

B L A C K P O O L C O U N C I L



P l a n n i n g D e p a r t m e n t

# Core Strategy Issue & Options June 2008



**Blackpool Council**

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## How to Respond

- i. There are a number of ways in which you can comment on this Issues and Options Paper:

1. The best way to submit comments is to Register to make use of the Council's new online Consultation Portal by visiting the following website and entering your details:

<http://consult.blackpool.gov.uk/portal>.

After registering, you will receive an email which contains your username and password. You should make a note of these and use them to access the website and make comments on the document by following the guidance contained on the screen. Please note that you can change your password to something more memorable within the site once you have registered.

2. Alternatively, you can print a copy of this Issues and Options Paper, answer the questions using the spaces provided throughout the document and return a hard copy of the completed paper by post to the following address:

Development Plans and Projects Team  
Planning Department  
Blackpool Council  
P.O BOX 17  
Corporation Street  
Blackpool  
FY1 1LZ

3. Finally, you can e-mail any comments you may have to:  
[development.plans@blackpool.gov.uk](mailto:development.plans@blackpool.gov.uk)

- ii. The consultation period will last for 10 weeks, beginning on 18<sup>th</sup> July and ending on 26<sup>th</sup> September. **In order for the Council to be able to take your comments into account it is important that we receive them by 5pm on 26<sup>th</sup> September.** Unfortunately, any comments received after this date cannot be considered.
- iii. If you require any further information then please contact us either by telephone on 01253 477477 or by sending an email to:  
[development.plans@blackpool.gov.uk](mailto:development.plans@blackpool.gov.uk)

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## Your Details

- i In order for your comments on this document to be taken on board and to enable us to measure the success of this consultation exercise (and improve the effectiveness of future consultations), we ask that you provide us with your details by answering the questions set out below. Please note that whilst we will publish the names of any persons making comments on the document, we will not release any other personal details, these will only be used for internal monitoring purposes.

1. Title	<input type="text"/>
2. Given Name	<input type="text"/>
3. Surname	<input type="text"/>

1 <sup>st</sup> Line of Address	<input type="text"/>
2 <sup>nd</sup> Line of Address	<input type="text"/>
Town	<input type="text"/>
Post Code	<input type="text"/>
Email Address	<input type="text"/>

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



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- Lifting Quality in the Built Environment
- A Greener Blackpool
- Transport and Travel



## BLACKPOOL CORE STRATEGY ISSUES AND OPTIONS

### 1 PURPOSE OF THIS DOCUMENT

The purpose of the planning system is to ensure that, as far as possible, development takes place in a way that is of greatest benefit to the local community.

The Core Strategy is where the key strategic decisions and most difficult choices will be made about Blackpool's future development. It 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.

In particular, it will explain how proposed levels of employment and housing growth may be accommodated and how other retail, resort and other development needs may be met in the next 15-20 years.

This "Core Strategy" Issues and Options document has been prepared to seek your views as a first step towards providing a new development strategy, planning ahead to meet Blackpool's needs to 2025 and beyond.

#### ***How to Respond***

A number of key issues for discussion are raised in this document. These are focused around 6 alternative "spatial options", effectively setting out 6 different approaches to Blackpool's future growth and development. Key questions are highlighted in **bold**, with further questions throughout the document.

Please use the Comment Form to provide your responses. When we have considered all the responses received, a preferred way forward for Blackpool will be selected. The "Core Strategy Preferred Option" will be the one which, on balance, seems to best meet all the various competing pressures and needs for Blackpool's future development.

**Please take this opportunity to influence the choice of the Preferred Option by responding to the matters raised in this Issues and Options Report – reflecting your own views and particular interests.**

**Please refer to the 6 Spatial Option Plans in Section 6 (the 'blue' section) which broadly illustrate the possible development options to 2025 – and please let us know your 'preferred' option.**

**Further more specific questions about other aspects of Blackpool's future development are set out in Section 7 (the 'cream' section). There is no need to answer all these questions – just answer as few or as many as you are interested in.**



### ***Stages in the Preparation of the Core Strategy***

The publication of this Document marks the start of wide-ranging community involvement. The next stage later in 2008 will be to determine the “**Preferred Option**” for Blackpool’s future development.

Following this a final **Submission Version** will be submitted to the Government in 2009 for **Examination**, with Adoption of the new Blackpool Core Strategy in 2010.

The timescale for the Core Strategy in line with national planning guidance is for at least 15 years from the date of adoption to 2025.

## 2 INTRODUCTION

### ***The Blackpool Core Strategy***

The Core Strategy will set out the vision, objectives and strategy for Blackpool's spatial development.

*This Issues and Options document looks at the broad levels and locations of development and the direction of growth. It does not allocate specific sites.*

More specific sites will be set out either in future Action Area Plans or in Development Briefs prepared for those areas identified as a focus for change in the evolving Core Strategy. All other Development Plan documents produced by Blackpool Council must be in conformity with the Core Strategy.

This Issues and Options paper sets out the choices that are available in seeking to plan for Blackpool's future growth within the framework of a range of guidance set by the following key documents:

- *National Planning Policy Statements* setting out Government policy on a variety of issues such as housing, employment and transport;
- *The North West Regional Spatial Strategy (NWRSS)* sets out the Government's overall spatial strategy, key policies and priority requirements for development in the North West Region.
- *The Blackpool Sustainable Community Strategy*, prepared by the Local Strategic Partnership which seeks to coordinate the objectives of various community, voluntary and statutory organisations across Blackpool.
- *Blackpool's Local Area Agreement (LAA)* 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.

There are a range of choices available in planning for Blackpool's future development – but a consistent theme of national and regional guidance and of the Council's own Sustainable Community Strategy is **growth** and **regeneration**. The Core Strategy Issues and Options Report seek to explore the complex relationship between growth and regeneration in determining the most appropriate way forward for Blackpool.

This Issues and Options Report has also been influenced by a wide range of other more specific local strategies and initiatives relating to particular aspects or areas of Blackpool and its future development. This includes the ReBlackpool Urban Regeneration Company, which is seeking to harness public funding and much wider private sector investment to transform the resort economy and all aspects of the visitor experience.

Other influential documents include the Blackpool Local Transport Plan, Housing, Leisure and Education Strategies and Neighbourhood Action Plans – many of which have importance beyond Blackpool and have been prepared with regard to greater integration across the Fylde Sub-Region.



## ***Fylde and Wyre Core Strategies***

New Core Strategies are also being produced on a similarly aligned timescale for the neighbouring local authorities of Fylde and Wyre. The Blackpool Core Strategy in conjunction with the Fylde and Wyre Core Strategies will together seek to coordinate the planning of future development across the Fylde Sub-Region.

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.

There are also increasing links between the Fylde Sub-Region and Central Lancashire, with the renewal and growth of their main urban areas, focused on Blackpool and Preston, both seeking to deliver regeneration and investment across a number of fronts.

## ***Structure of the Document***

The remaining sections of this Core Strategy Document are:

**Section 3** briefly sets out the planning context provided by the range of existing local and external strategies which will continue to influence Blackpool's future growth and development. It also refers to a number of main supporting research studies undertaken to inform the Core Strategy.

**Section 4**, based on the main findings of the various studies, sets out a Mini Spatial Profile of Blackpool in 2007, and identifies the key issues facing Blackpool.

**Section 5** seeks the way forward to address these issues and sets out the Core Strategy vision and objectives, based on all the evidence and on the aspirations set out in the Blackpool Sustainable Community Strategy.

**Section 6** sets out in broadest terms a range of alternative spatial options for Blackpool's growth and regeneration.

Blackpool's tight boundary means that at the outset development options, compared to many areas, are very limited. Nevertheless there remain critical and important choices to make and Section 6 accordingly sets out six options to consider for the broad direction of Blackpool's future development. These are:

- *Urban concentration/ intensification*
- *Inner area regeneration*
- *Suburban expansion*
- *Marton Moss urban extension*
- *Wider M55 Hub growth point*
- *Market driven approach*

The choice of a "Preferred Option" Core Strategy will be determined after consultation on this document and consideration of everybody's views of these choices.

**Section 7** sets out a range of more specific strategic issues under a number of key themes which will need to be considered to more closely inform the pattern and focus of Blackpool's future development. A number of key questions are raised for your views and comment.

These key themes are:

- Housing Regeneration and Growth
- Balanced and Healthy Communities
- Resort Regeneration
- Town Centre Regeneration
- Wider Economic Diversification
- A Greener Blackpool
- Lifting Quality in the Built Environment
- Transport and Travel.

### ***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 a 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.

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.

The “*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 website and a summary of the key sustainability strengths and weaknesses is included alongside the description of the alternative spatial options in Section 6 of the Issues and Options Report.

### ***Habitat Regulations Assessment***

There is also a requirement under European biodiversity legislation to undertake a “Habitats Regulations Assessment” or “HRA” to assess the effects of the Core Strategy on any European special areas of conservation interest. There are no such sites in Blackpool, but the adjoining sand dune lands to the south and the Ribble estuary (both in Fylde) are European sites.

Habitats Regulations Assessments is not being carried out at this Issues and Options stage, but will be undertaken for the Fylde Sub-Region as a whole at the Preferred Option stage.

### 3 PLANNING POLICY CONTEXT

#### **Local Context**

The Blackpool Local Plan adopted in June 2006 under the old planning system sets out the Council's current policies for future development in a single document. This will be replaced by the new Local Development Framework led by the Core Strategy.

The existing statutory Blackpool Local Plan, however, will continue to provide an appropriate planning framework for determining planning applications on many aspects of future development. The existing policies set out a range of guiding principles which, in particular:

- consider detailed aspects of design and appearance
- identify appropriate locations for a range of uses
- set out detailed requirements to safeguard public amenities, health and safety, and to meet the access and travel needs of new development.
- safeguard existing nature conservation sites, parks and playing fields, listed buildings, and other important sites.

These, in specific terms, are *not* matters for the Core Strategy and these policies of the Local Plan and supporting guidance remain in force and will mostly be "saved".

The Core Strategy review is instead about wider, more strategic issues concerning the future direction of development, and how Blackpool should change to meet the needs of its residents and visitors.

Crucially, it will review planning policy on a number of key strategic issues as the existing Local Plan:

- identifies a very limited range of new housing sites to meet future needs, based on much lower levels of house-building than now required.
- identifies no new employment sites, with existing sites mostly committed for development and insufficient to meet more than short term needs.
- provides the foundations for major development projects now being progressed, but needs to be reviewed to build a wider vision for the physical, economic and social regeneration of the town centre as a whole.
- allocates sites for major tourism development based on ambitions for Blackpool Casino-led redevelopment.
- seeks to stabilise and raise quality in the holiday accommodation sector against a background of continuing further decline.
- seeks to encourage sustainable development but falls short of setting out clear requirements to deliver a more energy efficient greener environment.

These are just some of the key strategic issues that need to be reviewed. The new Core Strategy will determine the shape, scale and direction of Blackpool's growth, and seek to ensure planned physical changes contribute to a more prosperous and sustainable environment which meets the ambitions and aspirations of its residents.



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## ***External Influences on the Core Strategy***

As previously mentioned, a range of external strategies and development documents continue to influence the shape and the direction of Blackpool's future development. The key external influence on the spatial planning framework that must be taken into account is the **North West Regional Spatial Strategy (NWRSS)**. Proposed Modifications were issued in March 2008 and NWRSS is expected to be issued in its final form later in 2008.

The NWRSS is itself influenced by other regional strategies (such as the Regional Economic Strategy and Regional Housing Strategy) and sets out a clear agenda for Blackpool's regeneration and growth. The new Blackpool Core Strategy must be in conformity with RSS.

