

# Blackpool Core Strategy Executive Decisions

23rd February 2009  
15th July 2009  
10th March 2010

REPORT TO: EXECUTIVE  
DECISION NUMBER: EX/17/2009  
EARLIEST DATE FOR DECISION: 23rd February 2009

## **BLACKPOOL CORE STRATEGY ISSUES AND OPTIONS REPORT**

### Matter for Consideration:

The Core Strategy Issues and Options document was approved by Blackpool Council in June 2008, and subject to public consultation from mid July until the end of September 2008. The attached interim report sets out the key conclusions arising from the Issues and Options document and subsequent consultation, and seeks agreement of the preferred spatial option, as a basis for the ongoing preparation of the Blackpool Core Strategy.

### Information:

The attached report at Appendix 3a sets out the key conclusions arising from consideration of responses to the Issues and Options consultation document and further assessment of the merits of each option. It seeks agreement for a broad preferred spatial option as a basis for the ongoing preparation of the new Blackpool Core Strategy.

The choices of the way forward for Blackpool are limited and the report concludes that the eventual preferred option should be based on a mix of three options - Inner Area Regeneration, Marton Moss, and the Wider M55 Hub Growth Point.

A presentation of the issues raised by the Core Strategy was made to the Core Strategy Working Group on 22nd January 2009. A further presentation focused on the lands on the Blackpool/ Fylde boundary was made to a Blackpool/Fylde Joint Member Working Group on the 29th January 2009. No resolutions or decisions were made at these meetings, but Members were made aware and generally were supportive of the conclusions in the context of the increased housing requirements and twin needs for regeneration and growth.

Subject to approval of the recommended Preferred Option by Executive, a more detailed draft of the Preferred Option Core Strategy will then be prepared for consideration by Executive in Spring 2009. This will also include the recommended way forward in respect of other key strategic policy choices raised in the Issues and Options document (e.g. the Central Station site, main holiday accommodation areas, and Blackpool and Fylde College site). The draft Core Strategy will form the basis for public consultation prior to finalising the Publication and Submission editions later in 2009.

### Further Information:

The Core Strategy is the land use or spatial expression of the Council's wider Sustainable Community Strategy. It is where the key strategic decisions and choices will be made about Blackpool's future development, explaining how proposed levels of employment, housing growth, retail, resort and other development needs will be met in the next 15-20 years. The Blackpool Core Strategy Preferred Option will review and replace many of the key strategic policies set out in the existing adopted Blackpool Local Plan.

Copies of the earlier Issues and Options document remain available on the Council's web-site, a main focus of which was to set out and consult widely on six broad "spatial options" for Blackpool's future growth and development. These were:

- o Urban Concentration/ Intensification.
- o Inner Area Regeneration
- o Suburban Expansion
- o Marton Moss Urban Extension
- o Wider M55 Hub Growth Point
- o Market Driven Approach

The attached interim report informs Members of the outcome of the Issues and Options report and consultation, and seeks their support for a preferred broad spatial way forward for Blackpool's future development. The report assesses to what extent each of the broad spatial options will best deliver:

- 1) Fundamental change/ regeneration of the resort core and town centre.
- 2) A sufficient range of high quality homes and employment opportunities.
- 3) Optimal use of its built / natural environment, resources and facilities.
- 4) Long term strategic development of Blackpool & the Fylde Sub-Region.
- 5) Quality design and development.
- 6) Efficient management of transport and travel demand,
- 7) Efficient infrastructure and services provision.

and concludes with a market overview and summary assessment of the deliverability of each option.

This is informed by:

- o The responses to the Issues and Options document from key regional development bodies and other organisations, landowners and development interests.
- o The local public acceptability of the strategic development options.
- o The sustainability assessment of the alternative development options

The report highlights the strengths and weaknesses of each of the main options, and concludes that the eventual preferred option should be based on a mix of 3 options:

- Option 2 Inner Area Regeneration
- Option 4 Marton Moss
- Option 5 Wider M55 Hub Growth Point (including lands within Fylde)

Fundamentally, the Core Strategy must prioritise regeneration, and provide the impetus for Blackpool's wider economic development and housing growth. Regeneration of the inner resort, town centre, and residential core is essential if the Core Strategy is to help bring about the radical economic, social and physical change required - but new homes and jobs are also needed on the edge of Blackpool to create the market and development opportunities to meet the community's needs and deliver the wider Vision of a New Blackpool.

Does the information submitted include any exempt information?                      NO

Legal Considerations:

The Blackpool Core Strategy, when adopted by the Council, will be the key strategic document forming part of the Council's statutory Local Development Framework.

Personnel Considerations:

The Blackpool Core Strategy is being resourced by existing staff within the Development Plans and Projects Division.

Financial Considerations:

Preparation and consultation on the Blackpool Core Strategy is accounted for in the Business Plan and budget for the Planning Department. It will be subject to independent examination by the Government that is likely to entail significant expenditure, primarily in 2010/2011. Costs and budgets for this expenditure will be identified in advance.

Performance Management Considerations:

The preparation of the Blackpool Core Strategy is a key component of the Council's Local Development Scheme

Risk Management Considerations:

The Core Strategy is the document which will provide the statutory planning framework to enable and assist delivery of Blackpool's increased housing and other future development requirements to meet its twin needs for regeneration and growth. Without its progress, acquisition, land assembly and planning approval for key regeneration and development projects will be substantially undermined and delayed. The potential need for cooperation and joint consideration of development needs on the Blackpool/ Fylde boundary will in future require increasing alignment with the Fylde Core Strategy process - delays in which could similarly undermine progress.

Relevant Officer:

Tim Brown, Chief Planning Officer

Relevant Cabinet Member:

Councillor M. Callow JP

Consultation Undertaken:

The Core Strategy Issues and Options document was approved by Blackpool Council in June 2008, and subject to wide public consultation from mid July until the end of September 2008.

Background Papers:

- [Blackpool Core Strategy Preferred Option Interim Report](#)

Is this a key decision?

YES

Forward Plan Ref. No:

09/2009

Is the decision required in less than 5 days?

NO

Recommendations:

That a mix of Options 2, 4, and 5 (Inner Area Regeneration, Marton Moss, and wider M55 Hub Growth Point) be approved as the Blackpool Core Strategy Preferred Option. That this Preferred Option be the basis for the draft Core Strategy to be prepared for consideration by Executive and for subsequent consultation. This document will set out the Council's draft strategic development plan and planning policies for the next 15-20 years.

Reasons for Recommendations:

To progress preparation of the statutory planning framework to support Blackpool's future regeneration and growth.

Is the recommendation contrary to a plan or strategy adopted or approved by the Council? NO

Is the recommendation in accordance with the Council's approved Budget? YES

Other alternative options to be considered:

The earlier Issues and Options Report fully set out a range of alternative strategic development options, which have been considered in detail.

Policy, Overview, and Scrutiny Committee Chairman (where appropriate)

Date Informed: 13th February 2009

Date Approved: N/A

DECLARATION(S) OF INTEREST (if applicable)

None

Decision:

The Executive agreed the recommendation as outlined above namely: 1. That a mix of Options 2, 4, and 5 (Inner Area Regeneration, Marton Moss, and wider M55 Hub Growth Point) be approved as the Blackpool Core Strategy Preferred Option. 2. That this Preferred Option be the basis for the draft Core Strategy to be prepared for consideration by Executive and for subsequent consultation. This document will set out the Council's draft strategic development plan and planning policies for the next 15-20 years.

Date: 23rd February 2009

Reason for Decision:

To progress preparation of the statutory planning framework to support Blackpool's future regeneration and growth.

Date of Publication: 24th February 2009

[ [Printer-friendly version](#) ]

**BLACKPOOL CORE STRATEGY**  
**PREFERRED OPTION: INTERIM REPORT**

**1 INTRODUCTION**

The Core Strategy is the land use or spatial expression of the Council's wider Sustainable Community Strategy which seeks to create a framework for a more prosperous and healthier Blackpool. It is where the key strategic decisions and most difficult choices will be made about Blackpool's future development, explaining how proposed levels of employment, housing growth, retail, resort and other development needs will be met in the next 15-20 years.

An Issues and Options document was approved by Blackpool Council in June 2008, and was subject to extensive public consultation from mid July until the end of September. The next formal stage in the preparation of the Core Strategy is to determine the Preferred Option, setting out the vision and strategy for Blackpool's future development. The Core Strategy Preferred Option is expected to be published in mid 2009, and then submitted to the Secretary of State for approval in Autumn 2009.

The purpose of this interim report is to set out the key conclusions arising from the Issues and Options document and subsequent consultation – and thereby determine a clear way forward for the preparation of the Preferred Option/ Submission Edition of the new Blackpool Core Strategy.

***The Issues and Options Document – June 2008***

Copies of the earlier Issues and Options document remain available on the Council's web-site at

<http://www.blackpool.gov.uk/NR/rdoonlyres/D046EED4-B3FB-47CC-8ECB-0C49D2A20C5E/0/DraftDocMay08CoreStrategyAllSectionsprint.pdf>

The document set out:

- The planning context provided by the range of existing local and external strategies which will continue to influence Blackpool's future development.
- The detailed "evidence base" comprising various reports and studies which have been completed into different aspects of the current health and character of Blackpool (housing, employment, retail, flood risk, heritage, transport etc - details of these key documents also remain available to view on the Council's web-site).
- A Mini-Spatial profile of the town, identifying the key issues facing Blackpool.
- The Core Strategy Vision and Objectives to address these issues.

A main focus of the earlier Issues and Options document was to set out and consult widely on six broad “spatial options” for Blackpool’s future growth and development. These were:

**Urban Concentration/ Intensification** targets growth as far as possible to the existing urban area, and maximize opportunities to re-utilise vacant / underused land.

**Inner Area Regeneration** looks to target more growth to central Blackpool to assist the regeneration of the town centre and resort core and inner neighbourhoods.

**Suburban Expansion** looks to what extent there could be wider expansion beyond the existing urban area to develop remaining lands along its eastern boundary.

**Marton Moss Urban Extension** similarly looks to what extent the town can meet its expansion needs beyond its existing urban area, focusing growth on Marton Moss.

**Wider M55 Hub Growth Point** looks to what extent housing and employment needs could best be met by wider expansion around the M55 Hub on the edge of Blackpool.

Finally the **Market Driven Approach** informs wider consideration of all the options by assessing what would be likely to happen without a planning framework.

**The purpose of this report is to help progress towards determining the most appropriate way forward for the development of Blackpool.**

**The published version of the Blackpool Core Strategy, expected in mid-2009, will set out in detail the preferred option for Blackpool’s future development, and the supporting strategic policies. In doing so, it will review and replace many of the key strategic policies set out in the existing adopted Blackpool Local Plan, including resort, housing; employment and transport policies.**

**This report does not address these wider policy issues – its focus, in advance of the published Core Strategy in 2009, is limited to considering the broad direction of Blackpool’s future growth and development.**

**Essentially, a decision needs to be taken about which of the options will best achieve the Vision for a new Blackpool and address the key issues identified in the Core Strategy Issues and Options document.**

**The wider ‘Spatial Vision’ of a New Blackpool** to be delivered by the Core Strategy is:

*“Blackpool will be the civic, cultural, retail and educational centre of the Fylde Coast, serving 350,000 local residents. It will be recognised as a unique, year-round 21st century visitor experience, offering escapism and fun with high quality attractions, and state of the art conferencing facilities, accommodation and hospitality.*

*The New Blackpool will attract higher value visitors, businesses and residents, creating the market and conditions for a wider and improved housing offer, and for higher value employment and growth. It will have a stable and growing population, offering a full range of educational provision, giving its people the skills and aspirations to succeed.*

*New homes and jobs will be provided in sustainable locations to meet the community’s needs and support regeneration. Neighbourhoods will be enhanced in appearance with good access to shopping, health, recreation, open space and other facilities to meet community needs. Inner Blackpool will be transformed into a place offering a mix of aspirational and affordable housing within mixed, attractive neighbourhoods, with access to quality local services.*

*Higher quality developments will promote pride in the town and provide focus within a visually attractive, safe urban environment. An integrated transport system will provide safe, healthy and easy access across Blackpool. Areas of urban or natural quality throughout the New Blackpool will be conserved and enhanced”.*

The identified **Key issues** in the Issues and Options document were in summary:

**Population and Housing:** Address housing market imbalances and revive our inner areas, whilst providing a wider mix, including more affordable housing.

**Employment:** Diversify the economy by the provision of quality opportunities for new development to provide more and better paid jobs.

**Resort:** Sustain a more all year round visitor market and provide new high quality attractions and improved accommodation to revitalise the visitor economy.

**Town Centre:** Make the town centre more the heart of the Fylde Coast urban area, transforming its offer, environment and supporting facilities.

**Built Environment:** Address the poor quality of the urban environment, by improving the streetscape and making better places and spaces.

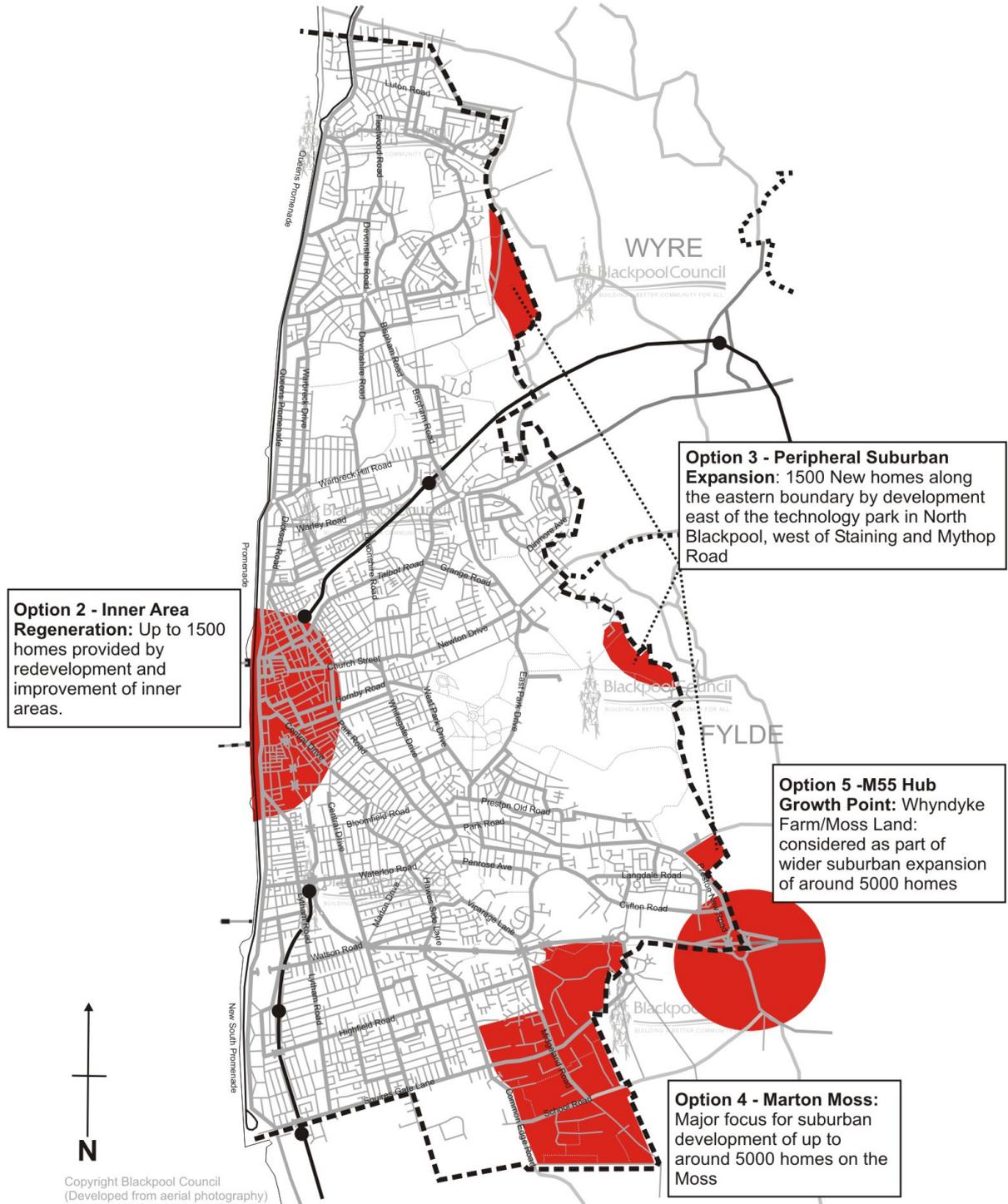
**Community and Services:** Develop sustainable, safe and healthy neighbourhoods with a diverse range of accessible facilities, and heighten residents' aspirations.

