



Two years ago, Blackpool Borough Council set out on a brave journey into the future. At that time, we faced the potential nightmare of our town, like many other coastal resorts, spiraling into decline due to a lack of investment and innovation.

Our dream was to put Blackpool back on top – reinventing the town as a world-class resort for the 21<sup>st</sup> century and improving quality of life for local people through a far-reaching and integrated programme of economic and social regeneration.

After 18 months of research and planning, involving a wide range of partner organisations, we recruited master planners EDAW and Jerde to turn our ambitions into something that we could share and debate with stakeholders and potential partners.

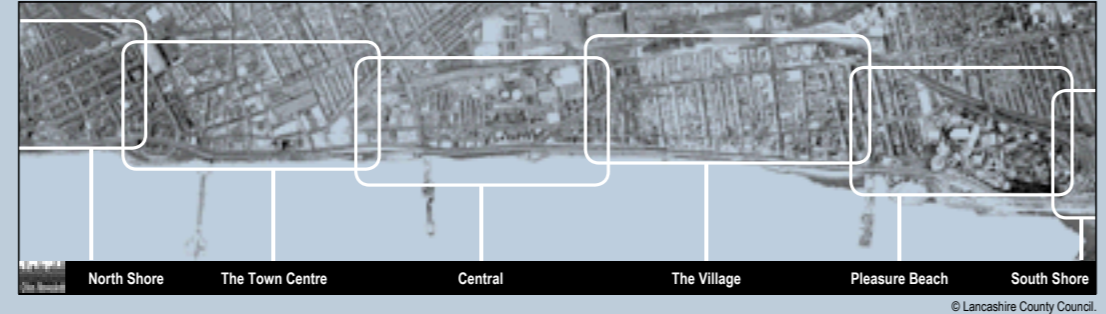
This brochure introduces and explains the approach we have adopted in confronting the enormous challenge of resort regeneration, the concepts we have developed and the integrated vision we now have of a New Blackpool.

We are excited by this vision and determined to bring about its realisation with the active involvement of the North West Development Agency and Government.

**Councillor Roy Fisher, Leader of Blackpool Council  
13 March 2003**

The success of Blackpool will rely on an implementable, high quality physical masterplan combined with a coherent, integrated regeneration strategy that delivers benefits for visitors and residents alike. Illustrated in this document is a masterplan that has identified an approach to achieving this vision but will require a commitment from all who work and live in Blackpool to embrace a new 'culture of quality' that will re-establish the resort as a national and international destination.

The scale of the Economic Development Zone (EDZ) requires an approach that creates a framework of distinct 'neighbourhoods', as identified in the District Diagram, that will allow for focused and appropriate development while promoting the regeneration and extension of the masterplan vision to the adjacent areas.



While defining identities and characters for each of these neighbourhoods creates the structure of the masterplan, the connecting elements are critical to establishing the 'sense of place' for the new Blackpool. These connectors are based on public transport, the public realm, land use, the promenade, but most important is the landscape strategy which we are calling the 'Return of Nature' to Blackpool.

## the return of nature

Fundamental to the successful regeneration of Blackpool is the introduction of a comprehensive landscape strategy that brings nature back to the heart of the town. In response to the town's context, the design uses the time tested method of creating tree-lined, livable streets connecting a series of appropriately scaled town squares. The town centre will have new public squares at North Station, St Johns Church, the Public Library, and Talbot Square. In addition a new Town Square is envisaged to be built on the West Street Car Park site and connected by canopied streets to an event park in front of the new Conference Centre.



The new gateway landscape at the base of the Yeaton Way ramp and continuing on to Seaside Way will help define the new image for visitors entering Blackpool by car or bus. As illustrated in the adjacent perspective, the current sea of tarmac, car parking and gable ends of housing has been completely transformed into beautiful and visually enticing landscape that is both memorable and functional. Accentuating the new park will be large scale public art, light sculptures and water features. Framing the gateway park to the North will be a series of new buildings

which may be a combination of hotels, residential properties and/or educational uses.