## ***What Does the RSS mean for Blackpool Borough Council***

- Accelerated economic growth is to be achieved through focusing on the potential of the North's city regions. The city regions cover most of the region's population, key assets and opportunities as well as many of the region's most severe economic challenges.
- Blackpool forms part of the *Central Lancashire City Region* which comprises a network of polycentric urban centres focused on the Greater Blackpool, Preston, and East Lancashire conurbations.
- Development in the Fylde Coast should primarily be located in Blackpool (as part of the urban area from Fleetwood to Lytham) with emphasis on areas in need of regeneration and housing market renewal areas. Regional policy thus focuses significantly on Blackpool itself.
- There is an increased requirement in line with the wider national agenda for accelerated housing growth - representing a doubling of Blackpool's recent level of planned housing growth to provide for 8,000 dwellings over the NWRSS period 2003-2021.
- There is no set employment land requirement for individual local authorities or for the Fylde Sub-Region (only for Lancashire as a whole) but it is recognised it is critical to generate a portfolio of sustainable employment land provision to improve economic performance.
- Plans and strategies for the Central Lancashire City Region should particularly raise economic performance through tourism regeneration in Blackpool.
- A number of sustainable development principles are required to underlay all plans in the North West Region:
  - to promote sustainable communities and economic development
  - to make the best use of existing resources and infrastructure
  - to minimize travel demand and reduce the need to travel
  - to promote environmental quality
  - to safeguard rural areas
  - to reduce emissions and adapt to climate change.

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- The presumption will be against exceptional substantial strategic changes to existing Green Belt, which could only be brought about via strategic studies undertaken by the North West Regional Association (NWRA). Exceptional small-scale detailed changes which do not undermine the principle functions of the Green Belt on the Fylde Coast can be dealt with through review of Local Development Frameworks.

### ***The Evidence Base***

The Issues and Options document is informed by the findings of a number of detailed assessments of different aspects of the current health and character of Blackpool.

Details of various reports completed and in preparation to date are set out below and each of these documents is available to view on the Councils (Local Development Framework) website at ;

<http://www.blackpool.gov.uk/Services/G-L/LocalDevelopmentFramework/>

- **Fylde Coast Strategic Housing Market Assessment (April 2008)**

The Fylde Coast Strategic Housing Market assessment was undertaken by DTZ to help the local authorities of Blackpool, Fylde and Wyre and English Partnerships to understand the dynamics and drivers of the Sub-Regional housing market.

It provides the background evidence to support Blackpool in developing a strategic approach to the consideration of housing need and demand in all sectors – owner occupied, private rented and affordable – assessing the key drivers and relationships within the housing market. Drawing together the evidence required in accordance with the CLG Strategic Housing Market Practice Guidance, it enables the appraisal of housing spatial options and policies to help inform the provision of the right mix of size, types and locations of housing.

- **Blackpool Strategic Housing Land Availability Assessment (May 2008)**

The SHLAA provides a detailed assessment of potential housing sites across Blackpool to support the phased delivery of future housing development. It forms an initial assessment of the potential quantity and range of possible sites for housing across Blackpool. A six week consultation was undertaken with key stakeholders such as house builders, social landlords and local property agents to help inform the identity of sites and their deliverability.

The SHLAA found that between 2007 and 2025 there is adequate land to provide for nearly half the required nearly 10,000 new homes in Blackpool. The additional 5,000 + homes will need to be provided via further regeneration and redevelopment, but mainly by exploring options for additional new homes in urban extensions on the edge of Blackpool.

The assessment of alternative development options for new housing would be informed by the findings of the Blackpool SHMA – a central need being to redress rather than reflect imbalances in the existing dwelling stock, so as to support regeneration and growth.

SHLAA s have also been undertaken in the neighbouring authorities of Fylde and Wyre during 2007/8, and a Joint SHLAA Overview Statement is also being produced of the key findings for the Sub-Region as a whole.

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- **Fylde Sub-Region Strategic Flood Risk Assessment (June 2008)**

The Strategic Flood Risk Assessment (SFRA) of lands within Blackpool will be combined with SFRA's of Fylde and Wyre to form a Strategic Flood Risk Assessment for the Fylde Sub-Region. The SFRA has assessed all potential strategic areas which might be considered for future development as part of the preparation of the Blackpool Core Strategy, taking account of the effects of climate change. No areas for consideration for future strategic levels of development are in areas categorized as higher than Flood Zones 1 or 2 by the Environment Agency, and the comprehensive programme of sea defences scheduled for completion in 2008 have been designed with a life of 100 years. The SFRA has confirmed that any developments should be carefully managed to continue to minimize any risk which could arise from storm-water or tidal flooding.

- **Blackpool 2007 Employment Land Review**

The Employment Land Review assessed the demand and supply of industry/business land to meet future employment need for the period 2007-2021. It assesses all the main industrial estates and the existing portfolio of available sites, identifying a requirement for 40 hectares of new land to meet needs to 2021. The acute shortage of development land means Blackpool is facing severe constraints in seeking to provide sufficient land. Some capacity can be met by town centre growth and the regeneration and continuing development of existing estates, but new capacity for employment growth will need to be met within or immediately on the edge of Blackpool. An overview statement will set out the position from the respective Blackpool, Fylde and Wyre employment land reviews for the wider Fylde Sub-Region.

A comprehensive supporting survey of unallocated industrial uses was also carried out in September 2007 to assess which smaller sites remain of importance for employment use and which have potential for change.

- **Fylde Coast Retail Study (May 2008)**

The Fylde Coast Retail Study assesses the current role of the main centres across the Fylde sub-Region, and the changes that are likely to take place to 2021 which would have an effect on retail patterns. It assesses the health and vitality of each of the centres, the extent to which they are meeting the retail needs of the local population, and the potential need for additional floorspace. The Study concludes that there is enough comparison retail floorspace existing or already planned to provide for current and future needs to 2013, but additional floorspace will be required from then on until beyond 2021, which should be focused on Blackpool town centre and other supporting main centres. In a way which can best benefit and sustain local communities from additional growth.

- **Talbot Gateway Planning Brief (2006)**

The Talbot Gateway Planning Brief was approved by the Council in 2006 to guide the redevelopment of the Talbot Gateway on the north east edge of Blackpool town centre. A Developer Partner (Muse) was subsequently appointed to work in partnership with the Council to further develop the detailed proposals in accordance with the Brief. A planning application for the first phase of the development is anticipated will follow in 2008/9.

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- **Resort Neighbourhood Area Action Plans**

A number of resort neighbourhoods are defined in the existing Local Plan which have been affected by tourism decline and resulting physical and social problems for businesses and residents. Area Action Plans are currently in course of preparation for the North Beach, Foxhall, and South Beach Neighbourhoods in consultation with the communities to identify what change is required and bring forward proposals for their regeneration.

- **Blackpool Townscape Heritage Initiative (2006)**

The conservation of the special historic character of Blackpool Town Centre is a vital component of the Council's regeneration strategy. The Blackpool Townscape Heritage Initiative is supported by the Heritage Lottery Fund and Blackpool Challenge Partnership. It sets out a philosophy for enhancing historic character via critical projects to drive forward delivery and contribute to the development of an authentic, balanced and coherent town centre brand for the 21<sup>st</sup> century

- **Blackpool Nature Conservation Statement (April 2008)**

The intensely urban nature of Blackpool and its lack of open countryside increase the importance of safeguarding those areas which are of landscape and nature conservation value. The Nature Conservation Statement provides information about the status, character and natural assets of Blackpool's sites of ecological importance.

- **A Greener Blackpool, Supporting Statement**

A statement is to be prepared and will provide relevant background information on renewable energy and energy conservation issues, in the context of National and Regional requirements, and sets out Blackpool's response to address climate change.

- **Blackpool Infrastructure Assessment**

Delivering the right infrastructure is critical to sustainable economic development to help unlock the land needed for new homes and jobs. Issues are raised in broadest terms under each of the broad spatial options set out in Section 6 as to how each option would affect service and infrastructure provision. A detailed Infrastructure Assessment will be prepared as to inform the Preferred Option for Blackpool's future development. This will cover transport and strategic infrastructure, and wider community service provision such as health and education.

- **Blackpool Local Transport Plan (2006-2011)**

Blackpool's Local Transport Plan (LTP) sets out the Council's 5 year programme of transport investment 2006 – 2011. The LTP is a long term strategy for all transport, linking to other plans and objectives with its priorities to deliver accessibility, tackle congestion, better air quality, safer roads, and improved quality of life. The Core Strategy will both reflect and influence the future review of the LTP in order to deliver future development and change in a way which is consistent with sustainable transport priorities.

## **Further Studies**

*Further studies on a wide range of other supporting issues have been or are being undertaken. Some of those documents which will more closely help shape or support the Blackpool Core Strategy are listed below.*

*Blackpool Visitor Economy Strategy  
Blackpool LEGI Report  
Blackpool Regeneration Framework  
Blackpool Heritage Strategy*

*Blackpool Council Playing Pitch Assessment  
Children's Play Strategy for Blackpool 2006-2011  
Blackpool's Sport, Nutrition, and Physical Activity Strategy 2008-12  
Lancashire Sub-Regional Gypsy and Traveller Assessment  
Blackpool Council Carbon Management Plan (2007)*

*Further planning documents and studies currently being undertaken are:  
Blackpool Town Centre Promenade and Design Guide  
Blackpool Town Centre Strategy  
Blackpool Indoor Facility Strategy (2008)*

*The main regional documents are:  
North West Regional Spatial Strategy  
North West Regional Economic Strategy  
North West Regional Tourism Strategy*

*Weblinks to a whole range of studies and documents prepared by or on behalf of Blackpool Council are set out on the Blackpool Council website at:*

<http://www.blackpool.gov.uk/CouncilandDemocracy/StrategiesPoliciesandPlans/>

## 4 MINI SPATIAL PROFILE OF BLACKPOOL

### Historic Development

Blackpool on the west coast is at the centre of the Fylde Peninsular, between the Wyre estuary in the north and Ribble estuary in the south. Its coastal location and healthy climate that attracted its first visitors shaped its pattern of development.

Today the town extends in a narrow urban belt along the seafront and is fully built up to its northern and southern boundaries. It extends only a short way inland, varying from approximately 1 to 3 miles, with the few remaining areas of open land towards its eastern boundary.

The town's origins date back to 1600 as a fishing hamlet, with its name derived from the "black pool", a peat coloured stream which drained into the sea from Marton Mere. Blackpool grew slowly until the arrival of the north and south railways in the 19th century provided the catalyst for rapid expansion.

Much of the array of accommodation, attractions, and supporting infrastructure that survive today had their origins around the end of the 19<sup>th</sup> and early 20<sup>th</sup> centuries spreading out north-south along and behind the seafront. The basic street layout was also established during this period with the wider aspects of streets such as Talbot Road, Dickson Road, Church Street and Lytham Road, all once used as tramways, contrasting with the narrow close knit terraces elsewhere.

Housing construction spread the town out north and southwards and the town's main highway network supported by the tramway system was developed. Today the main highway network consists of the key north-south route on the Promenade, with other key routes inland. The two main east– west routes along Talbot Road from the north and Preston New Road from the south were added to by the opening of Yeadon Way and Progress Way in the 1980s and 1990s, providing major improvements to inward links to the south of the town, and direct to the M55 motorway opened in 1972.

In the central area the truncation of both rail lines in the 1960s and 1970s released large areas for redevelopment with extensive areas of car and coach parking. The continuing downturn in seaside tourism from the 1980s onwards led to resort decline, with remaining holiday areas now substantially much reduced and more closely concentrated along and immediately behind the seafront and closest to the town centre.

Unlike many other north west towns and cities, Blackpool town centre throughout its development has been surrounded by holiday accommodation. As a result, most of Blackpool's employment estates have developed towards the edge of the town, with the newest business parks in north and south Blackpool now close to the boundary. A number of other key services are also located towards the edge of the Borough, including Blackpool Victoria Hospital and the Blackpool Fylde College

Away from the town centre and seafront most of Blackpool is predominantly residential in character. Blackpool's suburban housing stock is generally of good standard, but much of the inner area housing is in need of investment and renewal. With declining holiday accommodation, there are growing concentrations of poorer multi-flatted housing with more acute social and environmental problems in the resort core.



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Pre 1920 terraced housing accounts for about a fifth of the town's housing stock, with inter war stock being mainly semi-detached housing. Much of Blackpool's post 1920 urban expansion was made up of mainly semi-detached housing, together with two main council housing estates at Grange Park in the north and Mereside in the south. In the last 30 year a high proportion of new build housing has been of flats and apartments, with some increase in the limited numbers of detached dwellings.

