whether the IPS draft proposals for North Beach are likely to move the area either towards or away from greater sustainability in the long term.

Identifying Sustainability Objectives for North Beach IPS

- 1.5 The objectives of the IPS for North Beach are consistent with national, regional, district wide and local priorities to deliver sustainable development in an integrated way. In accordance with national guidance, the SA objectives also incorporate the key objectives of the Blackpool Sustainable Community Strategy (SCS) (2008), in order to ensure that the LDF and the SCS are properly aligned. A review of plans, policies and programmes (PPPs) relevant to future development in Blackpool as a whole was carried out for the LDF Core Strategy and the key principles of these and other relevant plans were identified in the North Beach SA Scoping Report (April 2009).
- 1.6 The IPS sustainability objectives have been derived from the key issues and opportunities identified in the North Beach Neighbourhood Profile (May 2009) and other documents related to the preparation of the draft Area Action Plan. These have identified a range of issues which the IPS and the emerging AAP for the area aim to address.

- 1.7 North Beach is an area facing significant challenges resulting from the decline of tourist economy. It also suffers from (or could benefit from) its proximity to the town centre and the adjacent redevelopment area of Talbot Gateway. It has a poor quality townscape and a lack of green space and the condition of the building stock is generally declining. There is a shortage of car parking, a poor quality pedestrian and cycling environment and a need to improve public transport accessibility.
- 1.8 There are serious health issues and poor communication with the migrant population, an imbalance in the housing market with over-provision of houses in multiple occupation and rented properties. There is a need to diversify the local economy, including the retail sector, both of which are dominated by declining seasonal tourism. Increasing numbers of shops are becoming vacant and car parking provision along Dickson Road is inadequate.
- 1.9 The draft North Beach Scoping Report was subject to stakeholder consultation in April and May 2009. Several replies drew attention to the connections between healthy sustainable communities and access to open spaces, recreational activities and sport, arts and cultural facilities and the historic environment. Similarly, comments were made that networks of green 'corridors' and open spaces (green infrastructure) provide wildlife and recreational benefits, can improve well-being and health and can mitigate against the effects of climate change.

North Beach IPS Sustainability Framework

- 1.10 Following comments and feedback from key stakeholders the draft Framework of objectives, against which to test the sustainability of emerging North Beach policies and proposals, has been developed (see Table 1.1 below). This Framework provides a balanced assessment of potential environmental, social and economic effects relevant to North Beach including efficient use of natural resources. The Council's initial response and proposed amendments to the IPS are included.

Outcome of the North Beach IPS Sustainability Appraisal

- 1.11 The Council has concluded that the sustainability appraisal has not revealed any fundamental issues for the IPS. The comments and recommendations made within this report will be considered and will be taken into account when making amendments to the final IPS and to the North Beach Issues and Options paper.

North Beach IPS Sustainability Appraisal Framework

- 1.12 The 24 criteria in the SA framework are applied below to the draft IPS Vision, Objectives, Spatial proposals and development guidelines in order to predict and evaluate the key potential impacts. This informal analysis identifies in general terms whether the IPS draft proposals for North Beach are likely to move the area either towards or away from greater sustainability in the long term.

Table 1.1: North Beach AAP Sustainability Objectives

Just society that promotes social inclusion, sustainable communities and personal well-being:

1.	To reduce crime, anti-social behaviour and fear of crime and encourage safety by “designing out crime” and improve the satisfaction of residents with their neighbourhoods as good places to live
2.	To improve access to lifelong learning and skills training, to use the historic environment of Blackpool as an educational resource and to raise levels of literacy and educational attainment for all age groups and all sectors of society
3.	To improve physical and mental health for all and improve access to health and social care services, to promote healthy lifestyles and increase access to leisure, cultural and recreation facilities, a good quality rights of way network, open spaces and countryside.
4.	To ensure housing provision contributes to the creation of a sustainable mixed community, improves access to high quality residential accommodation for all sectors, including affordable and social rented accommodation, and reduces multiple-occupancy
5.	To promote and enhance social inclusion for all, regardless of age, gender, ethnic origins, nationality, faith and disability, and to maintain and strengthen community spirit, local distinctiveness and a sense of place
6.	To improve access to basic goods, essential services, green infrastructure, cultural activities and community facilities for the local population and visitors

Sustainable, innovative and productive economy that delivers high levels of employment:

7.	To promote enterprise, encourage sustainable economic growth and business development, and promote innovative use of the existing building stock to improve the efficiency, competitiveness, vitality and adaptability of the local economy
8.	To promote the modernisation and sustainable growth of tourism, including new business enterprises that increase the range of work opportunities for local people, and to upgrade existing holiday accommodation
9.	To promote economic inclusion, to enable local people to gain access to skills and training to increase their potential and ability to access sustainable work opportunities
10.	To attract appropriate investment in people, places, communications and infrastructure to deliver new business opportunities and to recognise the positive contribution that cultural activities, the arts, sport and recreational facilities can make to employment and education
11.	To encourage increased use of public transport services to support sustainable economic growth in the local area
12.	To develop and market North Beach as an attractive place to live, work, visit and do business