**Natural Environment:** Manage change so as to make the most of Blackpool's natural assets, balancing the requirement for new development with environmental interests, including the impact on climate change and our carbon footprint. .

**Transport and Travel:** Make a better connected Blackpool with easy access to jobs and local services and a more integrated pedestrian and transport network, with new developments well served by sustainable modes of transport.

An indicative illustration of the range of options for Blackpool's future development is set out below, with a detailed assessment of the implications of each option set out in the remainder of the report.

**Option 1 - Urban Concentration** seeks to maximise growth by promoting several hundred homes through development of remaining spaces and intensification of the development across the existing urban area



Residents are also asked whether there are any other options they wish to put forward to meet Blackpool's growth and development needs

## **2 SETTING THE SCENE: CHOICE OF ALTERNATIVE SPATIAL OPTIONS**

The choice of the preferred way forward for Blackpool's broad spatial development and growth must continue to be made within the framework of a range of guidance set by wider Government national and regional planning policy.

Most specifically, the North West Regional Spatial Strategy (NWRSS) adopted on 30<sup>th</sup> September 2008 now forms a key overarching part of the statutory Local Development Framework for Blackpool. It sets out key policies and requirements which must be reflected in the Blackpool Core Strategy.

Other major influences on the direction of the Core Strategy at local level comprise:

- *The Blackpool Sustainable Community Strategy (SCS)*, prepared by the Local Strategic Partnership which coordinate the objectives of various community, voluntary and statutory organisations across Blackpool.
- *Blackpool's Local Area Agreement (LAA)*, which is the main delivery plan for the SCS, with the content of the LAA agreed between the Local Strategic Partnership and Government, and reviewed every 3 years.
- The ReBlackpool Urban Regeneration Company, which is harnessing public funding and much wider private sector investment to transform the resort.

### **The Issues and Options Consultation**

The Council undertook an extensive programme of consultation with stakeholders and the wider community to inform the way forward from 18<sup>th</sup> July to 26<sup>th</sup> September 2008. The Issues and Options report was made available:

- On the Council's web-site
- At the main Council offices
- At all libraries in the Borough
- To statutory bodies, organisations and key interest groups.

Extensive publicity was given to the Issues and Options document in the local press, including a special feature in the Council's own newspaper "Your Blackpool" which was delivered to all households in the Borough during the consultation period. In addition, planning officers gave presentations to interested groups internally within the Council and to outside groups and organisations. Two Special Area Forums were held to focus on more specific local areas in both the north and south of the town.

Despite this, the overall response to consultation at the Issues and Options stage was limited, with around 80 total responses. Further consultation when firmer policies and proposals have been developed on specific issues will be undertaken in advance of progressing to the Publication/ Submission Edition of the Core Strategy. The consultation feedback documents to date, together with the summarised responses to the first stage of consultation will be made available at the main Council Offices and on-line.

The remainder of this report informs Members of the outcome of the Issues and Options report and consultation, and seeks their approval of a preferred broad spatial way forward for Blackpool's future development. This will then provide a basis for the officers subsequent detailed preparation of the next formal stage Preferred Option/ Publication/ Submission Edition of the Core Strategy.

## **Making the Choice**

The Core Strategy as a whole needs to be considered against all the spatial objectives identified in the Issues and Options report and substantially mirror the identified priorities under the Goals of the Sustainable Community Strategy:

### ***Goal 1 Improve prosperity for our population***

#### **Spatial Objectives:**

- Ambitious and sustainable economic growth
- Provide an enhanced all year round tourism product
- Re-establish the town centre as a first choice destination
- Enhance employment quality and opportunities
- Improve transport integration and increase accessibility.
- Make best use of all land resources and buildings.

### ***Goal 2 Develop a Safe clean and pleasant place***

#### **Spatial Objectives**

- Address housing market imbalances and provide a wider mix of new homes
- Regenerate resort and residential neighbourhoods
- Promote balanced communities with ease of access to facilities and services.
- Lift quality in the built and natural environment
- Create a healthy, safe, clean, and “greener” Blackpool
- Tackle poverty, reduce social exclusion, and raise skills and attainment

However, the focus of this report is on initially determining the best broad strategy for the delivery of the required future key housing and supporting economic growth to meet Blackpool’s future development needs.

Reflecting all the above, three key aspirations were identified in the Issues and Options report which embrace these objectives, and were seen as the driving forces for identifying the best option for Blackpool’s future growth.

These are:

- 1) The need to provide the right land use framework for fundamental physical change to the inner resort, town centre and residential core which have been identified as a priority for regeneration.**
- 2) The need to ensure the provision of a sufficient range of both high quality homes and employment opportunities in sustainable locations to meet residents needs.**
- 3) The need to make the most of all the land resources and buildings that contribute to Blackpool as a place to live, work and visit – getting the most from its built and natural environment, its infrastructure and facilities.**

The choice between the various spatial options also needs to specifically consider 5 other factors:

**4) The strategic implications on the longer term regeneration and development of Blackpool and the wider Fylde Sub-Region.**

A sustainable future for Blackpool means also taking a longer term view and having a clear understanding of where the priorities lie. In the context of Blackpool's limited choices and the fact that development pressures will continue – the evolving strategy to 2025 must also have regard to the longer term need to manage and balance Blackpool's future development and growth, whilst maintaining and enhancing its townscape and natural assets.

The Blackpool Core Strategy also needs to be coordinated with the respective Fylde and Wyre Core Strategies. While Blackpool is the principal urban centre, there are major links and interdependencies between the three authorities, with shared employment, housing, transport issues and other interests across the Fylde Sub-Region, seeking to deliver regeneration and investment across a number of fronts.

**5) The potential to deliver quality.**

Raising all aspects of quality for the resident, visitors, and business environment is a vital aspect of Blackpool's regeneration. There is a fundamental need to deliver quality, both in the design and layout of new development, and by tackling the past legacy of environmental problems that detract from the enjoyment of Blackpool as a place to live and work.

**6) The potential to efficiently manage transport and travel demand, and improve connectivity within Blackpool and the Fylde Sub-Region.**

Economic vitality and the quality of life of residents are closely linked to the effectiveness of transport infrastructure. Planning transport effectively and promoting good accessibility by a range of transport modes, by focusing development in the most appropriate locations, will ensure a better integrated transport system both within Blackpool and across the Fylde Sub-Region.

**7) The impact on wider infrastructure and services provision.**

Balanced and healthy communities should provide for a full range of local shops, open space, education, health, leisure and supporting community facilities accessible to all. Future development needs to be undertaken in a way that makes the best use of existing infrastructure, maximising integration with the existing urban area. Equally, it must ensure that when new facilities and infrastructure are required – whether to overcome development constraints such as drainage or highways issues, or meet new local community needs – they must be provided in a way which best helps shape future neighbourhoods to deliver efficient community facility provision to support the social and economic fabric of new development areas.

**8) A market overview and summary assessment of deliverability.**

The assessment of each of the options concludes by drawing together the issues in terms of their implications for the overall deliverability of the options in the context of realities on the ground, policy issues, market attractiveness and the timescale of the Core Strategy to 2025.

## **Structure of the Remainder of the Report**

The remainder of this report therefore considers to what extent each of the broad spatial options will best deliver these aspirations and how they will impact on the above issues. The assessment, which follows, has been informed by:

- *The specific responses to the Issues and Options document from key regional development bodies and other organizations*
- *The consultation responses from other key agencies, landowners and development interests*
- *The local public acceptability of the strategic development options.*
- *The sustainability assessment of the alternative development options*

## ***Sustainability Appraisal***

Councils are required to plan their areas in ways that contribute to the achievement of sustainable development – to meet the needs of the present without compromising the ability of future generations to meet their needs.

European and national planning legislation requires that an independent Sustainability Appraisal (SA) is undertaken of the Blackpool Core Strategy to consider the likely social, economic and environmental effects of the options, policies and proposals. It includes Strategic Environmental Assessment (SEA), which involves assessing the environmental effects of plans and programmes.

Hyder Consulting was commissioned by Blackpool Council to undertake a Sustainability Appraisal of the strategic options. The aim of SA is to inform the choice of options, reduce the negative impacts and increase the positive impacts of policy choices and different courses of action.

Their “*Sustainability Appraisal of the Core Strategy, Assessment of Strategic Options*” was completed in April 2008 and focused on the primary elements of each of the 6 spatial options. The full assessment is available to view on the Council’s planning website, and a summary of the key sustainability strengths and weaknesses was included alongside the description of the alternative spatial options in the Core Strategy Issues and Options Report.

The sustainability of the alternative development options is a critical element of determining the way forward and underlies much of the officers’ own consideration of the broad options, as well as being directly informed by the independent Sustainability Appraisal.

A further detailed Sustainability Appraisal will be undertaken in 2009 setting out the social, environmental and economic effects of the eventually determined Preferred Option.

### 3 ALTERNATIVE SPATIAL OPTIONS ASSESSMENT

As has been stated, Blackpool's broad spatial options compared to many areas, are very limited and, at the outset, it is recognised the eventual preferred option is likely to be a matter of finding the right balance and mix between the various alternatives – rather than a simple choice of one preferred option.

Public consultation also sought views on whether any other broad spatial options should be considered. However, with a comprehensive range of options put forward, there were no further suggested alternatives to meet Blackpool's needs.

In determining the long term strategic planning framework for Blackpool's future development, the most obvious direct demands are the housing and economic development requirements of the adopted NWRSS (North West Regional Spatial Strategy) as part of the national priority for housing and supporting employment growth. These requirements are set out and discussed in full in three documents – the Fylde Sub-Region Strategic Housing Market Assessment, the Blackpool Strategic Housing Land Availability Assessment and the Blackpool Employment Study.

Basically, the situation for housing is that the NWRSS requires 9,800 new homes in Blackpool (2003-2025). Allowing for houses already built, under construction or with planning permission at April 1<sup>st</sup> 2008, this leaves an outstanding net requirement for around 7,500 new dwellings. Around a third of this required development can be met from windfall developments within the existing urban area, leaving an outstanding requirement for around 5,000 dwellings (2008-2025). The total of 9,800 is a minimum requirement. Blackpool has also submitted a bid to Government for Growth Point status in partnership with the Central Lancashire authorities which could further increase this figure by around 500 dwellings

Equally, it is an essential part of an effective development strategy to make sure Blackpool has a good supply of employment land geared to meet the needs of the economy. The 2007 Blackpool Employment Land Review identified the potential need for around 40 hectares of new employment land, either within or on the edge of Blackpool to 2025.

***Thus when considering the 6 strategic alternative spatial options for Blackpool's future development, two key requirements are to find sites for around 5,000 more homes and 40 hectares of employment land - together with all other supporting land uses, services, facilities, recreation opportunities needed for balanced and healthy local communities.***

Having already taken account of the capacity within the existing urban area for new 'windfall developments', the higher housing and employment development requirements mean that some new development will inevitably now be required on the edge of Blackpool.

The challenge for the Core Strategy is to determine a balanced level of provision which meets development targets and enables the necessary associated infrastructure provision or improvements to take place in the most efficient way.

The rest of this report assesses each of the six broad spatial options against the eight considerations set out in Section 2.

## **SPATIAL OPTION 1 - URBAN CONCENTRATION**

### **Objective**

Urban concentration is about seeking to intensify and increase the density of development within the urban area, by actively promoting a range of opportunities. This option would much more actively promote and encourage development of underused areas of land and higher densities of development.

### **Rationale**

Government Guidance through the sequential approach encourages a primary focus for new development on derelict, vacant, and neglected sites within the existing urban area – and this is a priority for Blackpool Council under **all** options.

Spatial Option 1 goes beyond this by pro-actively promoting a range of housing development opportunities, with a focus on underused sites in existing use, such as:

- *development of large garden areas*
- *redevelopment of larger detached properties*
- *redevelopment of underused open space*
- *redevelopment of underused land/ buildings on existing employment sites.*
- *redevelopment of existing factories/ businesses outside the main estates*

### **Sustainability Appraisal**

Option 1 performs well against many of the SA objectives, most notably because it focuses development in urban areas that on the whole would benefit from some form of regeneration, and are already well served by transport infrastructure and essential services. Impacts are likely to be realised in the wider borough, e.g. in terms of crime and economic growth.

The option also focuses development on Brownfield and underused land. However, whilst there may be numerous benefits associated with this, the actual extent of benefits may be limited principally because the option is likely to result in only very small scale development spread thinly across the urban area. It may not therefore be possible to target this into areas most at need of regeneration. It is likely that the option would only contribute several hundred dwellings out of the 4000-5000 actually required.

A key weakness of Option 1 is the likelihood that areas of urban open space may be lost in order to accommodate new development, or at least requirements for the provision of public open space in new developments may need to be reduced.

Although this is as yet undecided, this may also extend to the loss of some existing shopping facilities, tourist accommodation and small businesses all of which would be detrimental. The loss of open space could also generate adverse impacts upon biodiversity and townscape.

*If the negative effects of reduced public open space can be overcome, the principle of some level of urban intensification on Brownfield sites should be taken forward in conjunction with other proposals.*



## **What the Community and Stakeholders told us**

- General support for an approach to focus development within existing 'built up' areas before considering greenfield sites
- Concerns in the context of the already densely built up Blackpool urban area about potential losses of open space, garden areas, and detached dwellings for more housing - raising concerns of town-cramming.
- Other elements of this approach raised less concerns, with some support for higher densities of development on appropriate new sites, and for the redevelopment of employment uses in appropriate locations.

## **Option 1 Performance against Key Aspirations and Objectives**

### ***Fundamental change/ regeneration of resort and residential core.***

- Neutral in impact

### ***A range of high quality homes and employment in sustainable locations.***

- This will potentially deliver only a few hundred additional dwellings. It will not create any additional employment opportunities, and might reduce them.

### ***Make most of built and natural environment, infrastructure and facilities.***

- Whilst focusing development within the existing urban area, the limited benefits of development brought forward could be undermined by their cumulative adverse impact on the remaining 'openness', of what is already an intensively built up environment. Surface water drainage is also more problematic within the existing urban area, with a need to retain permeable surfaces which reduce run-off.

### ***Long term regeneration/ development of Blackpool & Fylde Sub-Region.***

- The benefits of this option are focused on the short term, by maximising opportunities within the existing built up area. It would not significantly affect or support longer term development needs.

### ***The potential to deliver quality.***

- Higher density schemes can individually be as high quality as lower density schemes in built design terms. However, cumulatively a continuing erosion of remaining openness within the Blackpool urban area would have a negative impact on the urban environment.

### ***Efficient transport and travel within Blackpool & Fylde Sub-Region.***

- The dispersed distribution of a limited quantum of additional housing throughout the existing urban area will have no significant impact on transport and travel needs. The existing Blackpool urban area is generally readily accessible and well served by public transport.

### ***The impact on wider infrastructure and services provision.***

- New development under this option would be dispersed across the existing urban area. It would thus be well served by shops, schools, community facilities and supporting services, and in net terms make less demands on new infrastructure.

### **Market Overview and Deliverability.**

Despite the current market downturn, higher value housing uses, where permitted, will continue to be an attractive option to landowners and developers. While some elements of the urban concentration option have received support, others raise concerns. The potential advantages of policies pro-actively promoting more intensification within the existing urban area, including specific new housing opportunity sites would need to be a very carefully balanced, and a policy of over-intensification would not be supported. This is likely to erode further the contribution that urban concentration could make to future required levels of development over the plan period, perhaps to only a few hundred, rather than several hundred dwellings.

## **SPATIAL OPTION 2 – INNER AREA REGENERATION**

### **Objective**

This option is about targeting much more growth to central Blackpool to provide for an enhanced residential offer in inner area communities, and to act as a wider economic driver to address problems of resort decline, particularly in the holiday accommodation sector.

### **Rationale**

Significant steps have been taken towards achieving this via the town's evolving regeneration plans which have started to deliver wider changes on sites such as Talbot Gateway, Hounds Hill, the former Central Station site, Promenade headlands, and wider seafront.

This option seeks to identify the priorities for regeneration and to explore to what extent there is support over and above existing key sites for further major inner area redevelopment, and specifically for widening housing choice in the inner areas.

### **Sustainability Appraisal**

Option 2 performs very strongly against many of the SA objectives, notably because it focuses development into the areas most at need of regeneration, in areas that could potentially spearhead wider regenerative efforts given its central location at the heart of the town, and also in areas that are well serviced by public transport and essential services. There is potential for cumulative benefits associated with wider regeneration proposals.