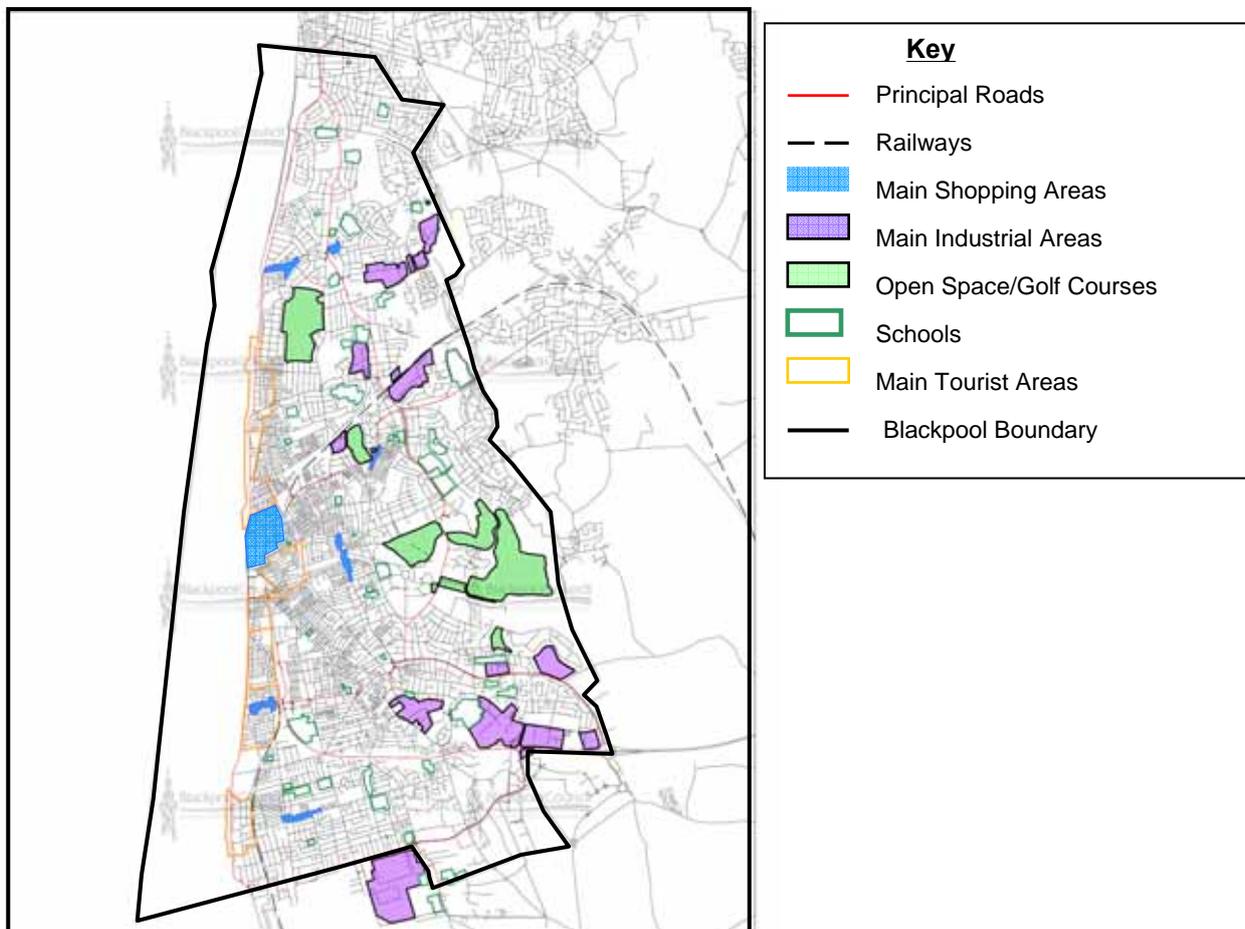
With the exception of the major panorama of the Promenade and beach, much of Blackpool has little or no open space, particularly the intensively built up inner area.

Remaining undeveloped land is largely along the Borough's eastern boundary. Extensive areas are taken up by Stanley Park, the Zoo, golf course, and the Marton Mere SSSI and local nature reserve, to the east of which is a narrow area of countryside between Blackpool and Staining.

Most of the remaining open lands in north east Blackpool forms part of the Green Belt between Blackpool and Carleton (in Wyre). To the south east of the town Marton Moss, much of which was formerly in horticultural use, is now mainly used as grazing land and dwellings, along with the remaining glass houses. Blackpool Airport on the southern boundary is located in Fylde, much of which also forms part of the Green Belt separating Blackpool from St Annes.

Much of the land adjoining the Blackpool boundary in the Boroughs of Fylde and Wyre is open countryside.

**Blackpool Existing Spatial Profile**



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## ***Blackpool Today***

### ***Population and Housing***

- The declining average size of households has led to a continuing increase in the demand for new houses.
- Mirroring this, in the last 50 years Blackpool's population has shown little change, remaining at around 150,000, yet the number of homes has continued to grow substantially.
- More recently there has been a decline in the number of residents in Blackpool from 148,600 in 1991 to an estimate of 142,700 in 2006, a decline of 4%, despite a 3,000 increase in the number of dwellings over the same period.
- The retired will comprise 21% of the population by 2021, with the 80+ group growing by 14% creating increased care and support needs.
- This pattern of migration affects the mix of Blackpool's resident population, particularly within its inner areas.
- The decline of holiday accommodation has led to the creation of a large quantum of small rented flat accommodation, with high levels of deprivation and transience.
- A range of research studies have identified there is a need to deliver radical change in the nature and quality of housing, focused on the inner areas and large-scale resources will be required to achieve successful renewal.
- There is a growing need for a better mix of house types as an essential component of creating more successful inner area holiday and residential environments.
- In line with the national and local agenda for housing growth and regeneration, the North West RSS identifies a requirement for a doubling of Blackpool's recent level of planned housing growth.

*Key Issue: We need to address housing market imbalances and revive our inner areas, whilst providing a wider mix of new residential properties, more affordable housing, and well designed pleasant neighbourhoods.*

### ***Employment***

- Blackpool has a resident workforce of 67,000 and is heavily dependent on employment in the service sector, reflecting the importance of the tourism and its status as the Fylde Coast sub-region's main centre.
- Blackpool has a low wage economy, with amongst the lowest GCA per capita, at 67% of the UK level and the lowest average wage in the North West.

- In response to resort and town centre decline, a range of Action Plans and programmes are being developed for the regeneration of Blackpool to deliver a revitalised resort and sub-regional centre with a more diverse Fylde economy.
- About three quarters of Blackpool's industrial/business sector is concentrated on its main industrial estates, with an array of employment uses located in smaller concentrations of firms throughout the urban area.
- Blackpool is also an important administrative centre, accommodating a number of large Government offices.
- The coastal location with access of the motorway network means that Blackpool and the Fylde Coast partly function as a residential base for people who work elsewhere.
- Quality employment sites such as the Blackpool Business Park and North Blackpool Technology Park have been successful in improving opportunities to diversify the local economy.
- Recent levels of take-up and continuing developer interest mean it is anticipated that Blackpool is again facing a shortage of employment land.
- In order to maintain growth and support the local economy there is an estimated need for around 40 hectares of new employment land within or on the edge of Blackpool.

*Key Issue: We need to further diversify the economy by the provision of quality opportunities for new development to provide more and better paid jobs.*

### **Resort**

- Blackpool remains a mass visitor destination but with declining visitor numbers.
- The resort has a changing visitor profile, increasingly becoming more reliant on short breaks and group visits, including stag/ hen parties and other revelers, and away from the family market.
- The Pleasure Beach, Piers, Tower, seafront and Illuminations are the magnets that attract most visitors, but only limited new attractions have been developed in recent years.
- The ReBlackpool Urban Regeneration Company (URC) is seeking to reverse the current decline in visitor numbers and re-establish Blackpool as a thriving resort through targeted new investment.
- New leisure attractions, conference facilities, seafront transformation, an Events Strategy, illuminations renewal, and the upgrading of Blackpool's holiday accommodation are all seen as vital to the renaissance of the resort.

- Major new tourism investment sites have previously been identified, but without the immediate major regeneration catalyst of the casino, the appropriate future redevelopment of these sites has not yet been determined.
- There is wide recognition of the need to reduce the quantum, but uplift the quality of accommodation, and there are more bedspaces within the resort than current levels of visitor demand can fully support.

*Key Issue: The decline in visitor numbers and lack of investment has had profound effects on the prosperity of Blackpool and its communities. We need to sustain a more all year round visitor market and provide new high quality attractions and improved accommodation to revitalise the visitor economy.*

### **Town Centre**

- Blackpool is under performing as a retail centre and has been losing trade to out of centre stores and other centres.
- There is a need to improve the quality of the shops, environment and supporting facilities.
- Public transport, parking and pedestrian connectivity needs to be much enhanced both within and across the town centre.
- The redevelopment of the Hounds Hill with an anchor department store opening in 2008 will help redress past decline in the town centre offer.
- Proposals for a remodeled Talbot Gateway, including a major new foodstore and transport interchanges aim to further uplift the vitality of the Town Centre.
- The Winter Gardens is in need of renovation and declining in its role as a national conference venue.
- Pubs and clubs currently dominate the evening entertainment sector in the Town Centre.
- There is a need to carefully consider the scale and direction of future town centre growth and development to address its problems and best meet future needs.

**Key Issue:** Blackpool needs to achieve its full potential as the main shopping and leisure destination at the heart of the Fylde Coast urban area, with the need to transform the town centre offer, its environment and supporting facilities

## **Built Environment**

- Blackpool has a number of nationally important and unique buildings and streets such as the Tower, the Winter Gardens, the Piers and the Promenade.
- Some areas of the town have a distinct and attractive character. And the Townscape Heritage Initiative (THI) is supporting the regeneration of the historic environment to help revive and restore the historic buildings and fabric.
- Conservation Areas have been designated in two areas, Stanley Park and Blackpool Town Centre.
- The declining economic fortune of the town has led to deterioration in parts of the urban environment, particularly in the inner areas of the town, with low levels of aspiration and community pride.
- With growing prospects for change, there is need for high quality new development to add quality and richness to the built environment.
- More recent redevelopment has generally been less ambitious, and Blackpool lacks modern new landmark buildings and high quality new architecture

*Key Issue: The condition of residential and commercial properties, streets and open spaces and the poor quality of the urban environment is part of the deterioration in Blackpool's fortunes. Improving the streetscape and making attractive and better places and spaces will be an essential element of its regeneration.*

## **Community and Services**

- Away from the Town Centre and seafront Blackpool is predominantly residential in character.
- Blackpool has a wide range of local shops, schools and supporting community facilities dispersed throughout the Borough, and some large and impressive areas of parkland and open space.
- There are many pleasant suburban areas, but other neighbourhoods have contrasting local conditions and exhibit high levels of social and economic deprivation, with parts of Blackpool amongst the 5% most deprived areas within the country.
- Over 20% of the working age population in Blackpool have no qualifications, compared to a national average of 14%, and there are worsening levels of poor health and high levels of violent crime.

- Low educational attainment and poor skill levels are serious barriers to the prosperity of Blackpool.
- There is little or no open space in much of the inner areas of the town, but some large and impressive areas of parkland and open space in suburban Blackpool.
- A quarter of the town's open space is provided in and around Stanley Park, which is one of the largest parks of its kind in the country.
- The centres at South Shore, Bispham, Layton, Whitegate Drive and Highfield Road and other smaller local shopping centers play a vital role providing convenient shopping, services, and facilities.
- Over the last 30 years the number of local shops has declined in line with the increasing provision of out of centre shopping. There are three main concentrations of out of centre shopping at the Blackpool (Squires Gate), Clifton and Marton Retail Parks, each anchored by major foodstores.

*Key Issue: We need to develop sustainable, safe and healthy neighbourhoods, with a community focus, and a diverse range of accessible facilities to heighten residents aspirations.*

### **Natural Environment**

- The intensely urban nature of Blackpool and its lack of open countryside increase the importance of making the best use of remaining available land, with the need to safeguard open land to be balanced with the pressures for development.
- A large amount of open land is protected public open space, sites of nature conservation value, Green Belt and Countryside Areas.
- Within its tight boundaries, the Green Belt defines the limits of development between Blackpool and Carleton and between Blackpool and St Annes.
- The only other areas of substantially undeveloped land are the countryside areas on Blackpool's eastern boundary near to Staining and on Marton Moss.
- Marton Mere is one of the few remaining natural freshwater sites in Lancashire, and is a statutorily designated SSSI and Local Nature Reserve
- There are a number of other designated Biological Heritage Sites identified for protection of their nature conservation interests, including many ponds mainly within public open space or other areas of land allocated to remain open.
- Blackpool's coastline and foreshore are well used by local residents and visitors. The construction of the seawall by 2010 is designed to protect homes and businesses from tidal flooding over the next 100 years.