The most significant element of the landscape strategy will be the redesigned Promenade. Combined with the requirements of the new sea defences, the waterfront

will be a unique and special physical environment that creates a series of sculpted spaces with 'Spanish Steps' leading down to the beach. The Promenade will be pedestrian focused and will introduce a series of sculpted dunes with sea grasses, drawing on land forms found further down the coast, creating wind protected walkways, sitting areas and protected shelters for users of the upgraded tramway. This contemporary, high capacity people mover will offer access to ultra modern and refurbished traditional trams and connection to a new tram/train interchange at Blackpool's main railway station.

The preliminary design has taken into account Blackpool's unique environmental considerations including severe wind, salt water spray, wide temperature fluctuations and periodic flooding.

## the village

Inseparable from the character of Blackpool are the historic, Victorian hotels that define the small scale, personal nature of the town. It is of unequalled importance that these buildings and the service that they provide remain the foundation of the tourist accommodation offer. In order to change the current perception, improve the quality of the offer and thereby increase visitor numbers, the masterplan has identified an approach that can allow for a coherent and structured regeneration of these hotels on a street by street basis.

Starting with signage and a direct link from the gateway entrance, The Village will become a clearly defined neighbourhood with a high quality public realm that is consistent with the rest of the new developments in the EDZ. A series of new, secure parking areas will be delivered in locations that are convenient to the adjacent hotels.



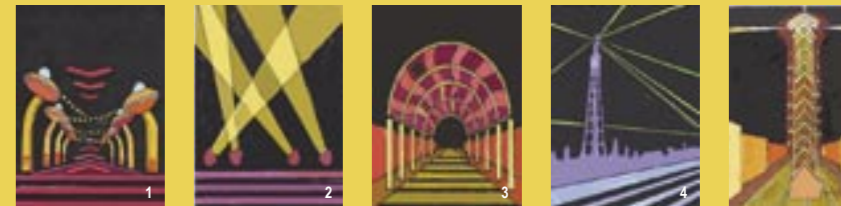
It is intended to deliver these essential, physical improvements, including lighting, signage, street furniture and parking, through the successful creation of local, Business Development Action Areas ideally grouped around each of the main streets leading to the waterfront.

The intention is that these business development streets, once officially formed, would have access to a funding mechanism that would encourage the renovation of the properties as part of an assisted quality partnership. The building works would be governed by Design Guidelines, which would help create a more consistent, high quality historic environment. The adjacent images illustrate the analysis of the existing conditions on Alexandra Road and the possible outcome of this process. The plan shows the concepts behind the total regeneration of the Village.

## the illuminations

The strategy is intended to build on the existing success of the Illuminations but also to introduce state of the art technology and to spread illumination back from the promenade and into the town. The diagram and accompanying images illustrate the different elements of the strategy that will be incorporated. Primary to the strategy is the use of the historic lights, modernized through a computer controlled sequence that will create unified and coherent lighting movement along the Promenade. The introduction of sky lasers, search lights media kiosks, light towers, and illuminated canopies will create a timed light show that can visually connect the main attractions of the new Blackpool.

It is intended that the main Illuminations remain a special event within the Blackpool calendar, but that the other elements shown can become part of a year round attraction that can evolve as the town changes and grows and extends its events calendar.



1 Computer animate illuminations, 2 Search lights, 3 Media canopy, 4 Sky Lasers, 5 Light Towers



Promenade Illuminations, Renovated Illuminations, Canopies, Light event/attraction, Light tolly, Laser show, Major Illuminations

"The masterplan has the courage to adopt the spirit of the existing town by going for future developments which may be as extraordinary and inspirational as the existing." Urban Panel Report, Feb 2003



Retail, Residential, Hotel, Office, Market, Railway Station, Civic, Conference, Casino, Parking, Police, Pleasure Beach, Aquarium, Water Park, Educational / University, Stadium Uses, Tourism, Court

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Gateway landscape, Promenade, Pedestrian streets, Squares, Treelined streets, Parks

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