However, it is essential that growth in this area provides sufficient balance between residential growth and growth in the tourism industry. This is a central area of the Blackpool resort and could be a clear driver for regeneration of the tourist offer. It should also be noted that there are significant other regeneration proposals in and around this area which would assist both residential and commercial regeneration.

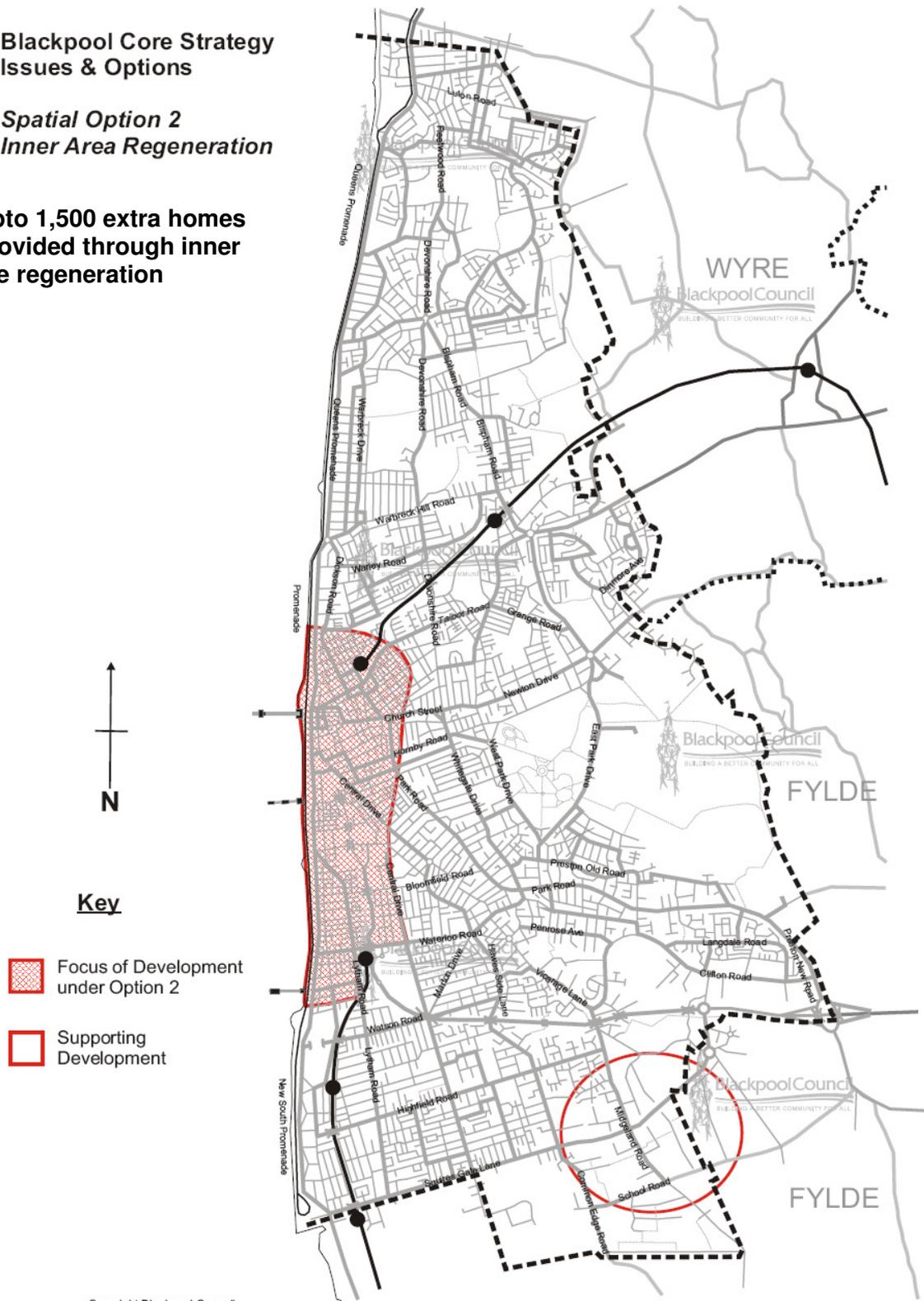
*The principle of developing in the inner urban areas along with other regeneration schemes should be taken forward, although the balance between residential and tourist development must be retained. Further development outside these areas will also be required.*

## SPATIAL OPTION 2 – INNER AREA REGENERATION

Blackpool Core Strategy  
Issues & Options

*Spatial Option 2*  
*Inner Area Regeneration*

Upto 1,500 extra homes  
provided through inner  
are regeneration



## **What the Community and Stakeholders told us**

- Support for this approach to assist resort, town centre and wider regeneration of Blackpool, both from the general public, regional bodies and other interests.
- Conversely, recognition from some, but generally more limited public awareness, of the huge resource implications which could impact on the deliverability of this option.
- A preferred focus for inner area regeneration on sites close to the seafront and town centre, and on key highway frontages to maximize their impact.

## **Option 2 Performance against Key Aspirations and Objectives**

### ***Fundamental change/ regeneration of resort and residential core.***

- This option, to the extent it can be delivered, will most directly address these concerns.

### ***A range of high quality homes and employment in sustainable locations.***

- The level of new development which will be provided will be very dependent on what steps can be taken to assemble site development opportunities through a pro-active regeneration agenda. This will be dependent on both the scale of public funded intervention that can be made available, and how quickly changes delivered provide their own momentum for further private sector investment and development.

### ***Make most of built and natural environment, infrastructure and facilities.***

- Maximising the extent to which inner area regeneration can contribute to new housing development requirements will, if delivered in line with aspirations, have a major positive impact - both in terms of reducing the scale of development required to be met on greenfield sites, and uplifting the existing urban area. Surface water drainage is more problematic within the existing urban area, with the need to ensure redevelopments retain net permeable surfaces and do not add to surface water run-off.

### ***Long term regeneration/ development of Blackpool & Fylde Sub-Region.***

- The effective transformation of inner Blackpool into a place offering an increased and better mix of housing within attractive neighbourhoods is fundamental to the long term ambitions of the Core Strategy.

### ***The potential to deliver quality.***

- A key focus of this option is about providing a quality as well as a quantum uplift in the resort, town centre and residential offers. Larger scale quality new developments, with a variety of forms and densities, including taller buildings would help meet Blackpool's development needs, and enhance the environment of these areas through the creation of new landmarks and improved public realm and community spaces. Redevelopment would assist both resort and community

regeneration, improving the tenure and choice of housing and upgrading the resort accommodation offer.

***Efficient transport and travel within Blackpool & Fylde Sub-Region.***

- In location terms, inner area regeneration represents an effective way forward in helping to conveniently meet development needs with ready access to most facilities and services reducing dependence on car travel. Improvement of the pedestrian network is an integral part of inner area regeneration to ensure convenient, safe and pleasant access is provided and make walking more preferable for most short journeys. Other facilities, such as open space and, to some extent, schools, are less conveniently provided – but central locations are generally well connected by local public transport to facilities across the town, and for longer distance travel by rail and bus.

***Impact on wider infrastructure and services provision.***

- New development under this option would be concentrated within the existing inner urban area. It would thus be well served by shops, community facilities and supporting services, and in net terms make less demands on new infrastructure.

**Market Overview and Deliverability.**

This option would require both major public and private sector investment. This could only be successful if backed up by concerted wider action to provide new investment in leisure, shopping, seafront, and other town centre and resort infrastructure.

The wide recognition that now exists of Blackpool's need for regeneration, the creation and ongoing success of the ReBlackpool URC in harnessing investment, and the concentration of private sector re-investment in the future of central Blackpool, are all factors that support the deliverability of this option.

Blackpool's regeneration is gaining impetus, but future investment opportunities will need to be identified and delivered before it can more effectively provide its own momentum for change. Inner area regeneration is considered a critical and essential element to the whole delivery of the Blackpool Core Strategy.

## **SPATIAL OPTION 3 – PERIPHERAL SUBURBAN EXPANSION**

### **Objective**

This option seeks to assess to what extent further greenfield locations should be promoted on remaining lands on the eastern edge of the Blackpool urban area.

### **Rationale**

Blackpool's past growth and development has been based on providing a mix of housing and supporting development opportunities. With the established requirement for substantially increased housing, wider suburban expansion would provide a better range of sites to meet development choices on the edge of Blackpool.

### **Sustainability Appraisal**

This option would generate benefits associated with developing residential land closer to potential sources of employment in eastern Blackpool. The option also includes for some growth in the inner regeneration areas which could lead to some of the positive effects identified in Option 2 above although not as strongly.

The key concerns with this option relate to a less well developed transport infrastructure in the east and the cumulative loss of a number of small areas of urban fringe open space, which may also lead to an encroachment on Green Belt and possible settlement coalescence.

A number of environmental SA objectives could be adversely affected by this option, the main issues being landscape, biodiversity and potential flood risk.

Potentially, 1,500 dwellings could be provided through this option, with the remainder provided within inner areas and on Marton Moss. It could also be considered that with the exception of Marton Moss, these small extensions may not have the critical mass to support a sustainable community and may in fact result in increased pressure on existing local services.

*It is not recommended that this option is carried forward into the preferred strategy.*

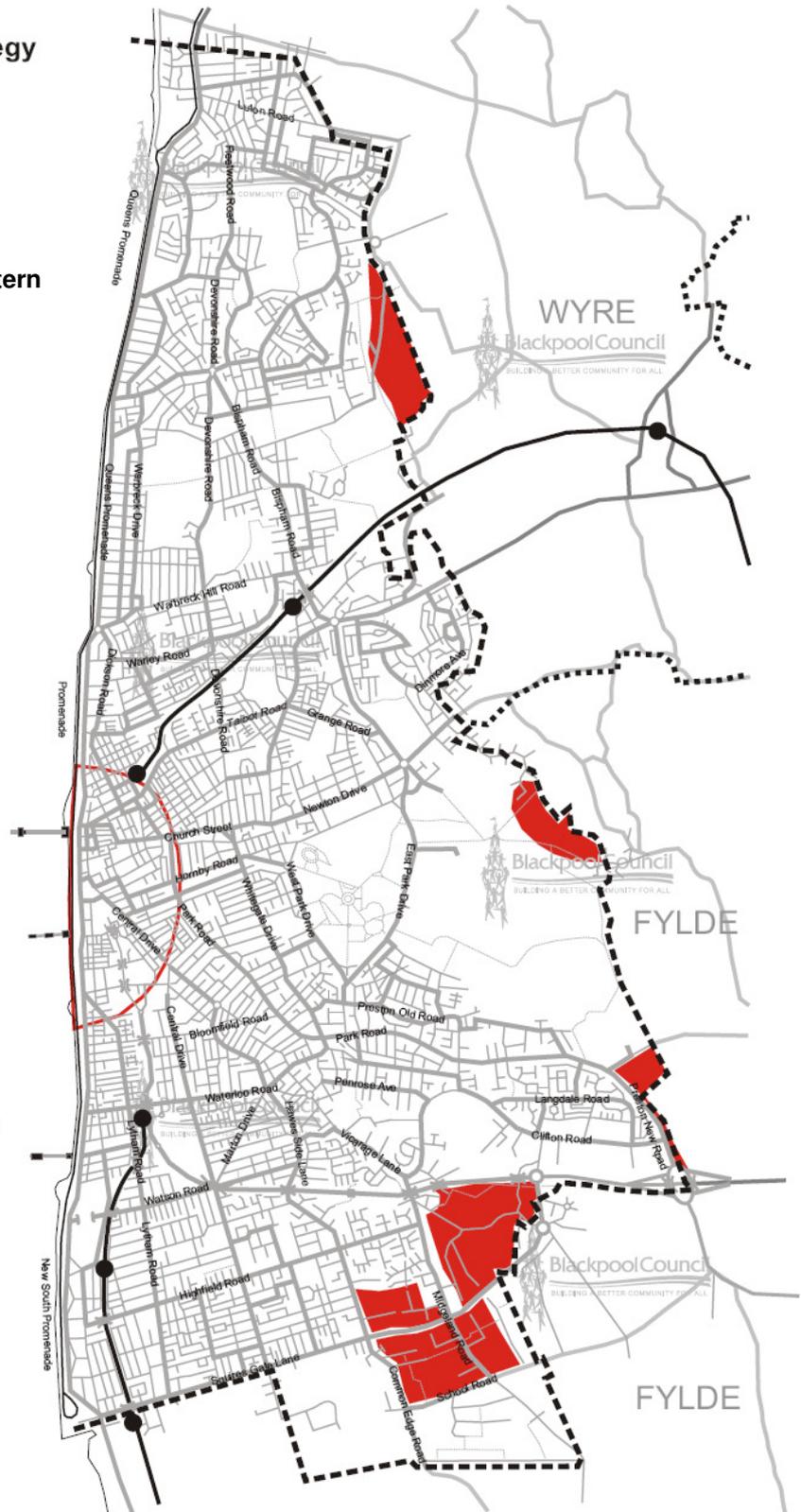
# SPATIAL OPTION 3 – PERIPHERAL SUBURBAN EXPANSION

Blackpool Core Strategy  
Issues & Options

*Spatial Option 3  
Suburban Expansion*

1500 new homes along the eastern  
boundary - in NE Blackpool,  
W of Staining, & Mythop Rd

(plus substantial development  
on Marton Moss)



## Key

- Focus of Development under Option 3
- Supporting Development

## **What the Community and Stakeholders told us**

- There was only limited public response expressed at this stage – with those who did respond on this issue generally not supportive of peripheral development on the eastern edge of Blackpool.
- The neighbouring local authority is opposed to the development of lands within the currently designated green belt between Blackpool and Carleton.
- The neighbouring parish council is opposed to the development of lands between Blackpool and Staining.
- Local concerns were raised about ground conditions and drainage issues on the lands at Mythop Road, but there is landowner, developer, and some public support for the development of these lands.
- Concerns were expressed from environmental interest groups about the impact of greenfield development on the natural environment.
- Generally, the response from regional bodies and organisations was that this option, in line with the sustainability appraisal, should have little role to play.

## **Option 3 Performance against Key Aspirations and Objectives**

### ***Fundamental change/ regeneration of resort and residential core.***

- Peripheral development would not directly support inner area regeneration, and could undermine its delivery unless carefully planned as part of a phased and coordinated development strategy.

### ***A range of high quality homes and employment in sustainable locations.***

- Past suburban expansion has been an integral element of maintaining a stable Blackpool resident population and supporting its local economy. A wider range of housing sites will add to the attractiveness of the Blackpool housing offer. However, there is little scope for employment expansion on these sites, both in terms of size and market attractiveness.

### ***Make most of built and natural environment, infrastructure and facilities.***

- These peripheral sites could be reasonably integrated with the existing urban area, but are generally less close to local services and facilities. Development in north east Blackpool would erode the Green Belt. Similarly, development of lands west of Staining would only be a realistic option if closely integrated with adjoining Green Belt lands in Fylde. Lands at Mythop Road are not part of the statutory Green Belt, but remain part of a wider expanse of lands currently allocated as countryside area on adjoining lands in Fylde, and logically their future should be determined in conjunction with these lands.

### ***Long term regeneration/ development of Blackpool & Fylde Sub-Region.***

- The long term development potential of lands between Blackpool and Carleton and Blackpool and Staining are constrained by the currently designated Green Belt on adjoining lands in Wyre and Fylde. The need to prevent the coalescence of settlements would remain an important long term objective.

### ***The potential to deliver quality.***

- The identified broad locations could provide for a range of homes in a high quality residential environment. However, they would be relatively localized and fragmented improvements, with limited scope for delivering a wider quality of place with a range of integrated facilities.

### ***Efficient transport and travel within Blackpool & Fylde Sub-Region.***

- No major new highways infrastructure would be expected to be required for development of these peripheral lands. The sites in north east Blackpool, close to Staining, and off Mythop Road all can be accessed from the existing main highway network. There is a less well developed and convenient public transport accessibility to lands on the eastern edge of Blackpool, than more central locations. There is potential for the integration of walking and cycling with adjoining areas, but public transport connectivity and viability and the wider integration of development and transport is more difficult to deliver from dispersed peripheral sites, as against more comprehensive development locations.

### ***Impact on wider infrastructure and services provision.***

- Although not major, the peripheral levels of development proposed under this option would still represent a substantial expansion and could place significant demands on nearby schools, services and facilities. These peripheral locations are also less well served by shops and local community facilities in their immediate vicinity.