- Blackpool's coastal location means it is well placed in principle to benefit from renewable wind energy – but the heavily built up urban area does not favour large scale projects.

*Key Issue: there is a need to ensure change is managed in a way which makes the most of Blackpool's natural assets, protecting and enhancing landscape quality and balancing the requirement for new development with environmental interests. New development needs to take account of its impact on climate change and our carbon footprint.*

### **Transport and Travel**

- An estimated 42% of Blackpool's resident population has no access to a car, with car ownership levels the lowest in Lancashire.
- The town is served by a successful public transport network, with a high frequency bus network and few parts of the Borough far from a reasonable bus service.
- Blackpool is also the home of Britain's oldest electric tramway, but problems exist with the obsolescence. A package of improvements has been commenced, with major funding now secured for new trams, tramstops and supporting infrastructure.
- The quality of town centre transport interchange arrangements needs improvement and is a key issue to be addressed by the Town Centre Strategy, including the Talbot Gateway scheme.
- Blackpool Airport has been expanding rapidly and can be a catalyst for further economic growth.
- The M55 motorway provides Blackpool and the Fylde Coast with a link to the national motorway network.
- Longstanding proposals remain under consideration to improve links from the M55 to provide increased capacity and reduce congestion on key north south routes.

*Key Issue: We need a better connected Blackpool so people can easily access jobs and local services, with a more integrated pedestrian and transport network within a regenerated resort core and town centre. Any new development areas must be well served by sustainable modes of transport.*

## 5 VISION AND OBJECTIVES

### *The Challenge*

The challenge is to restore Blackpool as the vibrant, prosperous sub-regional centre of the Fylde Coast and develop a unique 21<sup>st</sup> century resort offer and more sustainable and diversified economy for the benefit of all its residents and visitors.

The new Core Strategy and supporting raft of Local Development Framework (LDF) documents will set out the land use implications and be an integral part of the wider **Blackpool Sustainable Community Strategy (SCS)** for service delivery to build the new and better Blackpool.



The wider vision (to 2028) in the Sustainable Community Strategy sets out:

*'Our aspiration is for Blackpool to have a prosperous, vibrant, high quality, all year round economy; generating healthier, better skilled and educated communities, enjoying a safer and more pleasant place.'*

**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 Core Strategy must make sure, in a way consistent with the vision, that it provides for the homes, jobs, open spaces, infrastructure and facilities that are needed by everyone, and that Blackpool's environment and quality of life is improved and protected.

**(Consultation questions SV1 – SV4)**

- ***Is this the right vision?***
- ***Is anything missed out?***
- ***Does it link up with the aims of the SCS?***
- ***Does it help to establish a clear way forward for Blackpool?***

The Draft Sustainable Community Strategy was subject to public consultation earlier in 2008 and under its 'Vision' set out four cross-cutting goals: The Blackpool Core Strategy, as the spatial expression of the Sustainable Community Strategy, shares its goals.

*Our Goals*

- 1) Improve prosperity for our population
- 2) Develop a safe, clean and pleasant place.
- 3) Improve skill levels and educational attainment
- 4) Improve the health and well-being of the population

The link between the Sustainable Community Strategy and the Core Strategy is fundamental to addressing the long term challenges in the SCS – determining the direction of Blackpool's development for the next 20 years.

The Sustainable Community Strategy sets out a range of transformational actions which are already being developed to seek to deliver the required fundamental physical and economic change, shown overleaf.

These actions are starting to address key issues, but the delivery of the vision will very much depend on the wider identification and promotion of development and regeneration opportunities to secure sustained economic growth. Developing a Core Strategy framework to enable sufficient housing and employment opportunities in sustainable locations, the regeneration of the town centre, and major place reshaping of resort neighbourhoods is essential to ensure effective development and sustained growth. The Core Strategy process will involve the community throughout its preparation and seeks to ensure through its Sustainability Appraisal that it results in the most efficient use of land, and that development is compliant with the principles of sustainability and energy reduction.

Our vision for Blackpool requires nothing less than fundamental physical and economic change, thus securing wider social, health and lifestyles changes. The vision will be realised by delivering four primary goals and the priority areas within these:

*Create a sustainable future for Blackpool - a world class destination – a great place to visit, a better place to live*

'Our aspiration is for Blackpool to have a prosperous, vibrant, high quality, all year round economy; generating healthier, better skilled and educated communities, enjoying a safer and more pleasant place.

Creating a place where children and young people are proud to grow up; where people aspire to live, play, work and establish business in; a place that brings prosperity to all local citizens and contributes to the long-term sustainable growth of the North West economy, a place that the UK is proud to proclaim as a great, high quality resort destination'

Goal 1: Improve Economic Prosperity for the Population	Goal 2: Develop a Safe, Clean and Pleasant Place to Live, Work and Visit	Goal 3: Improve Skill Levels and Educational Achievement	Goal 4: Improve the Health and Well-Being of the Population
<ol style="list-style-type: none"> <li>1. Create high quality, all year-round reasons to come to Blackpool</li> <li>2. Making Blackpool a strong, sustainable sub-regional centre for the Fylde Coast</li> <li>3. Promote enterprise and support people into work</li> <li>4. Improve transport and increase accessibility</li> </ol>	<ol style="list-style-type: none"> <li>5. Provide high quality housing in sustainable, mixed communities</li> <li>6. Create a safer Blackpool</li> <li>7. Create a cleaner and greener Blackpool</li> <li>8. Create thriving and active communities</li> </ol>	<ol style="list-style-type: none"> <li>9. Improve the educational achievement of Blackpool's children and young people</li> <li>10. Raise the aspirations of Blackpool's children and young people</li> <li>11. Ensure that the whole population has at least basic literacy and numeracy skills</li> <li>12. Foster a workforce with the vocational skills to meet the needs of Blackpool's economy</li> </ol>	<ol style="list-style-type: none"> <li>13. Reduce the difference in health outcomes between Blackpool's communities and others in the North West and the UK</li> <li>14. Encourage healthy lifestyles and emotional well-being for the whole population</li> <li>15. Provide quality adult social care services to enable vulnerable adults and older people to live independently</li> <li>16. Reduce teenage conception rates and improve sexual health</li> </ol>
Transformation Actions	Transformation Actions	Transformation Actions	Transformation Actions
<ul style="list-style-type: none"> <li>- Talbot Gateway Scheme</li> <li>- Tramway Renewal</li> <li>- Sea wall construction</li> <li>- Improvements to St Johns Square</li> <li>- Blackpool Gateway Scheme</li> <li>- Marketing Central Station Site</li> </ul>	<ul style="list-style-type: none"> <li>- Reshape the Housing Market in inner Blackpool</li> <li>- A new Town Centre multi-agency team to enforce standards and tackle anti-social behaviour, and enhance safety</li> <li>- Improve Street lighting</li> <li>- Reduce household CO<sup>2</sup> emissions</li> </ul>	<ul style="list-style-type: none"> <li>- Building Schools for the Future</li> <li>- Building a Studio School</li> <li>- Develop a new Campus in the Town Centre</li> </ul>	<ul style="list-style-type: none"> <li>- 3 new Primary Care Centres</li> <li>- Increase number of GP's in Blackpool with 3 new practices</li> <li>- Build a training school for dentistry and recruit more dentists</li> <li>- Extend the opening times of GP surgeries to 7pm</li> <li>- Apply to become a cycle demonstration town</li> </ul>

The key objectives to deliver this wider Core Strategy Vision arise from the various elements of the evidence base described in Section 3 and the issues identified in Section 4.

The **Key issues** which face Blackpool 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.

**The Core Strategy spatial objectives** directly developed to address these issues are set out below. They are set out under the key shared SCS Goals 1 and 2, and substantially mirror the identified priorities under Goals 1 and 2 of the SCS itself.

**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 all 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**

Integral to the understanding of a new Blackpool is the recognition that the wider social, health and lifestyle goals will not be achieved without Blackpool’s wider transformational change and regeneration.

Effective implementation of the spatial proposals of the Core Strategy will to a large extent also determine the success of the supporting SCS Goals 3 and 4 to improve the attainment, health and well-being of Blackpool.

Action must be taken and support provided for all people who most need it – but unless there is real physical change and regeneration, including the provision of new homes, more jobs and an enhanced tourism product – then the social and economic problems that prevail across a number of areas and aspects of Blackpool will not be resolved.

**(Consultation questions SO1 – SO4)**

- **Are these the right objectives**
- **Is anything missed out?**
- **Do you think these objectives will support the related goal and issues?**
- **Does it help to establish a clear way forward for Blackpool?**

## 6 THE CHOICE OF ALTERNATIVE SPATIAL OPTIONS

As has been stated, it has to be recognised at the outset that development options in Blackpool are, compared to many areas, very limited.

The tight local authority boundary, and compact urban area - fully built up along its coast and to its northern and southern boundaries – all combine to limit choices as to how Blackpool might develop

As a result Blackpool's future development is likely to have to be met by a carefully balanced approach and it will be essential to maximize the value of its existing built and green assets, whilst addressing its future needs.

Nevertheless there remain critical and important choices to make, and the Core Strategy is the key document which will determine what the right balance is between the various options for future development.

This is not about identifying specific sites for housing, employment, retail or other uses, but about setting out the choices in broadest terms of where Blackpool's future development should be focused.

The detailed assessments on a wide range of land use issues set out in the evidence base referred to on page 10 are important in informing these choices.

### **Key Considerations**

There are three key driving forces in land use terms for identifying alternative options for Blackpool's future growth which are requirements embraced in the existing planning framework, in the Sustainable Community Strategy, and in the North West Regional Spatial Strategy. These are:

- The need to provide the right land use framework for fundamental physical change to the inner resort, town centre and residential core which has been identified as a priority for regeneration.
- The need to ensure the provision of sufficient range of both high quality homes and sufficient employment opportunities in sustainable locations to meet residents needs.
- 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 most obvious direct demands are its growth in housing and economic terms,

Key housing and related employment needs are required by Government and regional policy to be catered for as part of the national priorities for housing growth. Higher levels of development for Blackpool are also supported by Blackpool Council, Fylde and Wyre Councils, and the Local Strategic Partnership to support its own economic growth and regeneration



These issues 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. Most basically, however, the situation is that:

- For housing, the North West Regional Spatial Strategy requires 8,000 homes 2003-2021, over a quarter of which (2,300) have either already been built, are under construction, or at April 1<sup>st</sup> 2008 already had planning permission for development. This means the outstanding net requirement for new sites to be identified for development 2007-2021 is for around 5,700 dwellings.
- The time horizon for the Core Strategy, however, looks beyond 2021 to 2025. A partial review of NWRSS is being undertaken and will potentially inform subsequent stages of Core Strategy preparation. In the interim the presumed pro-rata provision of an additional 4 years supply of housing would require an additional 1,800 dwellings to be provided, with a requirement thus for **9,800** homes 2003-2025. This means the outstanding net requirement for new sites to be identified for development 2007-2025 is for around **7,500** dwellings.
- Part of this requirement can be expected to be met from windfall development sites within the existing urban area on vacant, derelict and underused land.
- The Strategic Housing Land Availability Assessment (SHLA) includes a detailed assessment of housing sites in the existing urban area, and identifies further potential for 2,101<sup>1</sup> new dwellings from existing sites.
- A substantial number of other new dwellings are also created by conversions and the re-use of existing buildings, although there is a recognized need to control the quality of conversions and prevent further growth in multi-flatted premises.
- Windfall developments should not normally be included in the first 10 years of land supply unless Local Planning Authorities can provide robust evidence of genuine local circumstances. In Blackpool's terms the detailed evidence set out in the SHLAA is considered to justify such an approach.
- Making an allowance for around 1,800 future houses from windfall developments (representing 80-90% of the above further potential identified for 2,101 dwellings) and making an allowance for around 700 further conversions to create new dwellings, together decreases the outstanding requirement by 2,500 that needs to be catered for 2007-2025 to around **5,000** of the total 9,800 dwelling requirement. At an average density of 30-35 dwellings per hectare this equates to a land requirement of around 160 hectares, along with a further provision of support services and facilities.
- In terms of employment development needs, 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. In total the 2007 Employment Review identified the potential need for around 40 hectares of new employment land to meet needs, either within or on the edge of Blackpool. This includes the provision of some flexibility looking beyond 2021 to 2025.