Protect and enhance the physical and natural environment:

13.	To safeguard, improve and increase awareness of the wildlife resources, habitat diversity and “green infrastructure” in the Borough, and to create new opportunities for nature conservation within public and private amenity spaces
14.	To safeguard and improve the Borough’s landscape and townscape character, visual quality and biodiversity and to create places and spaces that look good and work well
15.	To create a high quality built environment that reflects the distinctive character and appearance of North Beach through good design and appropriate use of materials, scale, layout and landscaping
16.	To identify, preserve and enhance the places and buildings of cultural and historic interest in North Beach, including locally distinctive and historic features that contribute to a sense of place
17.	To safeguard and enhance the quality of surface water, ground water and coastal water features and resources
18.	To encourage the appropriate re-use of derelict, vacant and brownfield sites, to ensure that new developments incorporate remediation measures where contamination is found

Use natural resources and energy as efficiently as possible:

19.	To limit and adapt to climate change, to limit or reduce vulnerability to flooding and increase the use of SUDS and 'green infrastructure' in new developments
20.	To protect and improve local air quality and reduce potential for future rises in air temperature by increasing “greening” and “shading” within North Beach
21.	To increase energy efficiency and energy conservation in buildings, to encourage the use of energy from renewable sources and promote small scale localised production of energy from renewable sources
22.	To reduce demand for construction materials from primary sources and increase the use of materials from recycled, secondary and sustainable sources
23.	To promote the reduction of waste, minimise the production of waste from all sources and increase re-use and recycling of waste
24.	To promote the use of more sustainable modes of transport, increase the use of public transport and the uptake of ICT, including broadband, and encourage walking and cycling by promoting good quality open space within a green infrastructure network

2.0 North Beach in 2029 - Draft Vision

By 2029 North Beach will have been transformed from a declining resort area into a successful and sustainable place making a major contribution to the renaissance of Blackpool. It will be a distinctive area of the town with a strong local character and sense of place. Its seaside location and heritage will be reflected in high quality buildings, streets and spaces.

North Beach will be a cohesive mixed use neighbourhood that forms a transition between Blackpool Town Centre, the major hotels along North/Queen's Promenade and the residential areas of North Blackpool. Popular residential communities within a range of high quality housing will have been developed alongside new and improved visitor accommodation. New businesses will have developed offering opportunities for year round employment. North Beach will be a cosmopolitan place housing a creative and aspirant community of people committed to the future of Blackpool.

People will feel safe, and can lead rewarding and healthy lifestyles. This will be promoted through access to better housing, local employment opportunities, and high quality community services- including education, shops and attractive open spaces with opportunities for play and exercise.

The area will be accessible and easy to reach from surrounding areas, particularly by walking, cycling and public transport. It will be an easy place to move around for pedestrians with safe, legible routes linking open spaces and community facilities.

Dickson Road will be a focal point for the North Beach communities and an attractive approach into Blackpool Town Centre. The Promenade will be a busy, high quality resort frontage, linking North Beach, the Town Centre and the Headlands.

All development will embody the principles of sustainable development and the transformation of North Beach will help Blackpool respond to the challenges of climate change.

Vision for North Beach - sustainability assessment with comments

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24
community safety	education	health	housing	community	services	local economy	tourism	employ't	investment	accessibility	attract' location	nature conserv'n	visual quality	built environm'	local distinctive	water quality	land contamin'	flood risk	air quality	energy	sustainab' construct'n	waste	reduce car use
++	~	~	++	++	++	++	++	++	++	++	++	~	++	++	++	+	+	+	+	+	+	+	++
pedestrian safety, cohesive neighb' ds	missing - training for skills	missing - health, green, cultural life	range of housing	accessible, mixed neighbourhoods	community services + facilities	vitality - mixed use developments	new and improved visitor accommodat'	new businesses - year round	transformed renaissance	easy pedestrian movement	high quality streets and spaces	missing	attractive streets + spaces	high quality buildings, streets, spaces	strong local character, heritage	Borough-wide targets	Borough-wide targets	Borough-wide targets	Borough-wide targets	Borough-wide targets	Borough-wide targets	Borough-wide targets	walk, cycle, public transport

Summary of Assessment:

The Vision is closely aligned with the priorities set out in the Blackpool Sustainable Community Strategy. It is considered to be highly sustainable in terms of promoting economic investment and sustaining tourism, by its aspiration to revitalise the Dickson Road district centre and the Promenade reflecting its seaside location, links into the town centre and heritage. It aims to provide a wide range of housing and year-round employment for local people and to physically transform the area into a locally distinctive, visually attractive place to live, work and visit. It acknowledges the need to ensure greater sustainability for the local community and natural resources.