## **Market Overview and Deliverability**

Putting aside wider constraints and other considerations, in market terms a wider mix of suburban residential development sites would be attractive to developers. The concentration of peripheral sites in a limited number of ownerships would potentially also assist bringing forward lands for development. However, the realities are the Green Belts between Blackpool and Carleton and Blackpool and Staining are a major policy constraint on the potential development of lands in north east Blackpool and west of Staining. Whether there is any more limited potential for a 'rounding off' of development on lands west of Staining within Blackpool will need to be considered, with the local parish council opposed to any significant expansion.

There is no Green Belt constraint on the lands at Mythop Road within Blackpool, but peripheral expansion on this site still raises a range of countryside, landscape and drainage issues. The development of lands within Blackpool would be much better addressed as part of a more comprehensive assessment of development opportunities on the wider adjoining lands in Fylde. A peripheral development of the lands in Blackpool alone would not relate well to the adjoining open lands and also would be less likely to have the critical mass to support effective wider community provision in this location.

## **SPATIAL OPTION 4 – MARTON MOSS URBAN EXTENSION**

### **Objective**

This option seeks to assess to what extent there is potential for a sustainable urban extension to Blackpool, through a concentration of major new development, focused on Marton Moss.

### **Rationale**

This option recognizes that Blackpool's past growth and development needs have in the past been based on a mix of development and improvements within the urban area, alongside a significant level of suburban expansion. Marton Moss is the one remaining concentration of largely undeveloped land in Blackpool, and this option considers the potential for a comprehensive development focus in this location. The nature and character of the lands supports a substantive rather than piecemeal approach. Comprehensive development would enable the more effective provision of supporting infrastructure, services and facilities.

### **Sustainability Appraisal**

Option 4 consists of a major new suburban expansion at Marton Moss. This option has only limited provision for supporting development in the inner urban regeneration areas so the benefits realised there would be smaller. There are few significant environmental constraints to development in this area and whilst 'greener' areas would be lost, they do not represent the same character and quality of the more rural locations identified in option 3.

This option could potentially provide 5000 dwellings. There are however uncertainties as to whether it could create a truly sustainable community. It has sufficient critical mass to become more self-sufficient and sustainable transport proposals have been suggested. However, the layout and former uses for the site suggest that employment provision could be limited which is a significant weakness. It is expected that supporting shops, community facilities and services would be provided and a range of housing to meet local needs would also be inherent.

This option would perform significantly better against the SA objectives if there was a strong commitment to it being developed and designed as a sustainable community following principles associated with the Growth Point proposal in Option 5 and also the Best Practice in Urban Extensions and New Settlements guidance from the Department of Communities and Local Government (DCLG).

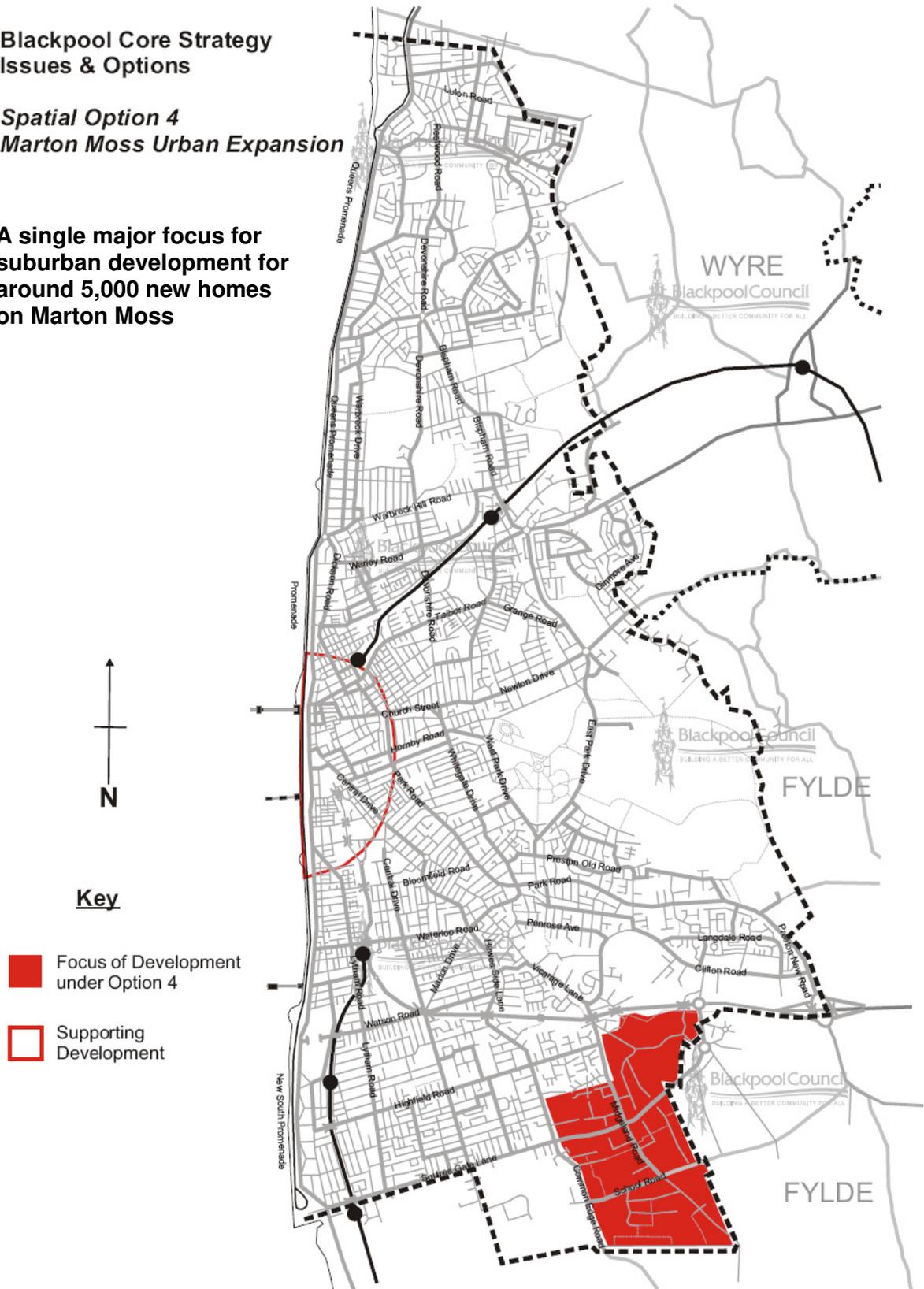
*Without such a commitment, it is considered that this option should not be taken forward, as it would not be in the best interests of delivering a sustainable Blackpool.*

# SPATIAL OPTION 4 – MARTON MOSS URBAN EXTENSION

Blackpool Core Strategy  
Issues & Options

*Spatial Option 4*  
*Marton Moss Urban Expansion*

A single major focus for suburban development for around 5,000 new homes on Marton Moss



**Key**

- Focus of Development under Option 4
- Supporting Development

## **What the Community and Stakeholders told us**

- There is opposition from many residents to development on the Moss because of nature conservation, amenity, and greenfield/ countryside area development issues.
- The response from other residents, land owners and house-builders is supportive of development on some parts of the Moss.
- Drainage issues are an important consideration. Utility providers recognise the better potential for surface water drainage as part of a wider greenfield development strategy, but there would be a need to increase capacity to deal with foul and surface water drainage to serve development needs.
- Generally, regional bodies and organisations recognise that some elements of this option could be taken forward - subject to concerns about infrastructure, and to determining a suitable mix and critical mass of different uses to provide a sustainable community at Marton Moss.

## **Option 4 Performance against Key Aspirations and Objectives**

### ***Fundamental change/ regeneration of resort and residential core.***

- Unless properly coordinated as part of a phased development strategy development on Marton Moss could undermine regeneration by providing easier and more attractive greenfield development opportunities on the edge of Blackpool, diverting developers interest away from tackling, or creating more difficult and costly redevelopment sites in the inner area. A major focus for development on Marton Moss would need to be carefully planned to be readily integrated with the existing urban area and supportive of wider regeneration.

### ***A range of high quality homes and employment in sustainable locations.***

- The scale of lands available on the Moss has the potential to deliver a wide mix of quality homes, as part of a balanced residential community with supporting services and facilities. However, the concentrated form of existing development on the Moss, different from typical countryside areas, limits the opportunities for wider provision of employment, playing fields and those other uses which generally require large contiguous open areas of land or cleared sites. The relative lack of such sites undermines the potential of the Moss to create a fully sustainable community to meet a range of wider needs and support economic growth - as against the provision of a suburban residential extension.

### ***Make most of built and natural environment, infrastructure and facilities.***

- The development of most or the whole of the lands on the Moss would represent a major concentration of development in one area. This land is not part of the statutory green belt (currently being allocated as countryside area) and not subject to any other specific landscape protection. Comprehensive development would enable the more effective provision of supporting services and facilities, with well connected and accessible housing linked by a sustainable transport

and open space network. Development would lead to the displacement of existing urban fringe uses such as horse stabling, recreation uses, and remaining smallholdings, for which there is a need on the edge of most urban areas. The range of existing uses would also reduce the density and quantum of new housing that could be developed on the Moss, compared with more typical areas of open countryside.

***Long term regeneration/ development of Blackpool & Fylde Sub-Region.***

- The scale of lands on the Moss – in excess of 200 hectares - could provide the potential for a substantial long term development focus for a new suburban extension on the south eastern edge of the existing Blackpool urban area. The limitations of the particular character of the Moss, however, would not readily support the provision of new jobs, as well as homes, as part of a wider strategy to meet long term growth needs. How any substantial level of development could be coordinated to help drive forward inner area regeneration, rather than compete against it, would need to be a crucial component of any long term development strategy.

***The potential to deliver quality.***

- The character and scale of the Moss is such that it could provide for a range of homes in a residential environment. The substantial amount of longstanding development on the Moss would make it important for any new development to be sensitively designed to respect and enhance its existing character. The potential for large scale development would, however, provide opportunities for a wide mix of housing with locally distinctive designs appropriate to the surrounding built form and character of the Moss. Comprehensive rather than piecemeal development would also assist the incorporation of appropriate landscaping, energy and resource conservation within any development.

***Efficient transport and travel within Blackpool & Fylde Sub-Region.***

- Development of and access to new potential sites on the Moss would be assisted by the major link that already exists across the middle of the Moss via Progress Way. There would be potential as part of a comprehensive development to promote walking, cycling and improve transport provision as part of any comprehensive approach to development.

***Impact on wider infrastructure and services provision.***

- A larger development focus on the Moss will decrease the cost, and increase the viability of effective services and infrastructure provision in this location. Comprehensive development would enable the provision of necessary new on-site drainage infrastructure, and utility providers recognize the current lack of adequate capacity of existing off-site public sewers available to deal with foul and surface water drainage needs to be addressed with ongoing major new investment. Detailed further assessments would be required of planned levels and locations of new development. Substantial housing growth in this location would also need to be backed up by investment and provision of a range of supporting shops, community facilities and services.

## **Market Overview and Deliverability**

There is clear evidence of housing market developer interest in these lands, the future of which has previously been a key development issue at the last two reviews of the development plan for Blackpool. An outstanding outline planning application is currently undetermined for a substantial area of lands north of Progress Way. Other house-builders have expressed support for development, a number of whom it is understood have some degree of interest in areas of land on the Moss between Progress Way and Yeadon Way.

However, there remain major issues raised by the potential development of lands on the Moss. There are concerns and opposition to development from some residents and environmental groups, balanced by a growing recognition from others of its development potential.

The lack of adequate drainage capacity and the fragmented nature of existing development in the area mean that further development on the Moss would only be possible through a comprehensive and coordinated approach for the release of major areas of land. Comprehensive development would enable the provision of necessary new on-site drainage infrastructure. The lack of adequate capacity of existing off-site public sewers available to deal with foul and surface water drainage also requires major new investment, with ongoing major investment and review dependent on long term planned levels and locations of new development.

There is no general public perception or acceptance of the potential for a major focus for development on the Moss to deliver much of Blackpool's future housing. House-builders have themselves raised the issue that such a single focus is unrealistic. Past building rates in Blackpool would also not support a comprehensive development strategy for much of the Moss within the timescale of the Core Strategy to 2025.

There is also recognition that the existing pattern of uses on the Moss still performs an important role. Comprehensive development would be likely to result in their displacement rather than removal, questioning the effectiveness of such an approach, as against planning for a wider mix of development within and on the edge of Blackpool. The characteristics of the lands on the Moss would also mean its comprehensive development would make it difficult to accommodate wider employment land and other development requirements as part of a properly coordinated focus for growth.

## **SPATIAL OPTION 5 – WIDER M55 HUB GROWTH POINT**

### **Objective**

This option, like Option 4 (Marton Moss) seeks to assess to what extent there is potential for a sustainable urban extension on the edge of Blackpool, but in recognition of Blackpool's tight knit boundary and limited supply of land, it also considers wider potential development choices on adjoining lands in Fylde Borough.

Blackpool Council is liaising with Fylde Council in seeking a coordinated approach in their respective Core Strategies to the consideration of strategic development options on lands on the Blackpool/ Fylde boundary. The Fylde Council Core Strategy Issues and Options Report will be published in 2009.

### **Rationale**

Substantial lands have already been developed around the M55 junction in recent years on lands in Fylde close to the Blackpool boundary – mainly for employment uses – including the Blackpool Fylde Estate, the large ITSA office complex, the B&Q store, and the expanding Whitehills Park. There have previously also been proposals for a range of commercial/ retail/ leisure uses on these lands.

Option 5 raises the issue as to what extent these lands in conjunction with lands in Blackpool could be developed for a potentially wider mix of uses as well as further meeting employment needs. Blackpool and Fylde are effectively part of one functional housing and employment market area, with the need to integrate development, transport and investment in a way which best supports sustainable patterns of development on both sides of the boundary.

### **Sustainability Appraisal**

Option 5, as with options 3 and 4, has only limited provision for supporting development in the inner urban regeneration areas, so the benefits realised there would be smaller. It would also be situated on primarily greenfield land with associated landscape and environmental disadvantages and would mark a significant focus of development away from the existing urban area. This could be perceived in the long-term as a precursor to further urban infill between this and the existing urban areas in the south east of Blackpool. Although the site is greenfield, there are no significant environmental designations and it could be considered that the landscape value has already been degraded by the presence of the M55 and existing development. Whilst the efficient motorway access is beneficial it may also result in higher car dependence and vehicle movements.

The main strengths with this option relate to the commitments through growth point development, aiming to create sustainable communities with all the environmental enhancements and mitigation measures that are inherent with this. There would be close proximity between jobs and homes, the easy access to the M55 would be very positive in terms of employment land investment potential and the development would meet a wide range of housing needs not just for Blackpool but also Fylde.