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<sup>1</sup> Figure from Blackpool SHLAA May 2008

***Thus when considering the 6 strategic alternative spatial options for Blackpool's future development, two key requirements are for around 5,000 new 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.***

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 and be fully integrated through the planning process to secure the best way forward.

### ***The Choice of a "Preferred Option"***

In inviting comments on each of the six alternative development options to inform the selection of the Core Strategy "Preferred Option", it is therefore re-emphasised that in Blackpool's very particular circumstances it is not necessarily about making strict choices between one option and another. Blackpool's future development will have to be met by a carefully balanced approach to optimise the use of remaining land.

Effectively the key questions for all to consider are:

- *Where should new development be focused?*
- *What is the right balance between the various development options?*
- *Which options should be most fully pursued?*
- *Which options might have a lesser role to play?*
- *Which options should have little or no role to play?*
- *How do these options effect service and infrastructure provision?*
- *Which options best meet development needs but safeguard important land resources?*

Finally, please understand that the whole purpose of the Issues and Options document is to put a full range of alternative development options to Blackpool residents for them to choose from.

***The options set out below therefore aim to be comprehensive and cover a wide range of possibilities. Their inclusion does not imply anything further at this stage. Many people - whether residents, business interests – will have clear views – and everyone is entitled to their views***

***Please let us know what they are.***

## **THE 6 SPATIAL OPTIONS**

The following Spatial Options set out six different approaches to planning Blackpool's future growth and development, which are illustrated on Plans 1-6 and explained in more detail in the rest of this Section of the Report.

Plans 1 - 6 show the areas which under each option will be the "*Focus for Development*" and which areas which will be developed in support of the main focus area, referred to as "*Other Supporting Development*". This reflects the realities of land constraints within Blackpool which narrows the options available, all of which to some extent include:

- some level of inner area redevelopment
- some level of suburban expansion

The presentation of the 6 Spatial Options therefore focuses on their differences, and most specifically the differences between the balance of inner area redevelopment and suburban growth. The scale of growth change that can be implemented through inner area regeneration is very much limited by the high costs of redevelopment, and there must be realism about what can be achieved. Four of the six options anticipate similar levels of inner area regeneration.

In outline, **the 6 Spatial Options are:**

**Urban Concentration/ Intensification** seeks to target growth as far as possible to the existing urban area, and maximize opportunities to re-utilise any vacant or 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 between Blackpool and Carleton, Blackpool and Staining and in south east Blackpool.

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

**Wider M55 Hub Growth Point** looks (in conjunction with the choices set out in the Fylde Core Strategy Issues and Options Report) to what extent Blackpool and Fylde's respective housing and employment needs could best be met by a wider focus for expansion around the M55 junction 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.

Building a better community for all

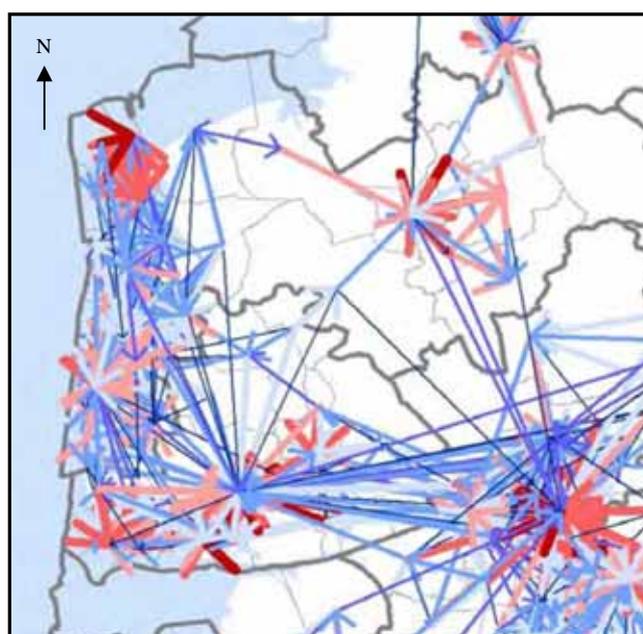
## Blackpool and Fylde Sub-Region: Connections

Blackpool has its own unique character and focus, but is very much also an integral part of and the heart of the wider Fylde Coast urban area, being the nearest main shopping and administrative centre for 300,000 residents.

In considering these options it is therefore important to recognize that Blackpool forms part of one larger Fylde Sub-Region market area, with economic functionality and inter-dependencies having evolved over time based on a shared housing market and employment opportunities:

- When looking for suitable **housing** at the right price, residents often look beyond their local area.
- Blackpool town centre itself and the town's **employment** estates, together with major employers such as BAE, Blackpool Airport and BNFL all provide jobs for residents across the Fylde Coast as a whole. Blackpool Victoria Hospital and Blackpool Fylde College both similarly serve the wider Fylde Sub-Region as a whole.
- Daily **Commuting** flows between Blackpool, Fylde and Wyre and further afield to Central Lancashire are shown below on Plan A.
- The choice of development options will therefore impact across the Sub-Region as people access employment, education, healthcare, shopping and leisure. A range of tramway, rail and road **transport infrastructure** improvements currently being promoted also have important implications across the area.
- The **Green Belt** and other open spaces provide physical gaps between Blackpool, Fylde and Wyre, preserving the separate identity of different places and providing much needed amenity and open space.

**Plan A: Ward Based Commuting Pattern**



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## SPATIAL OPTION 1 - URBAN CONCENTRATION

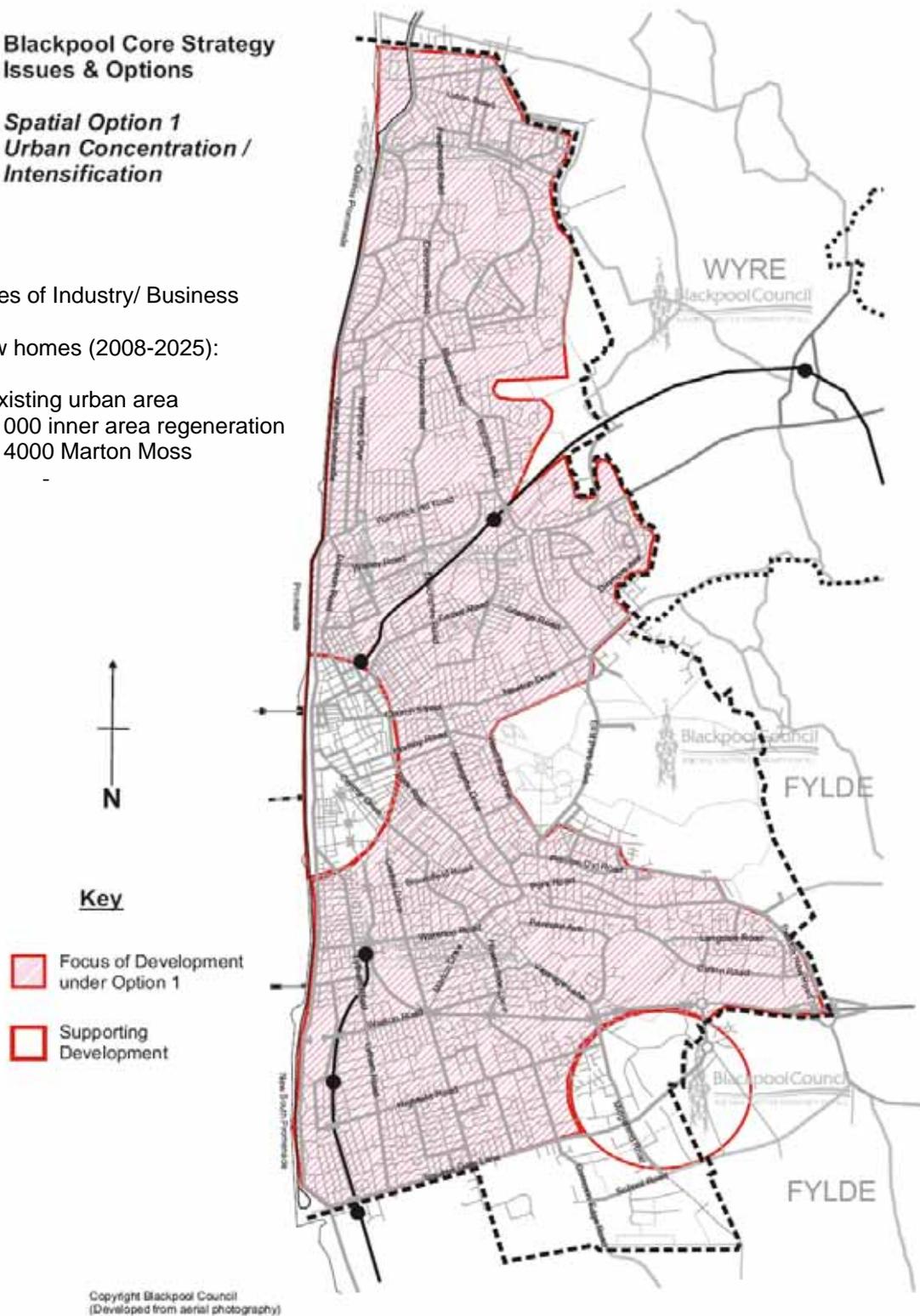
### Blackpool Core Strategy Issues & Options

#### *Spatial Option 1 Urban Concentration / Intensification*

40 hectares of Industry/ Business

7,500 new homes (2008-2025):

- 3,000 existing urban area
- 500 to 1000 inner area regeneration
- 3500 to 4000 Marton Moss



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## SPATIAL OPTION 1 - URBAN CONCENTRATION

This option **shown on Plan 1** seeks to target growth as far as possible to within the existing Blackpool urban area, maximizing opportunities to re-utilise any vacant or underused land.

It is about to what extent Blackpool should seek to intensify and increase the density of development within its existing urban area – by actively promoting a range of opportunities.

Intensification would not remove the need, but would to some extent reduce the scale of new housing required to be met by new development on the edge of Blackpool.

Established planning policy already permits a range of development of appropriate windfall sites which are no longer in use and become available within the urban area.

**Urban Concentration would extend this range of possibilities by more actively promoting and encouraging development of any underused areas of land and by requiring higher densities of development.**

**The following questions set out various ways we could achieve urban concentration. We want you to let us know which choices you support:**

### *(Consultation question: Spatial Option 1a)*

	Very Important	Some Importance	Little Importance	None
○ <i>To what extent should the intensification of existing housing areas be permitted by:</i>				
- <i>promoting the development of large garden areas to provide additional housing</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- <i>promoting redevelopment of larger detached properties in appropriate locations for replacement by higher density housing/ flats</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- <i>requiring higher densities of development on new housing sites (normal current requirements are 30-50 dwellings per hectare).</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**(Consultation question: Spatial Option 1b)**

	Very Important	Some Importance	Little importance	None
<ul style="list-style-type: none"> <li>○ <i>Employment land on Blackpool's main employment estates will generally continue to be safeguarded for employment use – but to what extent should other industrial land be used to provide additional housing by:</i> <ul style="list-style-type: none"> <li>- <i>the redevelopment of backland or underused land and buildings within sites in existing use.</i></li> <li>- <i>the redevelopment of factories/businesses outside of the main estates which remain wholly in industrial/ business use</i></li> </ul> </li> </ul>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**(Consultation question: Spatial Option 1c)**

	Very Important	Some Importance	Little importance	None
<ul style="list-style-type: none"> <li>○ <i>To what extent should there be a relaxation of current policies to allow more changes of use to housing from buildings currently providing:</i> <ul style="list-style-type: none"> <li>- <i>Local shopping facilities</i></li> <li>- <i>Holiday accommodation premises.</i></li> </ul> </li> </ul>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**(Consultation question: Spatial Option 1d)**

<ul style="list-style-type: none"> <li>○ <i>To what extent should partial redevelopment of underused open space on the main council estates be permitted to enable the enhancement of the character of remaining open space to meet recreational needs.</i></li> </ul>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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**(Consultation question: Spatial Option 1e)**

<ul style="list-style-type: none"> <li>○ <i>To what extent should there be a reduction in requirements for the provision of on-site public open space on larger new housing development sites.</i></li> </ul>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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All the above, if pursued, will to varying degrees each increase the intensification of the level of housing development across the existing Blackpool urban area.