Proposed mitigation:

The Vision would be more sustainable if the provision of *'attractive open spaces with opportunities for play and exercise'* referred specifically to the connection between green spaces, access to wildlife and healthy communities and also, in response to consultees views, between health and education and the provision of recreational and cultural activities. A key objective of the SCS, missing from the Vision, is Goal 3: Improve Skill Levels and Educational Achievement. The Vision should promote education in a wider context incorporating training, skills and lifelong learning.

Council's Initial Response & Proposed Amendments:

The Vision will be revised to address the Council's ambition to improve the provision of and links between green spaces, wildlife, education, recreation and cultural activities.

3.0 Draft Objectives

The draft 'Vision' for North Beach is supported by six objectives which will underpin the Interim Planning Statement proposals as set out below:

Objective 1: Creating a Sustainable North Beach

To create a North Beach in which the challenges of climate change and environmental sustainability have been addressed, the principles of sustainable development are embraced and the current and future social, economic and environmental needs are met in a balanced and integrated way. All new development will be expected to meet the requirements of appropriate nationally recognised sustainable development/ design guidance as well as existing and emerging local guidance.

Objective 1 which deals with sustainable development is an overarching objective of the AAP. It is about social, economic and physical sustainability and the creation of places where people want to visit, live and work. It is about creating an attractive and locally distinctive place with a mix of uses, high quality amenities and services, more green spaces and good quality public transport. It is also about ensuring accessible local employment and business opportunities. It is about the development of places and buildings that are well designed, safe, secure, and that are looked after. It is about creating communities where people are healthy, tolerant, and respectful to others with a sense of identity and pride. It is about creating a low carbon North Beach that has met the challenges of climate change.

Objective 2: North Beach to be a Quality Place

North Beach to be a unique place with new and converted housing, commercial buildings, community facilities and spaces to be recognised for their design excellence.

Objective 3: Creating a Balanced Successful Year Round Local Economy

Improving North Beach's overall economic performance by promoting a better quality tourist offer and a more diversified year round economy with a buoyant local centre. Encouraging new businesses offering local employment opportunities for residents. Ensuring that opportunities for education, skills and business development training are accessible to local people and businesses.

Objective 4: Creating Quality Residential neighbourhoods in North Beach

Improving the choice and quality of housing in North Beach to better meet the aspirations of existing and future residents, especially families. Making North Beach an attractive place to live with a mix of quality and affordable housing.

Objective 5: Improving Key Corridors and Approaches

To achieve the improvement of the Promenade and Dickson Road as attractive gateways to the Resort and the Town Centre, taking full account of the refurbished tramway, Blackpool North railway station and bus routes. The Promenade will become a high quality resort frontage with selective opportunity for mixed use development. Dickson Road will be developed as an attractive mixed use corridor with excellent walking and cycling environment.

Objective 6: Creating a New Community Focus for North Beach

To create a new community focus for North Beach centred on the Dickson Road district centre, accessible by walking, cycling, and public transport which meets local needs by providing a range of quality retail, commercial, community, and residential uses; a balanced community supported by diverse land use that establishes a distinctive sense of place and heart for the community.

Key Objectives: sustainability assessment with comments

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24
community safety	education	health	housing	community	services	local economy	tourism	employment	investment	accessibility	attract' location	nature conservat'n	visual quality	built environment	local distinctive	water quality	land contaminat'	flood risk	air quality	energy	sustainable construction	waste	reduce car use
~	++	~	++	++	++	++	++	++	++	+	+	~	++	++	++	+	+	+	+	+	+	+	+
missing	skills and business training	missing	mix of housing including affordable	Dickson Road as community focus	buoyant local centre	diversified year round economy	improved tourism offer	diversified year round economy	year round economy, "gateways"	links into station and town centre ?	design excellence	missing	"gateways" design excellence	"gateways" design excellence	community focus, sense of place	Borough-wide targets	Borough-wide targets	Borough-wide targets	Borough-wide targets	Borough-wide targets	Borough-wide targets	Borough-wide targets	encourage walking and cycling

Key Objectives: Summary of Assessment:

The Objectives reflect the SCS 'Goal 2: Develop a Safe, Clean and Pleasant Place to Live, Work and Visit' in terms of the aspiration to create an attractive and locally distinctive place. They are generally sustainable, particularly Objective 1 which requires all new development to be environmentally sustainable and to respond to the challenges of climate change. Economic sustainability will be achieved by the intention to promote a diversified local economy rather than a heavy reliance on tourism, and an improved district centre as a community focus.

The Objectives have missed some of the themes contained within the Vision and do not fully explain how the Vision will be achieved. The preamble to Objective 1 (extract above) outlines more clearly the Objectives that lead from the Vision. It is suggested that this preamble should be incorporated into the Objectives, to require social and environmental benefits in terms of improved community safety and health and a vibrant cultural life, pedestrian and cycle linkages throughout the area, reduced car use, access to green spaces, recreation facilities, trees and wildlife.