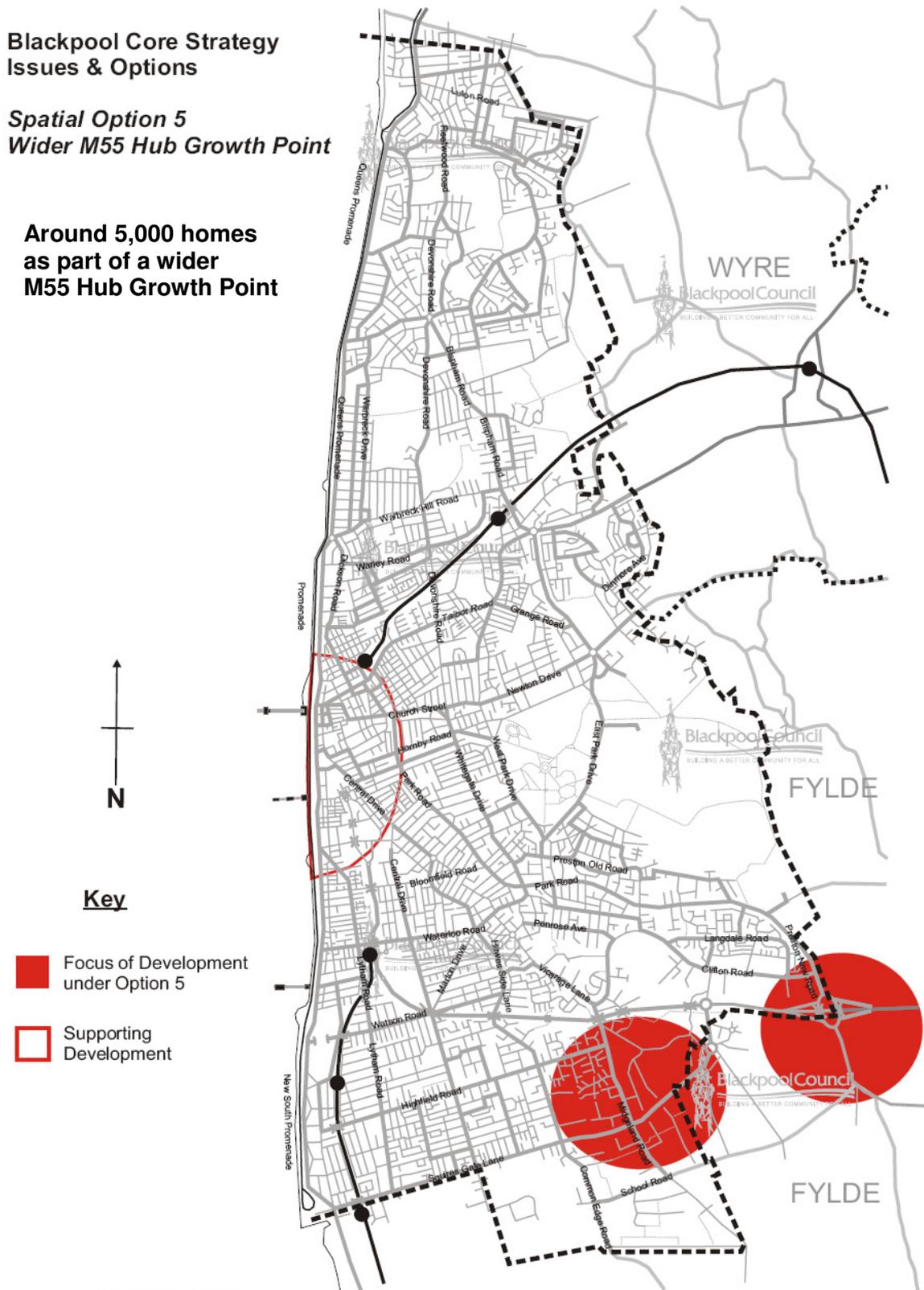
*If all the elements of a sustainable community are encouraged, this option should be taken forward in conjunction with other recommended proposals, as a supporting development.*

# SPATIAL OPTION 5 – WIDER M55 HUB GROWTH POINT

Blackpool Core Strategy  
Issues & Options

*Spatial Option 5*  
*Wider M55 Hub Growth Point*

**Around 5,000 homes  
as part of a wider  
M55 Hub Growth Point**



**Key**

- Focus of Development under Option 5
- Supporting Development

## **What the Community and Stakeholders told us**

- Limited general public response to this option, which is focused on large areas of land on the edge of Blackpool, rather than on existing communities.
- Support from land interests, as part of a wider development focus.
- Views expressed that a wider focus would be more deliverable, reducing reliance on Marton Moss to provide such high housing numbers.
- Concern that any such focus should be part of a coordinated approach in conjunction with, not at the expense of, regeneration.
- Concerns about the impact of greenfield development from environmental interests.
- Fylde Council did not express support or otherwise at this stage in advance of their own Core Strategy Issues and Options consultation.

## **Option 5 Performance against Key Aspirations and Objectives**

### ***Fundamental change/ regeneration of resort and residential core.***

- Similar to Option 4 (Marton Moss), a wider focus for development on the M55 Hub would also fundamentally need to be complementary to regeneration of the inner core. Unless properly coordinated as part of a phased development strategy, it could undermine regeneration by providing easier and more attractive greenfield development opportunities on the edge of Blackpool, diverting developers interest away from creating opportunities or tackling more difficult and costly redevelopment sites in the inner area.

### ***A range of high quality homes and employment in sustainable locations.***

- The scale of lands available around the M55 Hub has the potential to deliver a wide mix of quality homes, including affordable housing, as part of a balanced residential community with supporting services and facilities. It is also of sufficient scale to build on the strengths of its existing employment focus and become a prime location for long term job growth to expand and diversify the sub-regional economy. The M55 itself, however, represent a major physical barrier to unifying development in a sustainable urban extension on the edge of Blackpool, rather than as a number of separate neighbourhoods. Any major development strategy would need to carefully evaluate how development could be effectively integrated – both to the existing urban edge, and to support the regeneration of inner Blackpool.

### ***Make most of built and natural environment, infrastructure and facilities.***

- The M55 Hub provides a greater quantity and choice of development sites compared to other suburban development options. Properly planned, this increases the potential to optimise resource management, by focusing development in the most appropriate locations. Comprehensive development would enable the more effective provision of supporting services and facilities, with well connected and accessible housing linked by a sustainable transport

and open space network. None of the lands are part of the statutory green belt, with most of the undeveloped lands not subject to any other specific landscape protection. Lands immediately to the north comprise the Marton Mere SSSI (Site of Scientific Interest) and Local Nature Reserve and any development would need to ensure it would not adversely affect its wildlife and conservation importance. To the east in Fylde there are attractive but narrow woodland belts of environmental value which are also important features of the landscape.

***Long term regeneration/ development of Blackpool & Fylde Sub-Region.***

- The lands around the M55 Hub, including Marton Moss, Whyndyke Farm, Whitehills, and wider lands straddling the two local authority areas – have the capacity to meet needs to 2025, with potential for sustainable longer term growth. Centrally located within the Sub-Region, and with excellent accessibility eastwards, the M55 Hub is an attractive location for potential business led expansion as well as wider housing growth. Its ready integration with the existing urban area would be essential to its delivery as a truly sustainable urban extension to Blackpool. Measures to improve connectivity north and south from the Hub to Fylde and Wyre would be equally critical to create a strategically significant long term development focus for wider sub-regional growth.

***The potential to deliver quality.***

- The range of sites is such that it has the potential to provide for a high quality, attractive and safe environment which offers good housing, matching job opportunities with the full range of supporting services and facilities. Comprehensive future development would also assist the incorporation of appropriate landscaping, energy and resource conservation technology. In these terms it could become an impressive new gateway to Blackpool, but the motorway and adjoining strategic highway corridors also represent a major physical barrier and could have a negative impact in truncating rather than unifying the lands around the Hub. Its development and growth is therefore more likely to be as a number of distinct high quality neighbourhoods. Connectivity, accessibility, and landmark buildings and uses would be important considerations in seeking to unify the Hub as a distinctive and quality location as a whole. The substantial amount of existing development would make it important for future growth to be sensitively undertaken to enhance its character.

***Efficient transport and travel within Blackpool & Fylde Sub-Region.***

- The major links that already converge on the Hub, comprising the M55, Yeadon Way and Progress Way, mean the location in these terms is already highly accessible, with the priority to improve connectivity north and south from the Hub, and with the existing Blackpool urban area. Improved public transport and more sustainable travel would be crucial components of providing a safe, convenient, and integrated development of the M55 Hub. There would be potential as part of a major development to promote walking, cycling and public transport. Major new development will in the short term be expected to secure the completion of the M55 – Heyhouses Link to Lytham St Annes and would also in the longer term increase the potential for improved links from the M55 northwards.

### ***Impact on wider infrastructure and services provision.***

A larger development focus around the M55 Hub will potentially decrease the cost, and increase the viability of effective services and infrastructure provision in this broad location. It would be essential to take a longer term view in determining the best way forward for the provision of supporting services and the proper planning of the area. Comprehensive development would enable the provision of necessary new drainage infrastructure, with the lack of adequate capacity of existing off-site public sewers available to deal with foul and surface water drainage, as for Option 4, a major issue. The existing concentration of employment uses on both sides of the boundary and the existing retail focus around Tesco's would need to be backed up by major new investment in a range of other supporting community facilities and services.

### **Market Overview and Deliverability**

A focus for growth around the M55 junction, yet just 2 miles from Blackpool town centre, represents an attractive and marketable location for major new development. There is already clear evidence of developer interest in these lands – both in terms of the ongoing expansion of employment development on the Whitehills Business Park, and landowner and house-builder interest on Marton Moss and wider lands in Fylde.

While there is also some opposition to development, the evidence to date is that the public acceptability of potential development on the wider lands around the M55 Hub raises substantially less concerns than a single major focus for development on Marton Moss.

The potential of the M55 Hub for a wider mix of uses, its increased range of available sites and its gateway location, combine to provide a realistically deliverable and more comprehensive focus for development and long term growth. House-builders views and past building rates both support a wider focus of development, rather than a more singular focus on Marton Moss within the timescale of the Core Strategy to 2025.

Comprehensive development would enable the more efficient provision of necessary new drainage infrastructure, together with a range of supporting shops, community facilities and services. The lack of adequate capacity of existing off-site public sewers available to deal with foul and surface water drainage remains a major issue.

A wider development focus on the M55 Hub would also safeguard to some extent some of the wider range of recreational, horse stabling and other urban fringe uses which still perform an important role on the Moss.

Fylde Council's position and eventual strategic development choice of its preferred option will clearly have major implications for the future delivery of this option.

## **SPATIAL OPTION 6 – MARKET DRIVEN APPROACH**

### **Objective**

This considers what would be likely to happen without a focused strategy for development set out within the Core Strategy – effectively leaving it to the market to determine when and where development should best take place. This option does not provide a clear way forward.

### **Rationale**

Where a Local Planning Authority fails to provide for an identified supply of land to meet its needs, then there will be a much increased likelihood that permission will be granted on 'market' sites identified and brought forward for development. Developers would logically focus on the easier and more readily developed opportunities, and seek to avoid more costly and difficult to develop sites.

A market driven approach is not realistically put forward as a serious option for development, but assessment of its implications usefully informs consideration of the options as a whole

### **Sustainability Appraisal**

The key concern with this option is the lack of certainty that a market driven approach would bring. It is possible that many of the projects identified in options 1-5 together with their identified benefits and disbenefits could still be brought forward under this option, or indeed they may not. This uncertainty leads to an inability to plan strategically in a way that would enable benefits to be maximised and adverse impacts controlled and reduced.

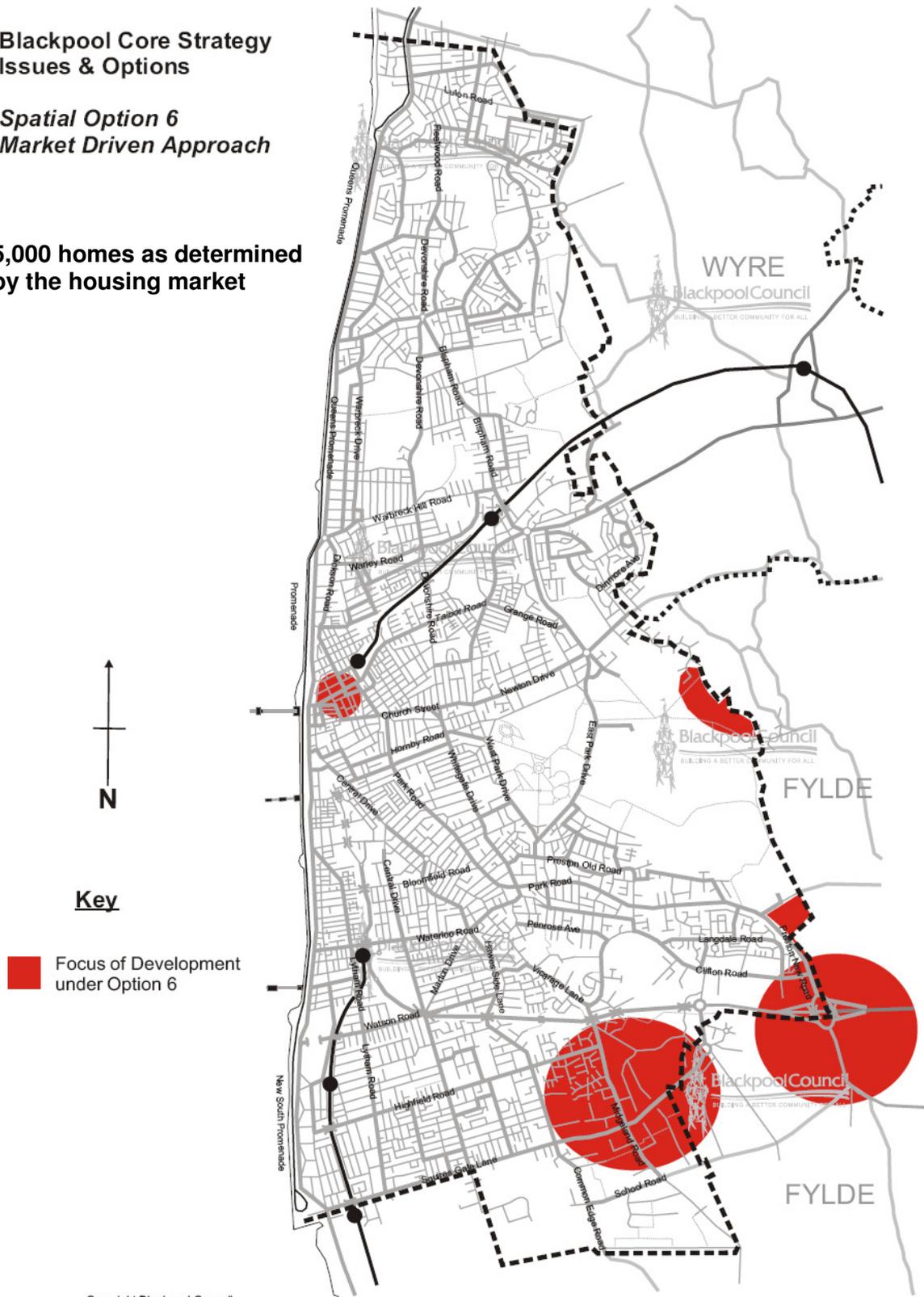
*It is not considered that such an uncoordinated approach to development would be in the best interests of delivering a sustainable Blackpool.*

# SPATIAL OPTION 6 – MARKET DRIVEN APPROACH

Blackpool Core Strategy  
Issues & Options

*Spatial Option 6  
Market Driven Approach*

5,000 homes as determined  
by the housing market



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(Developed from aerial photography)

## **What the Community and Stakeholders told us**

- There was very limited general public response to this option, which was not supported.
- Regional bodies and other organisations did not consider this option has any role to play. It was generally considered it would not provide the required coordinated and comprehensive approach to development essential to the proper planning of the area.

## **Option 6 Performance against Key Aspirations and Objectives**

### ***Fundamental change/ regeneration of resort and residential core.***

The focus would be expected to be on easier to develop greenfield sites, and away from the more complex regeneration opportunities in the inner areas of Blackpool. It would fail to create any framework for the coordinated promotion and delivery of development and change where this is most needed in the town centre, resort core and inner areas of Blackpool. A market approach would not provide any substantial development stimulus to support Blackpool's regeneration.

### ***A range of high quality homes and employment in sustainable locations.***

- A developer led market based approach would still deliver a level of new housing, focused more on greenfield development sites on the Blackpool eastern boundary – but with a lesser focus on regenerating the inner areas, town centre and resort core. There will also be expected to be a focus on higher value uses (such as retail and residential) as against meeting other needs (such as for employment development). The lack of a strategic planning framework would mean development would be brought forward in a more fragmented pattern, and such an uncoordinated approach would be less likely to tackle key problems and secure a sustainable future for Blackpool.

### ***Make most of built and natural environment, infrastructure and facilities.***

- A market led approach would generally lead to a more fragmented approach to development. The Greenfield focus for development would have a more adverse impact on areas of ecological and nature conservation importance. The lack of a comprehensively planned development would reduce the effectiveness of the coordinated planning of supporting infrastructure, services and facilities, as part of a properly connected and accessible land use and transport network.

### ***Long term regeneration/ development of Blackpool & Fylde Sub-Region.***

- A market led approach would provide no basis for the effective long term planning for Blackpool and the Fylde Sub-Region. It would undermine the planned coordinated development required to drive forward inner area regeneration, and potentially compete against it.

***The potential to deliver quality.***

- Quality developments could still be brought forward on individual schemes. However, a market led approach would fail to provide any impetus for a much needed wider and more pro-active planned strategy to raise all aspects of environmental quality for the residents, visitors and businesses.

***Efficient transport and travel within Blackpool & Fylde Sub-Region.***

- A market led approach would fail to provide any basis for the proper planning of a fully integrated transport system. There is a need to take a long term approach, focusing new development in the right locations and facilitating in advance the full range of transport requirements. Major highways and infrastructure improvements to the transport network would be severely compromised.

***Impact on wider infrastructure and services provision.***

- A market based approach would similarly undermine the proper planning of effective services and infrastructure. It is essential to take a longer term view in determining the best way forward for the provision of supporting services and the proper planning of the area.