*It is estimated such intensification could increase the potential contribution from windfall developments within the existing Blackpool urban area by several hundred dwellings, and thereby reduce the need (by several hundred) for development elsewhere – against the 5,000 or so additional dwellings required.*

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**(Consultation question: Spatial Option 1f)**

**How would this option best meet development needs and safeguard important land resources?**

*Maximizing the further development of underused land makes more efficient use of land, buildings and facilities within the existing urban area - but as Blackpool is already heavily urbanized with a concentrated form of development, this limits the extent to which development needs could be met through intensification.*

*It would nevertheless to some extent reduce pressure for development on lands outside the urban area – whilst potentially raising concerns about ‘town cramming’ and increasing the pressure for development of remaining spaces within the town.*

**Do you agree with this assessment / or have any comments?**

**(Consultation question: Spatial Option 1g)**

**How would this option effect service and infrastructure provision?**

*Seeking to concentrate more new development within the town’s existing urban area would to some extent reduce the need for investment in new transport, roads, drainage and supporting service infrastructure. The existing urban area is well served by shops, schools, community facilities and supporting services and the intensification of development would make demands on but generally benefit from existing provision. Substantial supporting development with appropriate infrastructure provision would, however, still be required to meet identified development needs (as set out under other development options)..*

**Do you agree with this assessment / or have any comments?**

## Sustainability Appraisal

It is a legal requirement that the Core Strategy is subject to SA. Hyder Consulting were commissioned by the Council to undertake an “Assessment of Strategic Options”. Their summary of the **key strengths and weaknesses** is set out below

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 and hence a significant sub-urban extension at Marton Moss, and potentially within inner urban areas, would also be needed which could result in adverse impacts of its own. The analysis of Option 4 outlines the issues associated with such an extension.

Furthermore, 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.*

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**(Consultation question: Spatial Option 1h)**

***In overall terms, do you consider the option of Urban Concentration is one which:***

- ***should be actively pursued?***
- ***has some importance and role to play?***
- ***has little role to play?***
- ***has no role to play?***

## SPATIAL OPTION 2 – INNER AREA REGENERATION

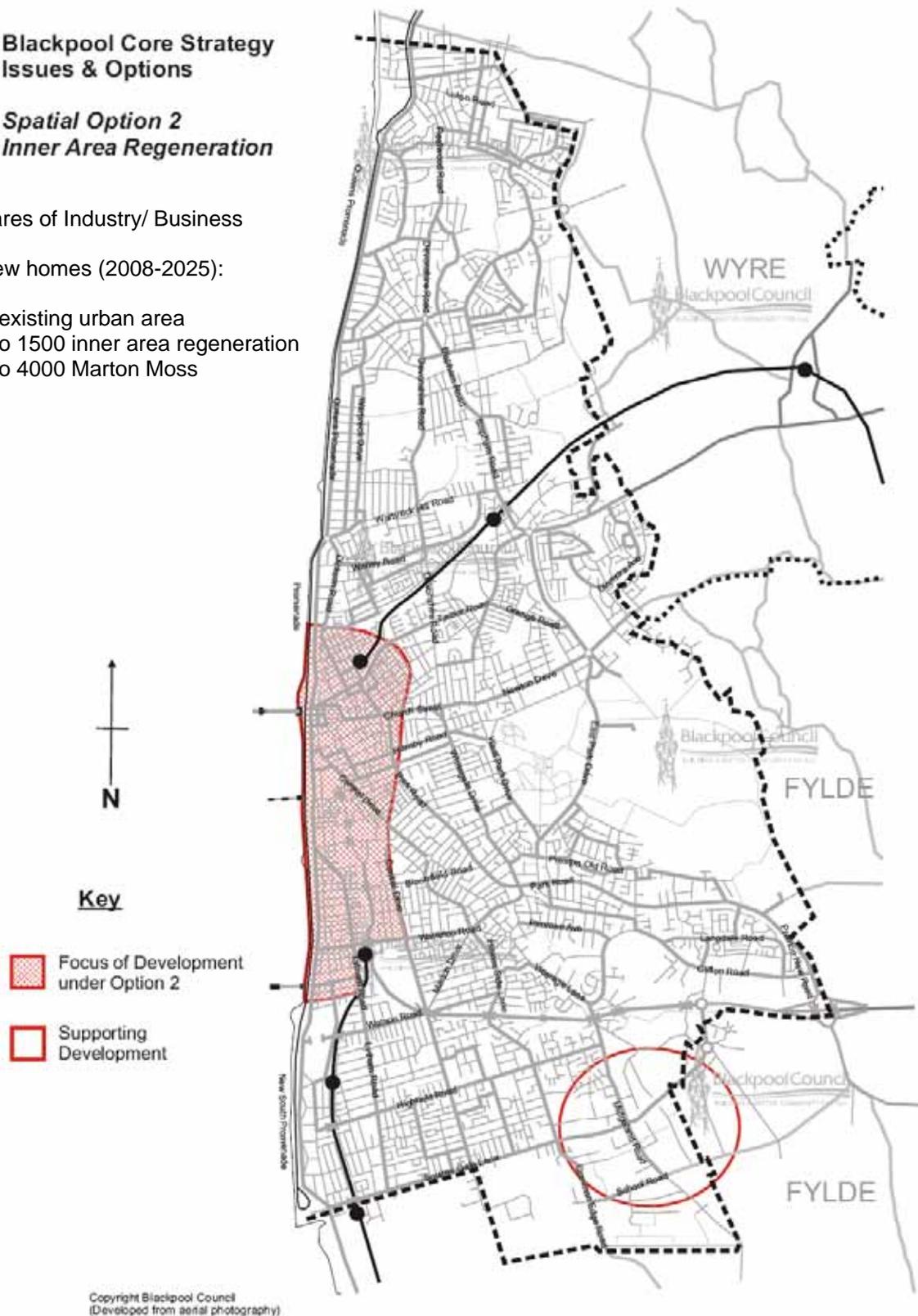
### Blackpool Core Strategy Issues & Options

#### *Spatial Option 2 Inner Area Regeneration*

40 hectares of Industry/ Business

7,500 new homes (2008-2025):

- 2,500 existing urban area
- 1000 to 1500 inner area regeneration
- 3500 to 4000 Marton Moss



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## SPATIAL OPTION 2 – INNER AREA REGENERATION

This option **shown on Plan 2** seeks to target 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.

Significant steps have been taken towards achieving this via the town's evolving regeneration plans to deliver 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 change.

Major regeneration would not remove the need, but would to some extent reduce the scale of housing development required to be met by new development on the edge of Blackpool.

***However, even with substantial public funding (which is not assured) the scale of change that can be delivered will be limited. Growing recognition of the need for intervention and stepped change must be firmly embedded in realism as to what can in cost terms be achieved.***

***Blackpool's resort problems cannot be met by a public funded redevelopment programme that can magically sweep away all of its problems and redevelop whole swathes of the resort core.***

***The priority must be to identify and mobilize the key drivers which will be the most cost effective wider catalysts for the regeneration of the resort core.***

Your views are therefore asked of where the priority focus should be for inner area regeneration. Should regeneration efforts be equally focused across the whole of the area or concentrated to have more impact in key areas – and if so where?

The broad choices of a town centre, seafront, or key highway frontage focus are all already identified as locations in need of change by current planning policy – and where the benefits of change by virtue of their location will be seen by many, thereby increasing their impact.

The issue posed, however, is which would have the most beneficial impact, both in terms of providing new quality facilities, and in terms of removing the worst problems which most undermine Blackpool's inner areas.

**The following questions therefore set out a range of ways to focus an increased level of redevelopment in inner Blackpool. All may be desirable, but we want you to let us know which, in your view, should be the priority focus:**

**(Consultation question: Spatial Option 2a)**

**Where should be the priority focus for inner area regeneration. Please tick just one first and one second priority choice:**

	1 <sup>st</sup> Choice	2 <sup>nd</sup> Choice
<input type="radio"/> <i>To provide for a range of action and funding programmes for improvements dispersed across the whole area</i>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="radio"/> <i>To promote change via a focus for redevelopment on Blackpool town centre and edge of town centre sites.</i>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="radio"/> <i>To promote change via a focus for redevelopment and change on the seafront.</i>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="radio"/> <i>To promote resort and community regeneration and change via redevelopment of properties on key highway resort and commercial frontages such as on Lytham Road, Central Drive and Dickson Road.</i>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="radio"/> <i>To promote change via a comprehensive focus for redevelopment concentrated <b>elsewhere</b> in the resort core – please state which area this should best be?</i>	<input type="checkbox"/>	<input type="checkbox"/>

**(Consultation question: Spatial Option 2b)**

**Which potential measures should be most encouraged to bring about fundamental change and act as a wider catalyst for resort regeneration?**

*(Please tick one answer box on each row)*

	<i>Fully Pursued</i>	<i>Have some Importance</i>	<i>Have little role to play</i>	<i>Have no role to play at all</i>
○ <i>Reduce the supply of holiday accommodation, with a revitalized but slimmer holiday accommodation sector focused close to the Promenade and town centre.</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
○ <i>Provide a better mix and choice of housing in resort neighbourhoods offering a range of contemporary opportunities which support the remaining tourism core.</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
○ <i>Take action against unlicensed houses in multiple occupation (HMOs) in resort neighbourhoods</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
○ <i>Enhance public realm and uplift the appearance and provide a better quality streetscene as part of new developments.</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
○ <i>Review the 'Second Gate' key tourism investment site focused south of Rigby Road (between Central Dive and the Promenade) and promote the early development of the site to provide for a wider mix of uses</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

The above considerations will to varying degrees influence the direction and scale of regeneration within the inner areas of Blackpool.

*It is estimated an increased emphasis on regeneration over and above existing schemes could increase potential housing provision from inner Blackpool to provide around 1,000 of the 5,000 or so additional dwellings required.*

**(Consultation question: Spatial Option 2c)**

**How would this option best meet development needs and safeguard important land resources?**

*Meeting a more substantial element of future development needs by prioritising investment in the declining inner areas would both address problems and directly facilitate town centre and resort regeneration. Decline has left some of the inner resort areas of Blackpool with a surplus of holiday accommodation and over concentration of rented flat accommodation, in an environment which has lost much of its former appeal.*

*Relative to many towns and cities, Blackpool displays a relatively low density of development in its town centre, and on its promenade and key highway frontages. 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 community spaces. Conversely, much of the existing tightly knit surrounding neighbourhoods are already high density, with few green spaces. Redevelopment would assist both resort and community regeneration, improving the tenure and choice of housing and upgrading the resort accommodation offer.*

**Do you agree with this assessment / or have any comments?**

**(Consultation question: Spatial Option 2d)**

**How would this option effect service and infrastructure provision?**

*Improvements to the range and quality of housing and resort neighbourhoods involving substantial redevelopment would require 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, transport and other town centre and resort infrastructure.*

*A key focus would be to identifying the key developments and investments which would be most cost effective as wider catalysts for regeneration. Investment opportunities will need to be identified which provide wider momentum for change.*

*Substantial supporting development (as set out under the other options) would still be required to meet Blackpool's identified development needs, with major costs to unlock appropriate development opportunities. Under this option, development elsewhere to meet the need for a wider mix and higher quantum of housing would need to complement and support urban regeneration by being phased and developed in such a manner to accelerate inner Blackpool renewal.*

**Do you agree with this assessment / or have any comments?**

## Sustainability Appraisal

It is a legal requirement that the Core Strategy is subject to SA. Hyder Consulting were commissioned by the Council to undertake an “Assessment of Strategic Options”. Their summary of the **key strengths and weaknesses** is set out below:

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.