Proposed mitigation:

The Key Objectives should be worded so as to maximise social and environmental benefits for North Beach. They should ensure that convenient new pedestrian and cycle links into Blackpool Town Centre, Talbot Gateway and Blackpool North Station, together with generous provision of green spaces, leisure and recreation facilities, will be an integral part of the proposal. Promoting enterprise, locating services and facilities such as skills training near local employment opportunities, linked with cultural activities, outdoor leisure facilities, green spaces and landscaped pedestrian routes within North Beach, will reduce the need to travel and improve safety, health and well-being for all sectors of the local population.

Objective 1 deals with physical sustainability and climate change, requiring sustainable forms of construction to be adopted. However, it needs to be expanded to include environmental and social goals.

Suggested rewording (from preamble) -

All new development will be expected to contribute to the creation of an attractive and locally distinctive place that meets the needs of the local community of North Beach now and in the future and to meet or exceed the requirements of appropriate nationally recognised sustainable development / design guidance as well as existing and emerging local guidance.

Objective 2 deals with built environment but misses the connection between health, green spaces, recreation and cultural activities.

Suggested rewording (from preamble) -

North Beach will be a unique place with new and converted buildings, including a range of housing types and a mix of commercial, leisure and tourism uses, high quality amenities and services, more green spaces and good quality public transport. All new development will be expected to make a positive contribution to the creation of safe, well designed, socially inclusive neighbourhoods and communities with a sense of identity and pride, where people have healthy lifestyles and are tolerant and respectful of others.

Objective 3 deals with economic sustainability;

Wording needs to be consistent throughout objectives – To improve ... ; To encourage ...

Objective 4 deals with housing and neighbourhoods;

Amend wording as before – To improve ...; To make ...

Physical and social connections between neighbourhoods would improve the sustainability of housing areas.

Suggested rewording -

To make North Beach an attractive place to live with a mix of high quality and affordable housing areas, connected by safe, attractive and convenient pedestrian and cycle routes, linked networks of informal green spaces, street and garden trees and sustainable drainage systems.

Objective 6 aims to provide a new community focus for North Beach. As for Objective 4, physical and social connections across the area will improve the sustainability of the district centre.

Suggested additional wording -

To connect all the diverse communities of North Beach into the 'heart' of the area, new development will be required to incorporate linked public spaces and well designed landscaped routes, using derelict and vacant sites where possible, to improve North Beach's overall performance in terms of community safety, health and well-being and to contribute to reduced car use, improved air quality and summer "cooling" in the urban area.

Council's Initial Response & Proposed Amendments:

Additional detail will be added to each of the objectives as suggested to ensure that the themes outlined in the Vision are carried through to the objectives.

4.0 Sub Areas

Area 1 Key Promenade Hotel Frontage: Lansdowne Crescent

Appropriate Uses / Development: Retain and improve holiday accommodation

Justification: Hotel uses in this area provide a positive contribution to the vitality and viability of the Promenade and are therefore considered vital to the long term future of the resort. These uses should be retained and the character and appearance of this promenade frontage improved.

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24
community safety	education	health	housing	community	services	local economy	tourism	employment	investment	accessibility	attractive location	nature conservation	visual quality	built environment	local distinctive	water quality	land contamination	flood risk	air quality	energy	sustainable construction	waste	reduce car use
~	~	~	~	~	~	++	++	++	++	~	+	~	++	++	+	+	+	+	+	+	+	+	--
not specified	training for staff ?	no new facilities	no new housing	no new facilities	no new facilities	secures existing employment	improved viability	secures existing employment	improved viability	not specified	frontage improved	not specified	frontage improved	frontage improved	frontage improved	Borough-wide targets	Borough-wide targets	Borough-wide targets	Borough-wide targets	Borough-wide targets	Borough-wide targets	Borough-wide targets	more staff + visitors + cars

Area 1: Summary of Assessment

In terms of economic objectives, the proposals to improve the physical fabric of Area 1 are sustainable as they will help to deliver Council objectives for the rejuvenation of Blackpool's tourist economy. They also satisfy some environmental objectives by making better use of existing resources, the hotel frontages and tourist accommodation of Lansdowne Place, which forms a distinctive crescent. However, the justification relies on the proposed improvements to the resort as a whole and the Promenade. Wider benefits for the North Beach community are not specified.

Proposed mitigation:

To make the North Beach neighbourhoods more sustainable, the IPS Framework should require owners and developers to improve not only the frontages, but also the rear elevations to the Dickson Road "gateway". New proposals should find solutions to the clutter of car parking, possibly by providing travel plans for their visitors and staff. Training and employment of local people would reduce the need to travel by car.

Council's Initial Response & Proposed Amendments:

As the IPS is intended to provide an interim framework and general guidelines for development, much of the detail with regards to wider community benefits and specific development requirements within each of the sub-areas will be addressed in more detail within the Issues and Options paper. Proposed mitigation measures such as improvements to rear elevations and solutions to car parking will therefore be incorporated into the various options for future change.

Area 2 Promenade Improvement Area: Cocker Square and Promenade

Appropriate Uses / Development: Potential for change and improvement through high quality residential and mixed use development

Justification: Applications for development in this area will be assessed according to the suitability and potential for change to provide a comprehensive new high quality seafront residential/ mixed use offer which strengthens the overall offer and role of the Promenade as a resort frontage.