**Market Overview and Deliverability**

While easier to develop and more attractive sites would still come forward, a market based approach would be very ineffective in delivering the wider aims of the Core Strategy. It would provide no certainty, and fail to provide the required impetus for inner area regeneration, which is a fundamental aim of the Core Strategy.

Critically, in Blackpool, whether in the heart of the resort or on its urban edge, the multitude of ownerships and existing uses mean that efforts to deliver strategic levels of development will be massively undermined unless supported by a properly planned statutory framework as a basis for the Council, other public sector, and private developers to work together to facilitate development. Without this the ambitions of the Core Strategy for Blackpool's major change will not be delivered.

## 4 **THE PREFERRED OPTION**

The examination of strategic choices available to Blackpool against the various spatial objectives for the Core Strategy has highlighted the strengths and weaknesses of each of the main options.

From this evaluation, it is concluded that the following strategic options should be discounted:

- Option 1            Urban Concentration
- Option 3            Peripheral Suburban Expansion
- Option 6            Market Driven Approach

Option 1 Urban Concentration has only limited merits, with concerns about any substantial further intensification of development within the existing urban area.

Option 3 Peripheral Urban Expansion is less well located to meet strategic needs and raises more environmental concerns than other alternatives.

Option 6 would fail to provide for any effective planning of Blackpool's future development, and would undermine its regeneration.

As has been emphasised, the choices available for Blackpool are very limited and it was recognised at the outset that the eventual preferred option is likely to be a matter of finding the right balance. It is concluded that the foundation of the Core Strategy must be based on a mix of the other three options:

- Option 2            Inner Area Regeneration
- Option 4            Marton Moss
- Option 5            Wider M55 Hub Growth Point

Fundamentally, the Core Strategy must prioritise regeneration, whilst providing the impetus for Blackpool's wider economic development and housing growth.

Option 2 (Inner Area Regeneration) targeting growth and development on the inner resort, town centre and residential core, is essential if the Core Strategy is to help bring about the radical economic, social and physical change requires – but without also providing new homes and jobs in sustainable locations on the edge of the existing urban area, it will not meet the community's needs and deliver the wider Vision of a New Blackpool.

Option 4, Marton Moss, is not favoured as a single focus for expansion as it would not effectively support the much needed wider economic growth, and could not realistically or desirably come forward as a single comprehensive development focus within the timescale of the Core Strategy to 2025.

Option 5, Wider M55 Hub Growth Point, provides a major development focus with a greater quantum and choice of development sites and potential for a mix of uses and longer term growth. A substantial focus for expansion on Marton Moss, however, would remain essential as part of a wider growth point development focus in and on the edge of Blackpool around the M55 junction.

The potential inclusion of the wider M55 Hub as part of the preferred option, however, is equally dependent on the decisions of Fylde Council. Fylde's Core Strategy Preferred Option has yet to be determined, with the Fylde Issues and Options report due to be published later in 2009. Closer alignment through joint working will be important in the development of a coordinated future development strategy for lands on the Blackpool/ Fylde boundary.

All of the broad Core Strategy spatial options for Blackpool included some level of expansion in south east Blackpool, including lands on Marton Moss. Work has been jointly commissioned by Blackpool/ Fylde from consultants to help further inform more detailed options for a wider M55 Hub Growth Point and help determine the most appropriate development strategy for these lands.

REPORT TO: EXECUTIVE  
DECISION NUMBER: EX/40/2009  
EARLIEST DATE FOR DECISION: 15th July 2009

### **MARTON MOSS AND THE M.55 HUB**

#### Matter for Consideration:

To consider work undertaken to assess the need to develop and the constraints and potential of lands at Marton Moss to meet Blackpool's housing needs to 2026 through its Core Strategy.

#### Information:

The Council at its meeting on 11th March 2009 noted concerns over the inclusion of Marton Moss as part of the preferred spatial option of the Blackpool Core Strategy, as resolved by the Executive on 23rd February 2009.

The Council emphasised its priority for delivering houses in the inner wards subject to Government funding needed to transform the inner areas and requested the Executive to give further consideration to the scope to increase housing supply on brownfield land, to reduce the pressure for greenfield development.

To this end, the Executive was asked to prepare a comprehensive report on the future of Marton Moss, including open space requirements, recreation, horticulture and all other aspects, as well as housing, so as best to plan for an area which is regarded as precious by many Blackpool residents.

The attached report at Appendix 5a, to the Executive report, sets out the response to the Council's motion.

The report sets out Blackpool's current housing requirement and the different ways in which this should be accommodated. This includes the potential delivery of houses within the inner areas and the outstanding requirement for new development on the edge of Blackpool.

The report explains the master planning work that is being undertaken for the potential M.55 Hub development (which contains lands in Blackpool and Fylde) and the implications for the potential development of Marton Moss. The report then sets out in general terms a recommended approach to the development of lands at Marton Moss. It does not set out a detailed master plan for the Moss. The continuation of work on this would be dependent on the Executive's approval of the foregoing recommendation.

The conclusion of the report is as follows:

Blackpool needs to find land to accommodate 7,200 new homes between 2009 and 2026. Sites for approximately 2,500 new homes have been identified on vacant, derelict and underused land or through property conversions. The Core Strategy requires to identify lands for a further 4,700 new homes. With substantial Government investment, it is considered that a further 2,000 new homes could be developed within Inner Blackpool. There would remain an outstanding requirement for 2,700 homes to be met by new, largely greenfield, development on the edge of Blackpool.

New development on the edge of Blackpool is also fundamentally required to address the

lack of wider quality new housing, attract higher income households and provide choice for Blackpool's resident population, particularly for family housing. A major sustainable mixed use development on the edge of Blackpool is considered to have substantial additional benefits, particularly in terms of jobs, facilities, enhancements of the gateways into Blackpool and the Fylde, the creation of parks and green space as well as helping to enhance Blackpool's image to the outside world.

David Lock Associates has produced a preferred master planning option for this new Gateway development which also extends into lands within Fylde. A development of approximately 7,000 new homes is considered to be the optimum size to meet Blackpool and Fylde's housing requirements (both within and potentially beyond the current Plan periods) and to secure the ancillary benefits set out above. This development option includes lands at Marton Moss which is the only area of undeveloped land within the Blackpool boundary able to accommodate the 2,700 new homes.

We are proposing an organic approach to development of the Moss lands between Yeadon Way and School Road (but not to Division Lane) that seeks to maintain and where appropriate enhance the majority of existing homes, businesses and facilities on the Moss, maintain and develop the horticultural heritage of the Moss and strengthen the Moss landscape, wildlife habitats and access. This will lead to the developed areas of the Moss becoming more suburban than semi-rural.

The overall benefits to Blackpool of pursuing the M.55 Hub development, including lands within Marton Moss, are considered to significantly outweigh any disadvantages.

Does the information submitted include any exempt information?      NO

Legal Considerations:

There are no legal considerations that need to be highlighted as a direct result of this report.

Personnel Considerations:

The development of proposals for Marton Moss and the wider M.55 Hub will be undertaken primarily by Planning Department staff in Blackpool and Fylde and by the assistance of specialist consultants.

Financial Considerations:

Financial allowance has been made within Government spending programmes to pursue the master planning of the M.55 Hub.

Performance Management Considerations:

The Council is required to find land to meet the housing targets set within the Regional Spatial Strategy. The implications of not doing so are set out within the report.

Risk Management Considerations:

Failure to identify land to meet the housing requirement would create a high risk that a Government Inspector would either direct the Council to allocate other sites put forward by the house building industry or review its proposals. In either instance, the consequent delays are likely to lead to the determination of major house building decisions through planning appeals. The form of housing growth would be determined by others rather than being decided by the Council in a sustainable way to support Blackpool's regeneration.

Relevant Officer:

Tim Brown, Chief Planning Officer

Relevant Cabinet Member:

Councillor M. Callow JP

Consultation Undertaken:

Work undertaken to assemble this report has been a primarily technical exercise that has involved officers from Blackpool and Fylde Councils. A technical steering group is established to develop the M.55 Hub proposals. The ultimate allocation of lands within the M.55 Hub requires to be taken forward through the respective Core Strategies of Blackpool and Fylde. Both will involve extensive consultation with stakeholders as well as examination in public before they can be adopted by the Councils. Approval of this report would not preclude organisations or individuals challenging the release of development land at Marton Moss through the development plan process. Ultimately, an independent Inspector will have to consider whether the approach proposed is "sound".

Background Papers:

- [Report](#)

Is this a key decision? YES

Forward Plan Ref. No: 12/2009

Is the decision required in less than 5 days? NO

Recommendations:

It is recommended that Blackpool's Core Strategy Preferred Option for accommodating housing and other land requirements to 2026 be developed incorporating the concept of a wider mixed use M.55 Hub within which lands at Marton Moss be allocated as follows: a) Between Yeadon Way and School Road for the phased development of 2,700 new homes and associated facilities whilst conserving existing key features and recreational provision and improving public access; b) Between School Road, Midgeland Road and Division Lane as an area safeguarded from development, maintaining and potentially strengthening policy restrictions on built development.

Reasons for Recommendations:

To set out the Council's position in principle regarding the development of lands at Marton Moss and to enable the on-going progression of the Blackpool Core Strategy and the M.55 Hub Master Plan.

Is the recommendation contrary to a plan or strategy adopted or approved by the Council? NO

Is the recommendation in accordance with the Council's approved Budget? YES

Other alternative options to be considered:

None

Policy, Overview, and Scrutiny Committee Chairman (where appropriate)

Date Informed: 7th July 2009

Date Approved: N/A

DECLARATION(S) OF INTEREST (if applicable)

None

Decision:

The Executive agreed the recommendation as outlined above namely: That Blackpool's Core Strategy Preferred Option for accommodating housing and other land requirements to 2026 be developed incorporating the concept of a wider mixed use M.55 Hub within which lands at Marton Moss be allocated as follows: a) Between Yeadon Way and School Road for the phased development of 2,700 new homes and associated facilities whilst conserving existing key features and recreational provision and improving public access; b) Between School Road, Midgeland Road and Division Lane as an area safeguarded from development, maintaining and potentially strengthening policy restrictions on built development.

Date:

15th July 2009

Reason for Decision:

To set out the Council's position in principle regarding the development of lands at Marton Moss and to enable the on-going progression of the Blackpool Core Strategy and the M.55 Hub Master Plan

Date of Publication:

14th September 2009

[ [Printer-friendly version](#) ]

# **BLACKPOOL CORE STRATEGY**

## **THE POTENTIAL DEVELOPMENT OF LANDS AT MARTON MOSS**

### **INTRODUCTION**

The Council at its meeting on 11<sup>th</sup> March 2009 noted concerns over the inclusion of Marton Moss as part of the preferred spatial option of the Blackpool Core Strategy, as resolved by the Executive on 23<sup>rd</sup> February 2009.

The Council emphasised its priority for delivering houses in the inner wards subject to Government funding needed to transform the inner areas and requested the Executive to give further consideration to the scope to increase housing supply on brownfield land, to reduce the pressure for greenfield development.

To this end, the Executive was asked to prepare a comprehensive report on the future of Marton Moss, including open space requirements, recreation, horticulture and all other aspects, as well as housing, so as best to plan for an area which is *“regarded as precious by many Blackpool residents”*.

### **BACKGROUND**

The Core Strategy is the statutory planning document that will set out the Council's strategic development plan and planning policies for the next 15-20 years. The Core Strategy Issues and Options document was approved by Blackpool Council in June 2008, and was subject to public consultation from mid July until the end of September 2008.

An interim report was made to Executive on February 23<sup>rd</sup> 2009 on the key conclusions arising from the Issues and Options document and sought agreement of a preferred spatial option. Earlier presentations were made to the Local Development Framework Members Working Group and to a Blackpool/Fylde Joint Member Working Group in January 2009.

The Executive resolved on 23<sup>rd</sup> February that a mix of Options 2, 4, and 5 (Inner Area Regeneration, Marton Moss, and wider M55 Hub Growth Point) be approved as the Blackpool Core Strategy Preferred Option, and that this Preferred Option should be the basis for the draft Core Strategy to be prepared for consideration by Executive and for subsequent consultation.

Following the concerns expressed at Council at its meeting on 11<sup>th</sup> March 2009, the attached report sets out the steps that have now been taken to provide the comprehensive further information requested on Marton Moss, to inform the detailed preparation of the Council's draft Core Strategy Preferred Option document.

The sections that follow set out the detailed information which has now been researched and provided to address these concerns:

- Housing Capacity issues - a review of Blackpool's housing supply and the potential to maximize the contribution to future development from brownfield sites including inner area regeneration;
- David Lock Associates (jointly commissioned by Blackpool and Fylde Councils) is currently finalising a preferred master planning option for the wider M55 Hub lands (including Marton Moss) to inform Core Strategy preparation of both Councils;
- A background paper has been prepared by the Council Planning Department setting out key development issues, demographic data and land use characteristics of Marton Moss.;
- A Characterisation Study of the Moss has been commissioned, and an interim report by Archaeo-Environment Ltd has been completed;
- An Ecological Assessment of the Moss has been commissioned, and an interim report by Bowland Ecology has been completed;

## **HOUSING REQUIREMENT AND CAPACITY**

### **The Blackpool Housing Requirement**

- The North West Regional Spatial Strategy requires that Blackpool provide through its planning policies and land allocations and the granting of planning permissions for the development of **8,000 homes** 2003-2021. This represents double the previous requirement. Despite the recent downturn in the economy and the housing market, Government has reaffirmed the need to provide considerably more housing to meet the need from existing and projected future households and that this will be afforded considerable weight where housing proposals are considered at appeal.
- The time horizon for the Core Strategy is required to look to 2026. The pro-rata provision of an additional 5 years supply of housing would require an additional 2,200 dwellings, with a consequent requirement for **10,200** homes 2003-2026. Of these 10,200 homes:
  - A total of **1,738** homes have already been built, at April 1<sup>st</sup> 2009.
  - A total of **1,261** homes were either under construction or already had planning permission for development.
- The outstanding net requirement for new sites to be identified for development 2009-2026 is therefore around **7,200** homes.

## Meeting the Blackpool Requirement

The outstanding requirement for 7,200 new homes will be met from the following sources:

1. **Sites within the existing Blackpool urban area on vacant, derelict and underused land.** The 2008 Strategic Housing Land Availability Assessment undertook a detailed assessment of housing sites in the existing urban area, and identified further potential for about 2,100 new dwellings from existing sites. Around 200 dwellings need to be deducted from this figure as they have since been granted planning permission (and thus already counted above). This reduces the figure to 1,900. It is estimated around 90% (1,700 dwellings) could potentially come forward from such sites.
2. **Conversions and the re-use of existing buildings.** Based on past trends an allowance of 800 new dwellings is made for further conversions, over and above existing committed sites.
3. **The identification of new sites within the Development Plan.** Taking account of the “windfall” allowance in 1 and 2 above means that the Core Strategy needs to identify sites for 4,700 new homes between 2009 and 2026 (7,200 minus 2,500).

The Preferred Option spatial strategy seeks to identify locations for the required new **4,700 homes** from two main sources:

### ***Inner Area Regeneration***

In line with the March Council resolution, the Core Strategy seeks to prioritise new development within Blackpool’s central area in order to:

- Redress the housing and holiday accommodation market challenges that are an integral cause of the economic and social problems facing Blackpool;
- Create quality places and provide a choice of quality homes in the inner areas that people can afford and where people want to live;
- Create strong, vibrant and desirable neighbourhoods that contribute positively to the image of Blackpool.

Significant steps are being taken towards achieving this through the evolving regeneration plans, including Action Area Plans being progressed for North Beach, Foxhall and South Beach. Based on the evolving plans for the resort, it is estimated that 1,500 additional homes could come forward through inner area regeneration initiatives currently being pursued in North Beach, Foxhall and South Beach. In addition, an allowance could appropriately be made for private sector market led seafront developments which could increase this figure towards 2,000 homes.

How much can be achieved will be dependent on the level of public funding that can be harnessed to deliver the scale of change required for the regeneration of the resort core. Bids to use £35 million funding from the HCA (Homes and Communities Agency) are currently being appraised and assessed. An initial £35m may gap fund no more than about 400 homes. It is currently estimated the potential delivery of around 2,000 additional new homes from regeneration in the resort core would require around £150 million public funding. These figures are drawn from the work done by GVA Grimley on behalf of the Council to assess the options and costs relating to housing intervention.

The overall cost of intervention to change the housing market over a 15 year period and deliver a higher figure of around 3,500 new homes was estimated at £900m, with approximately £650m being private sector investment and £250m being public investment. The work predated the current economic situation so it is likely that the balance between public and private spend will require a greater input from the public purse to achieve matching private investment, with £350m now a required figure.