With the above in mind, it is important to also consider that only around 1000 dwellings could be provided through this option, with the remainder requiring a substantial suburban extension at Marton Moss which could generate adverse impacts of its own. The analysis of Option 4 outlines the issues associated with such an extension.

*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.*

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Your views on this overall option, and the individual aspects highlighted above will be important in determining what public appetite and support there is for radical change in these areas as part of a coordinated strategy for future growth and development.

### **(Consultation question: Spatial Option 2e)**

***In overall terms, do you consider the option of inner Area Regeneration is one which:***

- ***should be actively pursued?***
- ***has some importance and role to play?***
- ***has little role to play?***
- ***has no role to play?***

## SPATIAL OPTION 3 – PERIPHERAL SUBURBAN EXPANSION

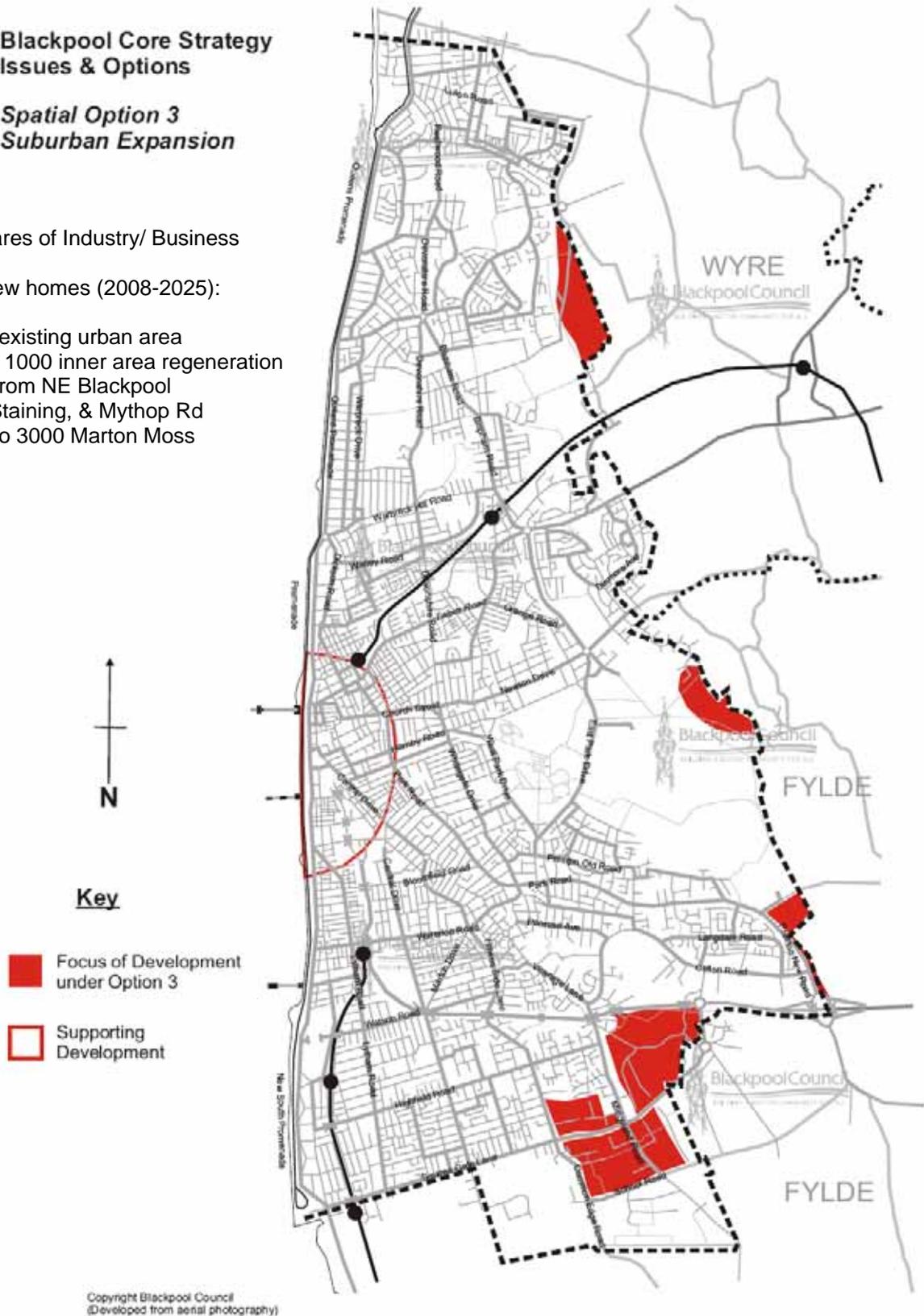
### Blackpool Core Strategy Issues & Options

#### *Spatial Option 3 Suburban Expansion*

40 hectares of Industry/ Business

7,500 new homes (2008-2025):

- 2,500 existing urban area
- 500 to 1000 inner area regeneration
- 1500 from NE Blackpool  
W of Staining, & Mythop Rd
- 2500 to 3000 Marton Moss



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### SPATIAL OPTION 3 – PERIPHERAL SUBURBAN EXPANSION

This option **shown on Plan 3** seeks to assess to what extent further greenfield locations for development should be promoted on remaining lands beyond the existing Blackpool urban area.

Blackpool’s past growth and development has been based on providing a mix of housing and supporting development opportunities. In the 1980’s and 1990s substantial suburban expansion took place in north east Blackpool, at Whitemoss, and Marton Moss but in the last 10 years there has been no significant suburban expansion.

With the established requirement for a substantially increased level of housing in Blackpool, this option would still concentrate an appropriate level of growth within the existing urban area, but would direct much more development to a range of locations elsewhere on the eastern edge of Blackpool.

Wider suburban expansion would not remove the need, but would to some extent reduce the scale of housing development required to be met by new development elsewhere on the edge of Blackpool.

**The following key questions set out various locations where new development could be focused on the edge of Blackpool on which we want you to let us know your views.**

***(Consultation question: Spatial Option 3a)***

**To what extent is there support for wider suburban expansion beyond the existing urban area to develop remaining lands along Blackpool’s eastern boundary in the following broad locations:**

	<i>Fully Pursued</i>	<i>Some Importance</i>	<i>Little Importance</i>	<i>None</i>
<input type="radio"/> <i>Through a contraction and development of the remaining Green Belt in north east Blackpool</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="radio"/> <i>Through the development of remaining open lands in Blackpool immediately west of Staining.</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="radio"/> <i>Through the development of lands at Mythop Road/ Preston New Road</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="radio"/> <i>Through the development of further lands on Marton Moss</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

The above locations could each add to the potential level of suburban housing development on the edge of Blackpool. In terms of housing capacity, lands in north east Blackpool, west of Staining, and at Mythop Road could each provide for around 500 dwellings – potentially a total of towards 1500 dwellings. Lands on Marton Moss (considered more fully under option 4) could provide around 5,000 dwellings.

**(Consultation question: Spatial Option 3b)**

**How would this option best meet development needs and safeguard important land resources?**

*Increased suburban expansion on remaining greenfield lands along Blackpool's eastern boundary would potentially more readily provide a wider mix of house types to meet future development needs, alongside any development focus within the existing urban area. Such lands on the edge of town remain quite well related to Blackpool's existing urban area, but are less close to local services and facilities.*

*Development in the north east of the town would significantly erode the Green Belt between Blackpool and Carleton. Development of lands in Blackpool close to Staining would only be a realistic option if closely integrated with development of adjoining lands in Fylde which are part of the Green Belt (and not an option being considered in the Fylde Core Strategy issues and options Report). Development of lands in Blackpool at Mythop Road could be readily integrated with the existing Blackpool urban area, and is not part of the statutory green belt. Substantial development of significant areas of lands on Marton Moss would also be required under this option (as further considered under Option 4).*

**Do you agree with this assessment / or have any comments?**

**(Consultation question: Spatial Option 3c)**

**How would this option effect service and infrastructure provision?**

*The provision of necessary access roads, drainage and supporting infrastructure could be readily met by the development of greenfield edge of Blackpool sites, and would be significantly less costly than the redevelopment of more costly inner area regeneration sites. No major new highways infrastructure would be expected to be required for development of these peripheral lands, as the sites in north east Blackpool, close to Staining, and off Mythop Road all can be quite readily accessed from the existing main highway network.*

*A main focus for suburban development under this option would be on Marton Moss, which is dissected by Progress Way, assisting the provision of connecting roads infrastructure. There would be major costs associated with essential drainage to unlock development of some of these lands.*

**Do you agree with this assessment / or have any comments?**

## Sustainability Appraisal

It is a legal requirement that the Core Strategy is subject to SA. Hyder Consulting were commissioned by the Council to undertake an "Assessment of Strategic Options". Their summary of the **key strengths and weaknesses** is set out below

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, around 5000 dwellings could be provided through this option, with the remainder provided within inner areas. However, 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.*

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### ***(Consultation question: Spatial Option 3d)***

***In overall terms, do you consider the option of Suburban Expansion is one which:***

- ***should be actively pursued?***
- ***has some importance and role to play?***
- ***has little role to play?***
- ***has no role to play?***

## SPATIAL OPTION 4 – MARTON MOSS URBAN EXTENSION

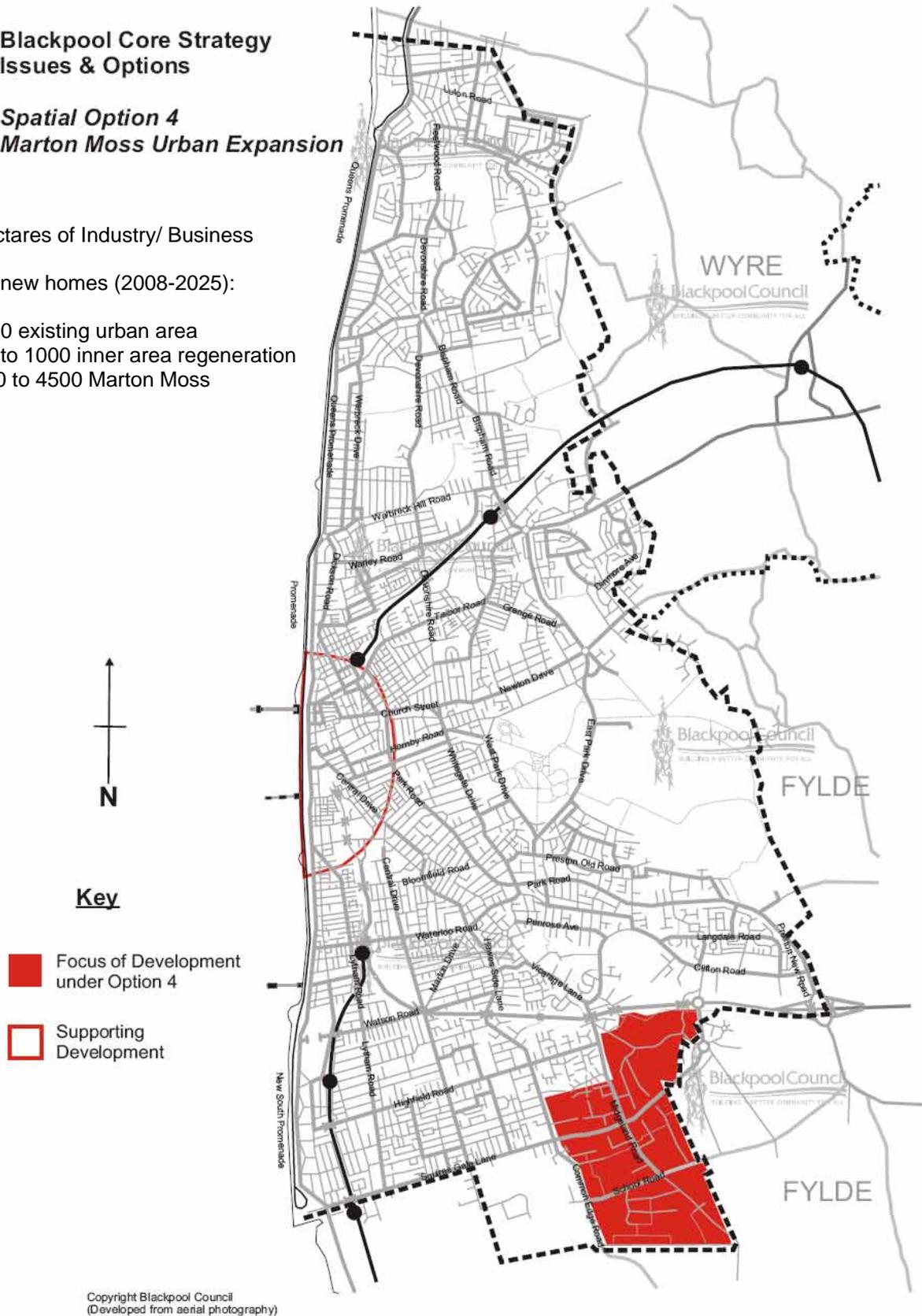
### Blackpool Core Strategy Issues & Options

#### *Spatial Option 4 Marton Moss Urban Expansion*

40 hectares of Industry/ Business

7,500 new homes (2008-2025):

- 2,500 existing urban area
- 500 to 1000 inner area regeneration
- 4000 to 4500 Marton Moss



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## SPATIAL OPTION 4 – MARTON MOSS URBAN EXTENSION

This option, **shown on Plan 4**, is similar to Option 3 insofar as it similarly recognises that Blackpool’s past growth and development needs have been based on providing a wider mix of housing and supporting development opportunities – and that recent choices have narrowed, with new housing concentrated on a smaller choice of types and size of sites.