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24
community safety	education	health	housing	community	services	local economy	tourism	employ'm't	Investm't	accessibility	attract' location	nature conserv'n	visual quality	built environm't	local distinctive	water quality	land contaminat	flood risk	air quality	energy	sustainab' construct'n	waste	reduce car use
~	~	~	++	+	+	++	++	++	++	+	++	~	++	++	++	+	+	+	+	+	+	+	~
need new green spaces	mixed use development	need new green spaces	high quality development	mixed use development	mixed use development	new businesses	new businesses	new businesses	new businesses	safe pedestrian/cycle routes	high quality development	need new green spaces	high quality development	high quality development	need new green spaces	Borough-wide targets	Borough-wide targets	Borough-wide targets	Borough-wide targets	Borough-wide targets	Borough-wide targets	Borough-wide targets	safe pedestrian/cycle routes

Area 2: Summary of Assessment

Mixed use development will be economically sustainable as it will help to revitalise both the local economy and the housing market in this part of North Beach, though the new development and improvement schemes along the Promenade will need to be designed to respond to increasingly stormy weather. Sustainability would be improved if the proposed mixed use developments could incorporate leisure, cultural and recreational facilities and landscaped pedestrian routes to benefit the local community as well as visitors.

Proposed mitigation:

Back Warbreck Road is characterized by a number of holiday businesses which face directly onto the service areas at the rear of the Promenade hotels. There is potential for this, and other narrow rear lanes and alleys in similar locations, to be gated to encourage schemes for their improvement. There is also potential, at Cocker Street and General Street, for unsightly car parking areas to be incorporated into new safe and sheltered green spaces and pedestrian/cycle routes, linking the Promenade back into the Dickson Road district centre.

Council's Initial Response & Proposed Amendments:

The IPS is intended to provide an interim framework and general guidelines for development, therefore specific details with regards to redevelopment in this area are not provided in the statement. However, there may be scope to outline in the IPS the types of mixed use development that will be appropriate in the area, which as suggested could include small-scale, localised leisure, cultural and recreational facilities. A number of the more detailed proposals outlined above with regards to gating schemes, public spaces and cycle routes will be incorporated into the various options for development within the imminent Issues and Options paper.

Area 3 General Improvement Area: Walker Street

Appropriate Uses / Development: Potential for change and improvement through residential and mixed use development

Justification: The Council will encourage the diversification of uses in this area to create a mixed use 'quarter' to the north of the Town Centre. Proposals for improvement / redevelopment for high quality mixed use will be assessed on their merit and potential for change to provide comprehensive improvement in conjunction with area 2.

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24
community safety	education	health	housing	community	services	local economy	tourism	employment	investment	accessibility	attract' location	nature conservat'	visual quality	built environm't	local distinctive	water quality	land contaminat'	flood risk	air quality	energy	sustainable construction	waste	reduce car use
~	~	~	++	~	~	+	~	+	+	~	+	~	+	++	++	+	+	+	+	+	+	+	+
need green spaces	links into town centre ?	need green spaces	high quality housing	need green spaces	links into town centre ?	new businesses	new businesses	new businesses	high quality housing	links into town centre ?	high quality housing	need green spaces	need green spaces	high quality housing	high quality housing	Borough-wide targets	Borough-wide targets	Borough-wide targets	Borough-wide targets	Borough-wide targets	Borough-wide targets	Borough-wide targets	safe pedest / cycle routes

Area 3: Summary of Assessment

Mixed use development will be economically sustainable as it will help to revitalise both the local economy and the housing market in this part of North Beach. As in Area 2, a number of holiday businesses face directly onto the service areas at the rear of the Promenade hotels and onto commercial buildings such as a large furniture store and warehouse. The visual quality of the townscape is poor and boundary treatments tend to be unsightly; measures to remedy this situation and to attract new investment are not specified. Comprehensive improvement / redevelopment schemes in conjunction with Area 2, which provide opportunities for more sustainable forms of mixed use development, could be acceptable.

Proposed mitigation:

The Walker Street area already includes various poor quality mixed uses, and could be made more sustainable with well designed new developments that incorporate leisure, cultural and recreational facilities to benefit the local community as well as visitors. As in Area 2, there is potential for narrow roads and alleys to be gated, particularly those where holiday accommodation has a poor outlook onto unsightly service areas, to encourage schemes for their improvement. There is also some potential, where older properties have been cleared, for small landscaped spaces and new pedestrian/cycle routes into the Dickson Road district centre.

Council's Initial Response & Proposed Amendments:

The IPS is intended to provide an interim framework and general guidelines for development, therefore specific details with regards to redevelopment in this area are not provided in the statement. However, there may be scope to outline in the IPS the types of mixed use development that will be appropriate in the area, which as suggested could include small-scale, localised leisure, cultural and recreational facilities. A number of the more detailed proposals outlined above with regards to gating schemes, public spaces and cycle routes will be incorporated into the various options for development within the imminent Issues and Options paper.