With investment of around £350 million, inner area redevelopment could be increased to around 3,500 homes, reducing requirements to be met on the edge of Blackpool to about 1,200 homes (4,700 minus 3,500). This is not considered a tenable stance for the Council to adopt for the following reasons:

- a) The requirement to demonstrate to a Government Inspector that the identified 15 year housing supply is realistically deliverable. The prospect of the Council securing a Government commitment to a long term programme of financial support for inner area intervention and housing delivery on this scale must be considered extremely slim. Without such commitment, an Inspector examining the soundness of the Council's Core Strategy within the next 2 years could not accept an assumption that such funding will be forthcoming.

This would create a high risk that the Inspector would either direct the Council to allocate other sites put forward by the house building industry or review its proposals. In either instance, the consequent delays are likely to lead to the determination of major house building decisions through planning appeals. The form of housing growth would be determined by others rather than being decided by the Council in a sustainable way to support Blackpool's regeneration. Currently Kensington Developments alone has appeals for approval of around 2,000 homes at Moss House Road (within Blackpool) and at Hollywood Nurseries, Whitehills; at Queensway and at Lytham Quays (within Fylde Borough).

- b) A range of housing choice is required to create a more balanced housing market in terms of supporting Blackpool's regeneration. Undue reliance upon inner area sites and sea front apartments, even should such an approach be realistically achievable, would be unlikely, in isolation, to achieve this.

It remains essential that the Core Strategy is based on a realistic assessment of change that can be achieved. The delivery of 2,000 new homes would require a major scale of public funding which is not assured. If the Council is not to run very serious risks in terms of the future development of the Town, then 2,000 net additional homes from Inner Area Regeneration (over and above the strategic land assessment figure) is considered the highest figure that could appropriately and tenably be put forward.

With potential planned provision of around **2,000 additional homes** from resort regeneration, there would remain an outstanding requirement of **2,700 homes** to be met by new, largely greenfield, development on the edge of Blackpool.

### ***New edge of Blackpool development***

To meet this need, preparation of the Council's Core Strategy will seek to prioritise a range of new housing through a sustainable extension on the edge of Blackpool - with Marton Moss and the M55 Hub identified as the other main elements of the Council's Core Strategy Preferred Option.

The figure of **2,700 dwellings** represents a significant reduction from the figure set out at the earlier Issues and Options stage of the Core Strategy, reflecting the updated housing supply information, and increased allowances set out above for both windfall developments and resort regeneration.

Such new edge of Blackpool development is seen as not just meeting a quantitative need, but is fundamentally required to address the lack of wider quality new housing, attract higher income earning households and provide sufficient choice for Blackpool's resident population, particularly for family housing.

### **THE M.55 HUB**

David Lock Associates has been commissioned by Blackpool and Fylde Councils to produce a master plan for the M.55 Hub. This looks at the optimum form for potential extension of the Blackpool urban area to the south east. Housing, employment land, community infrastructure and green space would be incorporated within a high quality and sustainable mixed use development. DLA has been briefed to be blind to local authority boundaries and Development Plan timescales in order to plan for a development that would have the greatest long term benefits for Blackpool and the Fylde as well as making a significant contribution to meeting the long term housing needs of both authorities.

DLA's preferred master planning option is appended to this report. In order to set out the key aspects of this plan in a readily digestible form, DLA has produced a prospectus for the M.55 Hub and this can be viewed in the member's library and at [www.blackpool.gov.uk](http://www.blackpool.gov.uk)

The conceptual master plan that sits at the heart of this prospectus encapsulates the following vision.

#### **The Vision**

The Plan is to create a cluster of residential neighbourhoods around a new District Centre at the junction of Progress Way and Cropper Road. These neighbourhoods would accommodate approximately 7,000 new homes supported by a range of community facilities. The District Centre would incorporate a new secondary school, shops and other facilities. Whitehills Business Park would be extended and potentially supplemented by new business land between Preston New Road and the M.55.

The Hub would create new gateways to Blackpool and the Fylde, characterised by woodland and water. A strong emphasis on landscaping throughout the development would create parkland corridors out into a new Country Park between Blackpool and St. Anne's. The green belt would be extended.

Walking and cycling would be the preferred methods of travel within the Hub. Express bus links would connect directly into Blackpool Town Centre.

## THE IMPLICATIONS FOR MARTON MOSS

This report has set out the outstanding requirement to identify land for 2,700 new homes on the edge of Blackpool. In response to the Council's resolution, we have undertaken further detailed work on Marton Moss and this is set out in the following sections of this report. The conclusion of this work has led us to re-visit, whether, how much and how the Moss could be developed to meet Blackpool's requirement.

It remains the case that Marton Moss is the only major area of undeveloped land within the Blackpool local authority boundary. If Blackpool is to provide the new homes that Blackpool needs and provide a re-balancing of the overall housing market, development of some of the Moss lands is a necessity.

Although our estimates for housing delivery within Inner Blackpool do require considerable Government assistance, we have increased the potential housing numbers against the inner areas and reduced the edge of Blackpool requirement by 1,000+ homes.

Our estimated need for 2,700 homes would **not** require the Moss to be developed in its entirety. The reduced number also provides flexibility in how intensively any developed Moss lands would be built out.

In considering how this requirement is best accommodated and in shaping the development of the DLA work we have taken into account three other areas of work as follows:-

- A Marton Moss background paper prepared within the department. This was already in draft form at the time of the March Council Motion but has been extended in its scope and depth in response to the concerns raised;
- The commissioning of Archaeo Environments to undertake a "characterisation" of the built and natural environment. This looks at the historic development of Marton Moss and the particular built and landscape characteristics that the Council should take on board in considering the future of the area;
- The commissioning of Bowland Ecology to undertake a Phase 1 Habitats Survey. This identifies species or habitats of importance and the measures required to protect or enhance these.

It should be stressed that we have been cognisant of the issues that are being detailed in the three reports in developing the Core Strategy. Nonetheless, the aforementioned reports will further inform the development of the Strategy as well as the Master Plan for the M.55 Hub if the principle of this is supported by Blackpool and Fylde Councils.

A summary of the above documents is attached as Appendix B. The Full Background Paper and the Interim Characterisation and Habitats reports can be viewed in the member's library and at [www.Blackpool.gov.uk](http://www.Blackpool.gov.uk)

## **OUR RECOMMENDED APPROACH TO MARTON MOSS DEVELOPMENT**

On the basis of the extensive survey, analysis and master planning work summarised above we are proposing an approach that seeks to:

1. Allow for the majority of existing homes, businesses and community facilities within Marton Moss to be retained. We believe that many businesses and facilities would be considerably strengthened by the presence of a new population catchment on their doorstep;
2. Maintain the horticultural heritage of the Moss by retaining an emphasis on locally grown produce and providing allotments;
3. Strengthen the pattern of trees, woodlands and hedgerows that bisect the Moss as a basis for creating “pockets” of development well screened from existing homes and from each other;
4. Improve and extend the existing limited network of public footpaths. The connection of these into the proposed new Country Park would considerably improve local opportunities for passive recreation;
5. Take a very sensitive and organic approach to developing individual fields and plots of land within the Moss - individual developments of character rather than the blanket developments of the past;

This approach would be manifested within the three main areas of the Moss as follows:

### **Land Between Yeadon Way and Progress Way**

These lands would be allocated for development within the Core Strategy with a reduction in housing numbers from the approximately 2,000 originally envisaged to approximately 1,500. Approximately 500 homes could be developed on the Moss House Road site with 1,000 on the land to the east of Midgeland Road. This would enable the provision of substantial green areas within and between new development areas.

### **Land Between Progress Way and School Road**

These lands would be allocated for development within the Core Strategy for approximately 1,200 new homes at much lower densities than originally envisaged

### **Land Between School Road, Midgeland Road and Division Lane**

These lands would be safeguarded from development with their existing character maintained

It would be misleading to claim that the developed Moss lands would not change in character. They would become more suburban than semi rural but in the form set out above rather than as manifested in some of the suburban areas of south east Blackpool developed in the 20<sup>th</sup> century (the *eighty acres* lands to the north of the Moss House Road application site). We believe that the benefits of this approach to Blackpool and indeed to the local area considerably outweigh the loss of openness that currently characterises the Moss.

## CONCLUSION

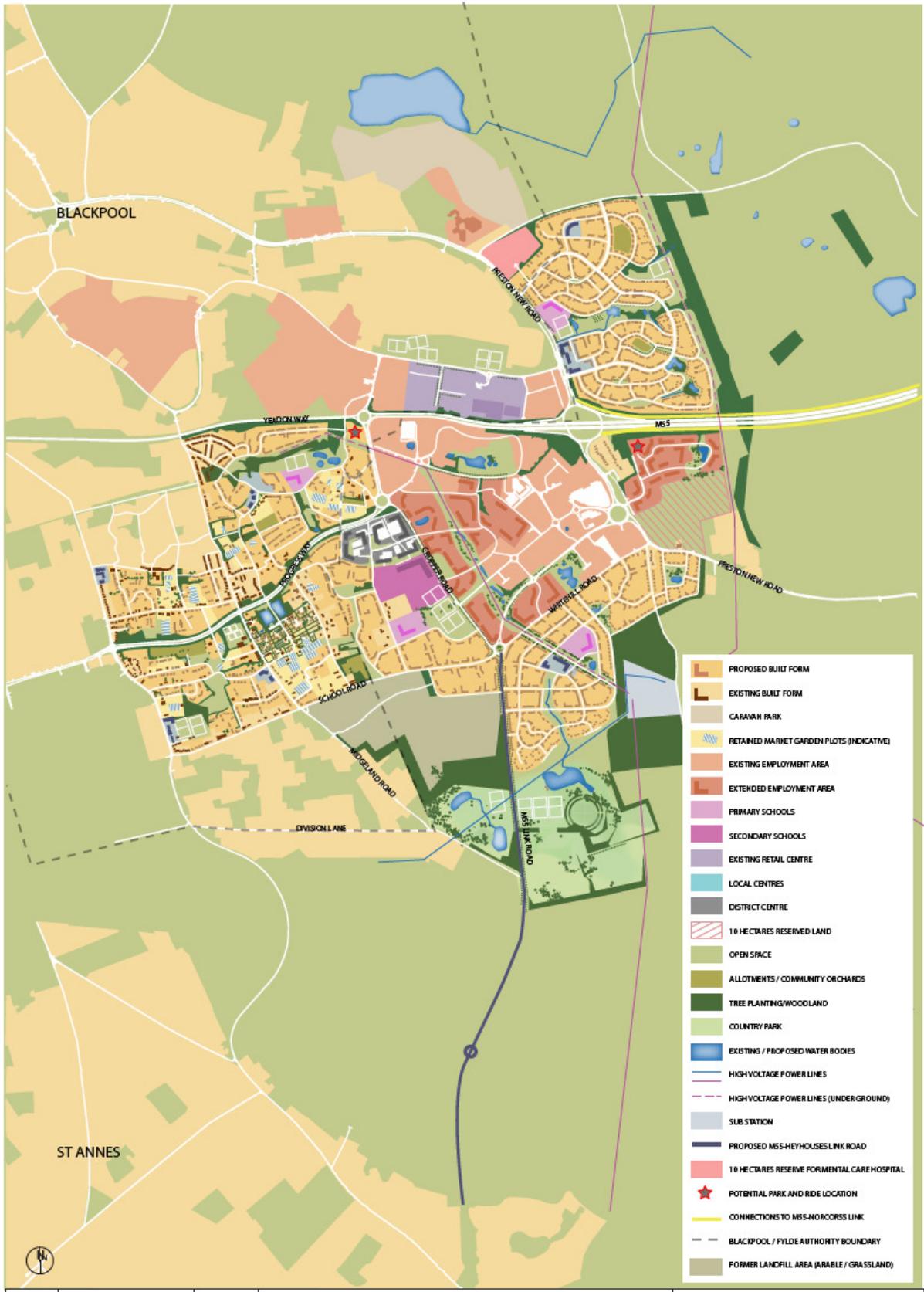
Blackpool needs to find land to accommodate 7,200 new homes between 2009 and 2026. Sites for approximately 2,500 new homes have been identified on vacant, derelict and underused land or through property conversions. The Core Strategy requires to identify land for a further 4,700 new homes. With substantial Government investment into Inner Blackpool, it is considered that a further 2,000 new homes could be developed within Inner Blackpool. There would remain an outstanding requirement of 2,700 homes to be met by new, largely greenfield, development on the edge of Blackpool.

New development on the edge of Blackpool is also fundamentally required to address the lack of wider quality new housing, attract higher income households and provide choice for Blackpool's resident population, particularly for family housing. A major sustainable mixed use development on the edge of Blackpool is considered to have substantial additional benefits, particularly in terms of jobs, facilities, enhancements of the gateways into Blackpool and the Fylde, the creation of parks and green space and helping to enhance Blackpool's image to the outside world.

David Lock Associates has produced a preferred master planning option for this new Gateway development which also extends into lands within Fylde. A development of approximately 7,000 new homes is considered to be the optimum size to meet Blackpool and Fylde's housing requirements (both within and potentially beyond the current Plan periods) and to secure the ancillary benefits set out above. This development option includes lands at Marton Moss which is the only major area of undeveloped land within the Blackpool boundary able to accommodate the 2,700 new homes.

We are proposing an organic approach to development of the Moss lands between Yeadon Way and School Road (but not to Division Lane) that seeks to maintain and where appropriate enhance the majority of existing homes, businesses and facilities on the Moss, maintain and develop the horticultural heritage of the Moss and strengthen the Moss landscape, wildlife habitats and access. This will lead to these areas of the Moss becoming more suburban than semi rural but the overall benefits to Blackpool of pursuing the M.55 Hub development including lands within Marton Moss are considered to significantly outweigh any disadvantages.





- PROPOSED BUILT FORM
- EXISTING BUILT FORM
- CARAVAN PARK
- RETAINED MARKET GARDEN PLOTS (INDICATIVE)
- EXISTING EMPLOYMENT AREA
- EXTENDED EMPLOYMENT AREA
- PRIMARY SCHOOLS
- SECONDARY SCHOOLS
- EXISTING RETAIL CENTRE
- LOCAL CENTRES
- DISTRICT CENTRE
- 10 HECTARES RESERVED LAND
- OPEN SPACE
- ALLOTMENTS / COMMUNITY ORCHARDS
- TREE PLANTING/WOODLAND
- COUNTRY PARK
- EXISTING / PROPOSED WATER BODIES
- HIGH VOLTAGE POWER LINES
- HIGH VOLTAGE POWER LINES (UNDERGROUND)
- SUB STATION
- PROPOSED M55-HY/HOUSES LINK ROAD
- 10 HECTARES RESERVE FOR MENTAL CARE HOSPITAL
- ★ POTENTIAL PARK AND RIDE LOCATION
- CONNECTIONS TO M55-NORCROSS LINK
- BLACKPOOL / FYLDE AUTHORITY BOUNDARY
- FORMER LANDFILL AREA (ARABLE / GRASSLAND)

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INDICATIVE OPTION

## M55 Hub Growth Point Conceptual Masterplan

**David Lock Associates**  
 Town Planning and Urban Design

## **APPENDIX B**

### **THE KEY CHARACTERISTICS OF MARTON MOSS**

The Planning Department has produced a Marton Moss background paper to outline the key issues that have been considered in determining the planning approach set out in the foregoing section. To supplement this, we have appointed Archaeo Environments to undertake a “characterisation” of the built and natural environment. This is looking at the historic development of Marton Moss and the particular built and landscape characteristics that the Council should take on board in considering the future of the area. We have also appointed Bowland Ecology to undertake a Phase 1 Habitats Survey. This will identify any species or habitats of importance and the measures required to protect or enhance these.

It should be stressed that we have been cognisant of the issues that are being detailed in the three reports in developing the Core Strategy. Nonetheless, these will further inform the development of the Strategy as well as the Master Plan for the M.55 Hub if the principle of this is supported by Blackpool and Fylde Councils.

The Background Paper and Interim Characterisation and Habitats reports can be viewed in the member’s library and at [insert weblink]. The main findings and how these have influenced our proposed approach are as follows:

#### **Description**

Marton Moss covers an area of 207 hectares – 6% of Blackpool’s land area. Its character is different from the more open countryside to the south and east with the area now largely a mix of horse grazing land, dwellings set in large gardens, together with former and remaining glass houses. It contains a number of agricultural, horticultural and urban fringe businesses as well as sports pitches and other recreational facilities. The majority of the Moss is good quality grade 2 agricultural land with some moderate quality grade 3 land to the north. The agricultural productivity of the area has dropped considerably since the heyday of the Moss horticultural industry.