The Land Use Framework within the IPS states that any mixed use development in the area should '*provide comprehensive improvement in conjunction with Area 2*'. The options for future change in this area as set out in the Issues and Options paper will ensure that future improvements in Area 3 are considered in conjunction with Area 2, in order to deliver comprehensive and transformational regeneration and change across this western part of the North Beach area. As Walker Street is a transitional zone between the town centre and Area 2 there is potential for peripheral town centre uses such as offices, similar to those on the southern side of Springfield Road.

Area 4 Main Guest House Area: Lord Street

Appropriate Uses / Development: Holiday accommodation, residential & small scale offices

Justification: The Council will positively promote Lord Street as one of Blackpool's Guest House Areas. Where guest houses prove to be unviable the Council will consider suitable alternative uses including conversion to single dwelling in accordance with the Council's Design Guidance, or small scale office /live-work units.

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24
communit safety	education	health	housing	communit y	services	local economy	tourism	employm'	Investm'	accessib	attract' location	nature conservat	visual quality	built environ'	local distinctive	water quality	land contamin'	flood risk	air quality	energy	sustainab construct'	waste	reduce car use
~	+	~	++	+	+	++	+	++	++	~	++	~	++	++	++	+	+	+	+	+	+	+	~
need pedest' routes	small business uses	lack of green space	converted guest houses	need safe pedest' routes	conversion to mixed uses	small business uses	loss of guest houses	small business uses	small business uses	need safe pedest' routes	well maintained frontages	lack of green space	well maintained frontages	well maintained frontages	well maintained frontages	Borough-wide targets	Borough-wide targets	Borough-wide targets	Borough-wide targets	Borough-wide targets	Borough-wide targets	Borough-wide targets	need safe pedest' routes

Area 4: Summary of Assessment

The proposal for mixed use holiday accommodation and conversion of former guest houses to houses, small scale offices and/or live/work units is sustainable, bearing in mind the present success of Lord Street's role as a focus for Blackpool's lesbian and gay visitors. Several streets along Lord Street have benefited from gated rear alleys which have been landscaped by occupiers, and many properties have well maintained small front gardens. As the majority of buildings are in good condition, this proposal also satisfies environmental objectives by making better use of existing resources and reducing the number of guest houses when/if they prove not to be viable.

Proposed mitigation:

The introduction of new leisure, recreation and cultural facilities, planted and landscaped pedestrian/cycle routes would benefit local communities as well as tourists.

Council's Initial Response & Proposed Amendments:

The IPS indicates that suitable alternative uses to guest house accommodation will be accepted in this area, however these are currently limited to single dwelling houses or small-scale offices and live-work units. Although the mitigation measures outlined above suggest that the introduction of leisure and recreation uses it is suggested that such uses should be focussed on Dickson Road. This will ensure that Lord Street retains its residential and urban village feel (potentially improved through streetscape improvements) and that the main community, commercial and cultural focus is concentrated along Dickson Road, the key central corridor through the North Beach neighbourhood. Accessible and landscaped routes from Lord Street through to Dickson Road will therefore be incorporated into the various options for development in the imminent Issues and Options paper.

Area 5 Dickson Road Corridor

Appropriate Uses / Development: Community uses, public realm & mixed use commercial

Justification: Dickson Road is a key corridor and northern gateway to the Town Centre and should be improved as a safe and attractive route. Improvements to the public realm and street environment will be promoted. The corridor will also become a community focus providing a range of good quality shopping, tourist, leisure and community facilities for local residents and visitors to the area.

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24
community safety	education	health	housing	community	services	local economy	tourism	employm'	investment	accessibly	attract' location	nature conservat'	visual quality	built environm'	local distinctive	water quality	land contamin'	flood risk	air quality	energy	sustainab construct'	waste	reduce car use
++	~	++	~	++	++	++	+	++	++	++	++	+	++	++	++	+	+	+	+	+	+	+	++
public realm improvement	skills training ?	public realm improvement	mixed use commercial	public realm improvement	community focus	community focus	public realm improvement	community focus	community focus	safe pedestr / cycle routes	public realm improvement	public realm improvement	public realm improvement	mixed use commercial	public realm improvement	Borough-wide targets	Borough-wide targets	Borough-wide targets	Borough-wide targets	Borough-wide targets	Borough-wide targets	Borough-wide targets	safe pedestr / cycle routes

Area 5: Summary of Assessment

As the main street running through the area, and an important “gateway” into the town centre, Dickson Road would be highly sustainable as the commercial, social and cultural “heart” of North Beach. The introduction of new mixed uses to create a community focus should encourage investment in vacant properties. The road is characterized by a mix of uses including residential, retail, commercial, local services and community facilities and it has a strong linear form, with views towards the town centre. Architectural features such as spires and landmark buildings at prominent corners provide visual ‘markers’ along the route. However, traffic and parked cars dominate the street scene, particularly at the northern end.

Proposed mitigation:

There are pedestrian safety and visual amenity issues at the northern end where Dickson Road meets Pleasant Street and the unattractive service areas of hotels on the Promenade. Public realm improvements are needed to reduce on-street parking, provide safe pedestrian crossing areas, with high quality paving, street furniture and tree planting. Safe pedestrian and cycle routes providing convenient connections across the North Beach area and into Dickson Road will benefit local people as well as visitors and reduce the need to travel by car.

Council’s Initial Response & Proposed Amendments:

The IPS is intended to provide an interim framework and general guidelines for development, therefore specific details with regards to redevelopment in this area are not provided in the statement. A number of the draft proposals outlined above such as public realm improvements, parking, and connections and routes across Dickson Road will be incorporated into the various options for development within the Issues and Options paper.

Area 6 General Neighbourhood Areas - 6a Pleasant Street; 6b High Street

Appropriate Uses / Development: Preference for residential uses & some mixed use

Justification: A reduction in the scale of holiday accommodation will be promoted in these areas both to better align the future resort accommodation with visitor numbers and to create high quality inner resort residential areas. Redevelopment, improvement and conversion/change of use from holiday accommodation to residential uses will be promoted alongside neighbourhood improvements to enhance their emerging roles as predominantly residential areas. A wider mix and quality of housing will be promoted with an emphasis on owner occupation.

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24
communit safety	education	health	housing	communit y	services	local economy	tourism	employm'	investmen	accessib'y	attract' location	nature conservat'	visual quality	built environm'	local distinctive	water quality	land contamin'	flood risk	air quality	energy	sustainab construct'	waste	reduce car use
++	+	++	++	++	+	+	+	+	++	+	++	++	++	++	++	+	+	+	+	+	+	+	+
neighbourhood improvement	safe pedestrian / cycle routes	neighbourhood improvement	modernised housing	neighbourhood improvement	safe pedestrian / cycle routes	reduce poor quality accomm	reduce poor quality accomm	safe pedestrian / cycle routes	neighbourhood improvement	safe pedestrian / cycle routes	neighbourhood improvement	neighbourhood improvement	neighbourhood improvement	modernised housing	neighbourhood improvement	Borough-wide targets	Borough-wide targets	Borough-wide targets	Borough-wide targets	Borough-wide targets	Borough-wide targets	Borough-wide targets	safe pedestrian / cycle routes

Areas 6a, 6b: Summary of Assessment

The redevelopment, improvement and conversion of former guest houses is sustainable, bearing in mind the marginal viability of their use for holiday accommodation and the current reduction in tourist demand throughout Blackpool. Conversion and modernisation for a range of residential uses is more sustainable than the present trend, particularly in Pleasant Street, to use these older properties as HMOs.

Proposed mitigation:

Neighbourhood improvements will be necessary to improve the poor quality residential environment and to attract the necessary investment from owner occupiers. Safe pedestrian and cycle routes providing convenient connections into Dickson Road and the town centre will benefit local residents and reduce the need to travel by car.

Council's Initial Response & Proposed Amendments:

The IPS is intended to provide an interim framework and general guidelines for development, therefore specific details with regards to redevelopment in this area are not provided in the statement. A number of the more detailed proposals outlined above with regards to public realm improvements, and pedestrian and cycle routes will be incorporated into the various options for development in the imminent Issues and Options paper.

Areas 1 - 6 Public Realm Improvements

Appropriate Uses / Development: Streetscape and Road Improvements

Justification: The Council will seek to improve the quality of the streetscape and public realm throughout the area, with high quality design and treatments required along the key gateways and corridors.

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24
community safety	education	health	housing	community	services	local economy	tourism	employm't	investment	accessibility	attract' location	nature conservat'	visual quality	built environm'	local distinctive	water quality	land contamin'	flood risk	air quality	energy	sustainab construction	waste	reduce car use
++	+	++	++	++	+	++	++	++	++	++	++	+	++	+	++	+	+	+	+	+	+	+	+
safe pedestrian / cycle routes	safe pedestrian / cycle routes	safe pedestrian / cycle routes	up-grades neglected areas	up-grades neglected areas	safe pedestrian / cycle routes	up-grades neglected areas	up-grades neglected areas	up-grades neglected areas	up-grades neglected areas	safe pedestrian / cycle routes	up-grades neglected areas	up-grades neglected areas	up-grades neglected areas	up-grades neglected areas	up-grades neglected areas	Borough-wide targets	Borough-wide targets	Borough-wide targets	Borough-wide targets	Borough-wide targets	Borough-wide targets	Borough-wide targets	safe pedestrian / cycle routes

Areas 1 - 6: Summary of Assessment

The grid-iron pattern of North Beach has created long straight roads, rear alleys and wide junctions. Their improvement by means of public realm works and high quality landscape design, particularly at the key “gateways” and along the main road corridors, will be sustainable and will encourage private sector investment throughout the area.

Proposed mitigation:

In many parts of North Beach, traffic and parked cars dominate the street scene. Public realm improvement schemes need to tackle the issue of on-street parking, to improve the wildlife value of the area and the health of the community by introducing trees and planted open space areas and to create attractive pedestrian and cycle routes between the Promenade, Dickson Road and the town centre, to reduce the need to travel by car.