The Moss is bounded by Yeadon Way to the north and Division Lane to the south. To the west is Common Edge Road. To the east, the Blackpool/Fylde boundary separates it from wider areas of adjoining moss lands and more open countryside within Fylde Borough. The Moss lands are flat and relatively low lying.

#### **Employment**

More than 300 people are employed on Marton Moss but only around 20 remain in agriculture and horticulture, highlighting the loss of glass houses and the declining horticultural importance of an area that historically provided many of Blackpool’s fruit and vegetables.

#### **Population**

More than 1,400 people live on the Moss in a mixture of individual houses along the lanes that are characteristic of the area and within small housing schemes.

## Character

The Moss is criss crossed by roads and lanes, most of which are lined by scattered dwellings and small businesses. Behind these lanes, the land is more open, with small fields and agricultural/horticultural buildings. This land use pattern is not evident on the ground but can be well seen on the attached aerial photograph.

There are few original buildings typical of the historic origins of the Moss. Most buildings have been developed gradually in a dispersed pattern throughout the 20<sup>th</sup> century. The Moss contains a wide variety of building types and ages and there is no defining architectural style. Indeed, this variety is what defines much of the moss land character and the way in which the Council would approach any development.

The hedgerows and trees that line many of the lanes give the impression of a well treed semi rural landscape. However, the aerial photograph demonstrates that the Moss as a whole contains no more than a few pockets of woodland and that many of the trees and shelter belts are somewhat denuded.

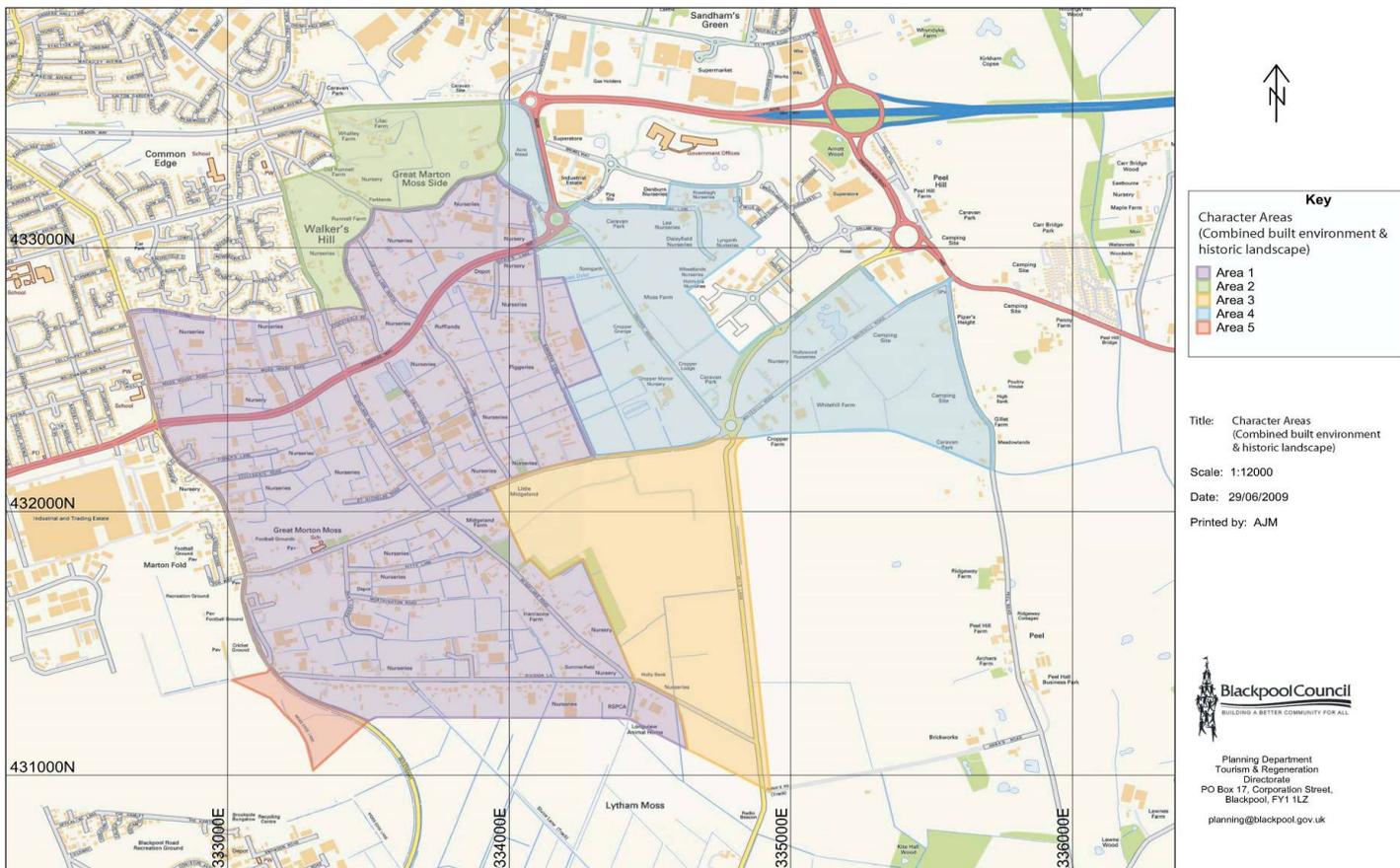
There are a number of footpaths on the Moss, mainly utilising unmade tracks and lanes. Beyond these relatively few paths, public access is limited.

The Council has appointed ArchaeoEnvironments to undertake a comprehensive “characterisation of Marton Moss” which is subject to a separate report. This breaks the area into five separate “character areas” (see plan on page 12) which are summarised as follows:

- 1. Character Area 1 (The Mosslands) consists of the areas of small piecemeal post medieval enclosure along Division Lane, Midgeland Road up to Chapel Road and west to Common Edge Road, surrounding by busy arterial routes. It consists of the earliest cobbled buildings through to modern detached bungalows. Within the busy communication infrastructure it is an enclosed leafy landscape based around lanes, rectangular fields and drains with views limited to gaps in hedgerows across open paddocks. Any future development within this character area has the opportunity to be creative while exploring the use of red brick, ridge tiles, bargeboarding and a similar scale to fit in with traditional styles, or it has the opportunity to create a new vernacular for the mossland built from sustainable materials and energy sources in the way that development in this area started in the 18<sup>th</sup> century with locally available materials. There are means to absorb development into the area whilst retaining many of its essential characteristics i.e., by keeping the main infrastructure of quiet lanes, drains and hedgerows and by retaining the overall field pattern and some open space. In either case the original field boundaries should be retained as a link with the past, as wildlife corridors and as a way of softening the effects of development. This will create challenges in terms of highways requirements if the rural character is to be maintained.*

2. *Character Area 2 (Walkers Hill) consists of an area of Ancient Enclosure with some amalgamation around Runnells Farm in the north west. This landscape also has some old historic buildings, but this is combined with some degradation and traffic noise from the adjacent Yeadon Way. Although the building stock is much degraded historically, the modern exteriors may mask earlier building fabric. They should therefore be recorded with historic analysis carried out prior to development decisions being made; this will help to identify what features should be retained. This may also require some historic building recording during works so that intrusive recording can take place and provision has been made for this in PPGs 15 and 16. This area is also of high archaeological potential and therefore any development proposals should be accompanied by a desk based assessment and if necessary and archaeological evaluation exploring this further.*
3. *Character Area 3 is a featureless area of modern enclosure around Wild Lane which has been rationalised into larger fields. It is largely devoid of settlement and is marred by tall pylons. As a landscape which has undergone significant recent change it has the capacity to withstand further change, although this will result in a change of character. It offers the opportunity for high quality design and the possibility of creating a new vernacular and local distinctiveness.*
4. *Character Area 4 is an area of post medieval planned enclosure and modern enclosure with a mixture of open and enclosed views. It is suffering from the creep of light industrial units and encroaching busy roads. It is still semi-rural in most places and the retention of the leafy lanes and hedgerows where they exist, will limit the impact of development.*
5. *Character Area 5 is a small plot of land now divorced from the rest of the study area by the rerouting of Common Edge Road. It contains no buildings but does include the former Moss Lane. The retention of hedgerows will help to protect any future development from noise pollution and soften the impact of development, but the old Moss Land should be retained as a quiet lane or bridleway.*

*Many of the buildings in all character areas have suffered through the inappropriate replacement of windows and doors and in some cases, new renders and elevation treatments. However a number of buildings have also been tentatively identified for inclusion in the local list as well as recommendations on the significance of each building type. Recommendations have also been made to continue the tradition of using sustainable local materials and local energy wherever possible.*



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## Ecology

Habitat on the Moss consists primarily of trees and hedgerows, small wooded areas, ditches and a limited number of ponds. Typical of many such countryside areas, the water bodies could house water voles and/or great crested newts which are protected species. These require more detailed Phase 2 survey which will be taken forward. If their presence is confirmed, mitigation/re-location measures would require to be put in place if these habitats are disturbed.

The Council has appointed Bowland Ecology to undertake a Phase 1 habitats survey of the M.55 Hub which is subject to a separate report. The main “findings” in respect of Marton Moss are as follows:

*The remaining area along the western boundary of the study area is predominately residential interspersed by small holdings. Areas of interest include an area of marshy grassland in the north eastern corner which is also designated in part as a Biological Heritage Site. There are a number of ponds in this area that could support great crested newts and the dyke system in the south is known to have supported water voles. The network of gardens, hedgerow and pasture will provide a number of suitable nesting sites for birds. Natural England have also identified two UK BAP habitats in this area (reed bed and coastal floodplain grazing marsh).*

We would expect the incorporation of new habitats to be a priority for any development of the wider M.55 hub and that the end state ecological value would significantly exceed the current state.

## **Infrastructure**

Yeadon Way, Progress Way and Whitehills Road are the major roads servicing Marton Moss. These would form the basis for major access into any future development. There is a need for such development to respect the network of lanes throughout the Moss although some of these would inevitably require to be re-modelled to service new development areas.

There is no risk to the Moss of tidal or alluvial flooding. The main issue is the drainage of surface water. The Moss is currently bisected by numerous ditches. These create the potential for larger water bodies to operate as sustainable urban drainage systems (SUDS). Any development would require to be accompanied by a Drainage Area Plan that would demonstrate how foul and surface water would be drained from the Moss areas.

There are numerous community facilities already on the Moss – St. Nicholas C of E School, a GP and a dentist, numerous sports clubs, a grocery store and a newsagent. There is no reason that these facilities would not continue to operate. Indeed, they would potentially be considerably strengthened by an increase in population around the M.55 hub. ]

REPORT TO: EXECUTIVE  
DECISION NUMBER: EX/20/2010  
EARLIEST DATE FOR DECISION: 10th March 2010

### **BLACKPOOL CORE STRATEGY : DRAFT PREFERRED OPTION**

#### Matter for Consideration:

The attached Blackpool Core Strategy Draft Preferred Option is the spatial expression of the Council's Sustainable Community Strategy. It sets out the Council's draft strategic policies and development proposals to deliver its Vision for Blackpool to 2026

#### Information:

Blackpool's Core Strategy Preferred Option has been informed by the findings of a number of different studies. It seeks to provide the statutory planning framework which will facilitate and help the continued delivery of the required fundamental physical, economic and social change which is seen by the Council and its partners as essential to Blackpool's future.

The earlier Core Strategy Issues and Options document was approved by Council in June 2008 with consultation in Autumn 2008. The Council's February and July 2009 reports subsequently approved the preparation of the Core Strategy Preferred Option document based on:

- a primary focus on maximising regeneration of the town centre, resort core and inner areas
- a supporting and secondary focus for new development at Marton Moss/ the M55 Hub.

The Preferred Option has been prepared on this basis. The overall spatial focus of the Core Strategy Preferred Option is on regeneration, diversification and growth. It sets out a balanced approach to the future growth and development of homes, jobs, supporting facilities and services, and seeks to address the realities of past decline by restructuring and promoting a 21st century resort and town centre offer.

It provides the Council's key strategic policy framework on a range of issues including the Central Station site, Winter Gardens, and the regeneration of the resort neighbourhoods of Foxhall, South Beach and North Beach. It also sets out the Council's proposed future approach to the development of a stronger, higher quality and more focused Blackpool holiday accommodation offer, with the Promenade continuing to be the shop window of the resort alongside six identified main holiday accommodation areas.

The priority focus of the Core Strategy is on pursuing the revitalisation of the town centre, resort, and inner area core, Proposals for supporting growth at Marton Moss seek to meet future housing and related community needs which cannot be met in the existing urban area, increasing the wider choice and quality of housing in a way that complements and supports central area regeneration.

Wider proposals and policies are set out in the document to support the future development of a balanced, healthier and greener Blackpool. It includes a range of policies to enhance its quality as a place to live, and to effectively manage future development in a way which safeguards its natural resources, minimises adverse impacts of new development and fully takes account of flood risk, energy and wider climate change issues.

The proposals of the Blackpool Core Strategy Preferred Option are summarised in their broadest terms on the Core Strategy Key Diagram.

A presentation of the Core Strategy Preferred Option was made to the Blackpool Strategic Partnership on 18th February who gave its endorsement to the document for public consultation.

Does the information submitted include any exempt information? NO

Legal Considerations:

The Blackpool Core Strategy, when adopted by the Council, will be the key strategic spatial document forming part of the Council's statutory Local Development Framework.

Personnel Considerations:

The Blackpool Core Strategy is being resourced by existing staff within the Development Plans and Projects Division.

Financial Considerations:

This work is being undertaken within existing budgetary provisions. Preparation and consultation on the Blackpool Core Strategy is accounted for in the Business Plan and budget for the Planning Department. It will be subject to independent examination by the Government that is likely to entail significant expenditure, primarily in 2010/2011. Costs and budgets for this expenditure will be identified in advance.

Performance Management Considerations:

The preparation of the Blackpool Core Strategy is a key component of the Council's Local Development Scheme

Risk Management Considerations:

The Core Strategy is the document which will provide the statutory planning framework to enable and assist delivery of Blackpool's increased housing and other future development requirements to meet its twin needs for regeneration and growth. Without its progress, acquisition, land assembly and planning approval for key regeneration and development projects will be substantially undermined and delayed. The potential need for cooperation and joint consideration of development needs on the Blackpool/ Fylde boundary will in future require increasing alignment with the Fylde Core Strategy process, which could delay future progress.

Relevant Officer:

Tim Brown, Chief Planning Officer

Relevant Cabinet Member:

Councillor M. Callow JP

Consultation Undertaken:

The earlier Core Strategy Issues and Options document was approved by Council in June 2008, and subject to public consultation. The approval of the Preferred Option document will be followed by wider more detailed consultation to inform the way forward and ensure the soundness of the Core Strategy public consultation process.

Background Papers:

None

Is this a key decision? NO

Is the decision required in less than 5 days? NO

Recommendations:

That the Blackpool Core Strategy Preferred Option is approved for public consultation. That officers be authorised to make appropriate minor amendments to finalise the consultation document, along with relevant supporting publicity. That the proposed holiday accommodation area boundaries are agreed for consultation in a separate Supplementary Planning Document, with its final content to be approved by the Cabinet Member for Tourism and Regeneration.

Reasons for Recommendations:

To progress preparation of the statutory planning framework to support Blackpool's future regeneration and growth.

Is the recommendation contrary to a plan or strategy adopted or approved by the Council?

NO

Is the recommendation in accordance with the Council's approved Budget?

YES

Other alternative options to be considered:

The earlier Issues and Options Report fully set out a range of alternative strategic development options, which have been considered in detail. Further alternatives are set out in the Preferred Option document, where appropriate, on certain key issues.

Policy, Overview, and Scrutiny Committee Chairman (where appropriate)

Date Informed: N/A

Date Approved: N/A

DECLARATION(S) OF INTEREST (if applicable)

None

Decision:

The Executive agreed the recommendation as outlined above namely: 1. That the Blackpool Core Strategy Preferred Option is approved for public consultation. 2. That officers be authorised to make appropriate minor amendments to finalise the consultation document, along with relevant supporting publicity. 3. That the proposed holiday accommodation area boundaries are agreed for consultation in a separate Supplementary Planning Document, with its final content to be approved by the Cabinet Member for Tourism and Regeneration

Date:

10th March 2010

Reason for Decision:

To progress preparation of the statutory planning framework to support Blackpool's future regeneration and growth.

Date of Publication:

12th March 2010

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