Council's Initial Response & Proposed Amendments:

Guidance is provided in the IPS with regards to public realm and parking etc. It is likely that the final Area Action Plan will incorporate detailed design guidance.

5.0 Criteria for assessing Planning Applications

In addition to conforming to the Interim Land Use Development Framework, planning applications should have regard to the following:

1. *Strategic Fit & Impact on Comprehensive Regeneration*

Planning Applications are to be accompanied by a planning and regeneration statement demonstrating the regeneration benefits to North Beach and the wider Inner Blackpool area, and in particular how the proposal meets and contributes to the vision and objectives for the area.

2. *Conformity with Planning Policy*

In determining planning applications which come forward, the Council will give due consideration to conformity with relevant saved policies within the adopted Blackpool Local Plan, as well as National Planning Guidance and appropriate policies of the adopted North West RSS.

3. *Residential Development & Affordable Housing*

The Council wishes to achieve a better balance of housing tenure within North Beach, with the intention of reducing the amount of rented accommodation and encouraging home ownership. In this context, the Council will negotiate with applicants of major residential schemes, ie those of 15 units or above on the specific requirements for affordable housing.

4. *Design Quality*

The design of new development proposals will be considered in relation to the character and setting of the surrounding area as outlined in Local Plan Policy LQ2. The Council will require all development proposals coming forward to be of the highest design quality, in line with Local Plan Policy LQ1, and should contribute to the overall vision for North Beach and to the creation of a high quality public realm.

In particular the following should be addressed:

- i) Layout of Streets and Spaces*
- ii) Building Height*
- iii) Parking*
- iv) Landscaping and Public Realm*
- v) Housing Density*
- vi) Security and Crime Prevention*
- vii) Public Art*
- viii) Public and Private Open Space*

5. *Historic Environment*

The Council will expect proposals to be sensitive to the historic environment and character of the area as described in the recent Historic Townscape Characterisation study (2009). Proposals will be considered against the impact on the character and setting of the area in accordance with Local Plan Policy LQ2.

6. *Planning Contributions*

The requirements for obligations as set out within saved Policy PO1 of the adopted Blackpool Local will be applied by the Council to development proposals.

7. *Sustainable Development/Renewable Energy*

Applicants will be expected to demonstrate how the design of the development meets the requirements of sustainable development and the adoption of renewable energy technology as set out in national planning guidance, RSS for the North West, and the Council's Interim Planning Guidelines 3-Creating Sustainable Homes in Blackpool. The Council's Local Transport Plan (www.blackpool.gov.uk/Services/S-Z/TransportPolicy) outlines Blackpool's policy to promote sustainable transport while supporting the resorts regeneration and economic growth.

8. *Transport and Access*

Proposals for major development (exceeding 500 sq m gross floor area) and alterations to the transport network should be accompanied by a transport assessment in accordance with Policy AS2 of the Local Plan. The scope of the transport assessment should be agreed with the Council's Transportation Division prior to submission of any planning application.

9. *Community Consultation*

In accordance with the requirements of the Council's adopted Statement of Community Involvement (SCI) applicants for any major developments should submit a Statement of Community Consultation, which should include details of consultations with Blackpool Council and wider community and statutory consultees undertaken prior to submission.

Development Criteria: Summary of Assessment

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24
community safety	education	health	housing	community	services	local economy	tourism	employ	investment	accessib'y	attract' location	nature conserv'	visual quality	built environm'	local distinctive	water quality	land contamin'	flood risk	air quality	energy	sustainab construct'	waste	reduce car use
++	+	+	++	++	+	++	+	+	++	+	++	+	++	++	+	+	+	+	+	+	++	+	++
enhance safety, landscape, street scene	regeneration benefits, commuted sums, historic environment	regen' benefits, commuted sums, well connected streets and spaces	high quality design, height, massing, density, affordable housing	community consultation, enhance safety	regen' benefits, commuted sums, well connected streets and spaces	regeneration benefits, commuted sums, high quality design	public art, landscape, street scene, reduce impact of parking	regeneration benefits, commuted sums, encourage mix of uses	regeneration benefits, commuted sums, high quality design	community consultation, well connected streets and spaces	high quality design, landscape, street scene, historic environment	provide open space	high quality design, provide open space, landscape, street scene	high quality design, street scene, reduce impact of parking	community consultation, landscape, street scene, public art	sustainable development	PPS 23 pollution control	PPS 25 and SUDS	sustainable transport	renewable energy – energy efficiency	sustainable development	sustainable development - recycling	transport assessment, landscape, street scene

Proposed mitigation:

All sustainability objectives are covered in general terms. The criteria would be more sustainable if they made specific reference to energy efficiency as well as to renewable energy, to recycling of waste, to the application of SUDS and to the use of commuted sums to provide regeneration benefits in terms of educational, recreational, social, cultural, landscape and wildlife improvements for the community.