With the national priorities for housing growth and the established requirement for substantially increased development in Blackpool, Option 4 seeks to explore to what extent there is support for a substantial new development focus on Marton Moss for a wider mix of housing and supporting uses.

A focus for expansion on Marton Moss would potentially take away the need for significant suburban expansion elsewhere in Blackpool and would also reduce the pressure for other development options to be met elsewhere.

**The following key questions set out various locations as a possible focus for new development on Marton Moss on which we want you to let us know your views:**

***(Consultation question: Spatial Option 4a)***

**To what extent is there support for the development of remaining lands on Marton Moss for a mix of housing and supporting uses in the following broad locations:**

	<i>Fully Support</i>	<i>Some Importance</i>	<i>Little Importance</i>	<i>None</i>
○ <i>On the lands between Bennetts lane and Progress Way</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
○ <i>On the lands between Yeadon Way and Chapel Road</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
○ <i>On the lands between Chapel Road and Progress Way</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
○ <i>On the lands between Progress Way and School Lane</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
○ <i>On the lands between School Lane and Division Lane on the southern Blackpool boundary.</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

The nature and character of much of the lands at Marton Moss as a former horticultural area with significant numbers of existing dwellings, means a substantial part of these lands could not realistically be developed for uses other than housing.

Some larger swathes of more typical open countryside could potentially be developed for other alternative uses such as employment or open space.

In total, the capacity of the lands at Marton Moss could potentially provide for around 5,000 dwellings with similar capacity on each of the three main areas of land - i.e. north of Progress Way/ south of Progress Way to School Road/ south of School Road to the boundary.

The lands at Marton Moss could thus potentially contribute very substantially towards meeting required levels of housing in Blackpool, alongside a supporting focus to target some growth to the regeneration of inner Blackpool.

Potentially part of Blackpool's identified requirement for 40 hectares of employment land in or on the edge of Blackpool might also be capable of being met on some of these lands.

**(Consultation question: Spatial Option 4b)**

***How would this option best meet development needs and safeguard important land resources?***

*Alongside existing commitments and any further development within the existing urban area, Blackpool's remaining identified development needs could potentially be met on the lands on Marton Moss. 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 and employment linked by a sustainable transport and open space network.*

*The former high concentration of glasshouses on the Moss has resulted in a very concentrated form of development different from typical countryside areas. Horticultural use has greatly declined, but the development of lands on the moss would lead to the loss of existing urban fringe uses such as horse stabling, recreation uses, and remaining smallholdings. Rather than wholesale removal this would be likely to result in their displacement, as such uses perform a role on the edge of most urban areas. The range of existing uses on the Moss with its many smallholdings would to some extent reduce the effective density and quantum of new housing that could be developed on parts of the Moss, compared with more typical areas of open countryside elsewhere.*

***Do you agree with this assessment / or have any comments?***

**(Consultation question: Spatial Option 4c)**

**How would this option effect service and infrastructure provision?**

*A larger development focus on the Moss will potentially decrease the cost, and increase the viability of effective services and infrastructure provision in this location.*

*The lack of adequate drainage capacity and the fragmented nature of existing development in the area means it has for a long time been recognised that further development on the Moss would only be possible through a comprehensive and coordinated approach for the release of major areas of land for development.*

*Comprehensive development would enable the provision of necessary new on-site drainage infrastructure, but 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.*

*Transport investment would be assisted by the major link that already exists across the middle of the Moss. Substantial housing growth in this location would need to be backed up by investment and provision of a range of supporting shops, community facilities and services.*

**Do you agree with this assessment / or have any comments?**

## Sustainability Appraisal

It is a legal requirement that the Core Strategy is subject to SA. Hyder Consulting were commissioned by the Council to undertake an "Assessment of Strategic Options". Their summary of the **key strengths and weaknesses** is set out below

Option 4 consists of a major new sub-urban 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.*

### **(Consultation question: Spatial Option 4d)**

***In overall terms, do you consider the option of Suburban Expansion is one which:***

- ***should be actively pursued?***
- ***has some importance and role to play?***
- ***has little role to play?***
- ***has no role to play?***

## SPATIAL OPTION 5 – WIDER M55 HUB GROWTH POINT

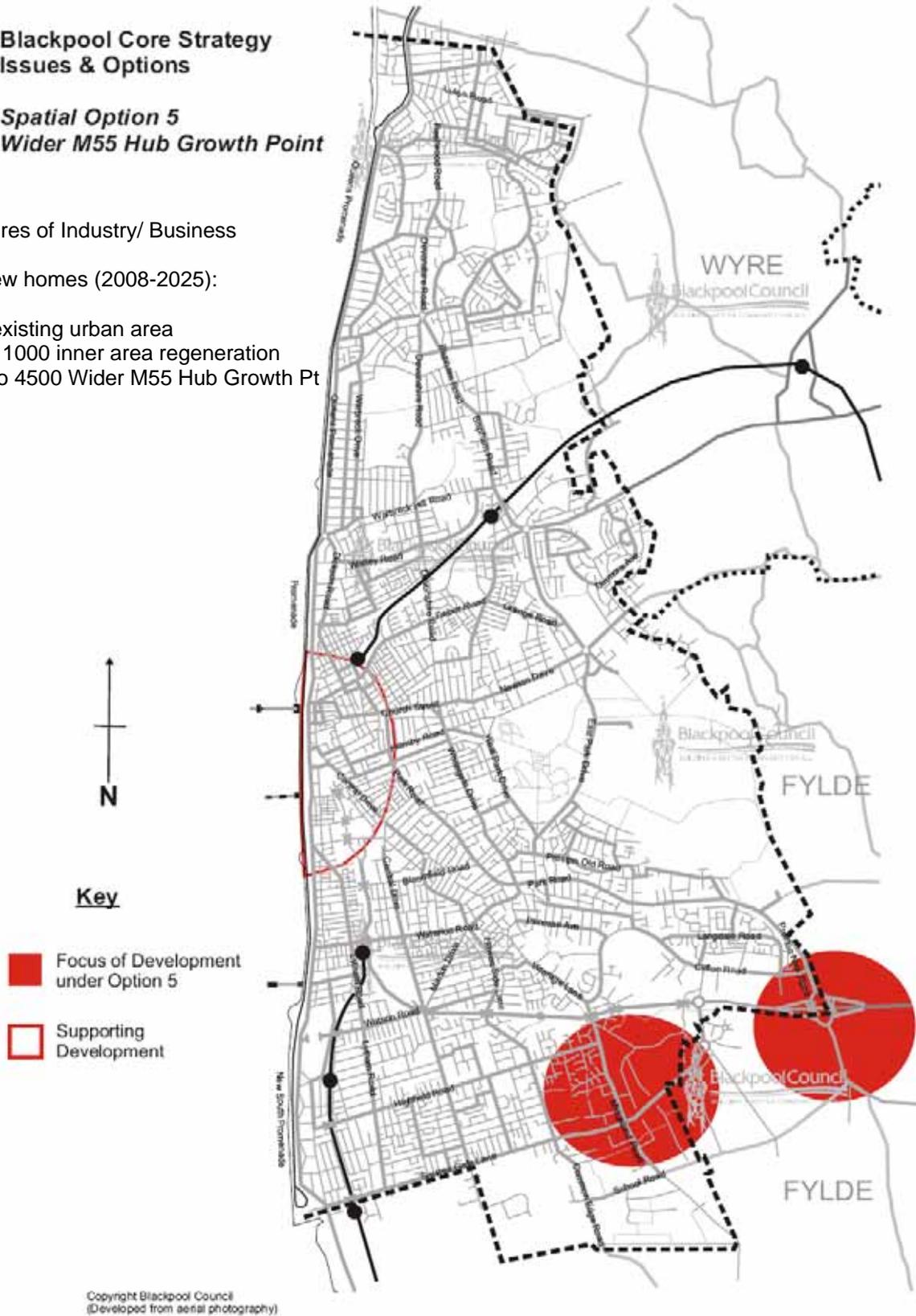
### Blackpool Core Strategy Issues & Options

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

40 hectares of Industry/ Business

7,500 new homes (2008-2025):

- 2500 existing urban area
- 500 to 1000 inner area regeneration
- 4000 to 4500 Wider M55 Hub Growth Pt



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## SPATIAL OPTION 5 – WIDER M55 HUB GROWTH POINT

This option **shown on Plan 5** is a further variation on Options 3 & 4 in recognition of Blackpool’s tight knit boundary, limited supply of land, and the need to simultaneously consider development choices to be made on wider adjoining lands in Fylde Borough.

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.

The Blackpool and Fylde Core Strategy Issues and Options Reports raise the issue as to what extent the lands on both sides of the boundary could be developed for a potentially wider mix of uses as well as further meeting employment needs.

Both Core Strategy Reports recognise that Blackpool and Fylde are effectively part of one functional housing and employment market area, with the need to integrate development, transport and investment. The limited choices available support consideration of a wider option to assess the development potential of lands close to the M55 junction, in a way which best supports sustainable patterns of development on both sides of the boundary.

A wider focus for expansion around the M55 Hub would reduce the need for suburban expansion elsewhere in Blackpool and the pressure for other development options.

**The following key questions set out various locations to possibly focus new development around a wider M55 Hub Growth Point on which we want you to let us know your views:**

***(Consultation question: Spatial Option 5a)***

**To what extent is there support for a wider development focus on lands at the M55 Hub to provide for a mix of needs in the following broad locations:**

	<i>Fully Pursued</i>	<i>Have some Importance</i>	<i>Have little role to play</i>	<i>Have no role to play at all</i>
<input type="radio"/> <i>On lands at Marton Moss within Blackpool</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="radio"/> <i>On lands at Mythop Road in Blackpool</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="radio"/> <i>On lands at Whyndyke Farm in Fylde</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="radio"/> <i>On lands between Preston New Road, Whitehill Road and School Road in Fylde (including remaining lands within the Blackpool Fylde Estate and Whitehills Park)</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

These lands together have the potential capacity to provide a main focus for development and growth to 2021 on the edge of Blackpool and to potentially also meet longer term housing growth and economic development needs.

In total, the capacity of the lands could provide in excess of 5,000 dwellings in Blackpool and 2,000 – 3,000 dwellings in Fylde, alongside a supporting focus to target some growth to the regeneration of inner Blackpool. Much of the identified requirement for 40 hectares of employment land in or on the edge of Blackpool might also be capable of being met on these lands.

The wider lands around the M55 Hub could thus potentially contribute very substantially towards meeting strategic levels of development in both Blackpool and Fylde, with longer term potential for further expansion.

**(Consultation question: Spatial Option 5b)**

***How would this option best meet development needs and safeguard important land resources?***

*The lands around the M55 junction are centrally located within the Fylde Coast only 4 miles from Blackpool town centre, providing an opportunity for a major suburban extension to accommodate demands and deliver economic growth across the sub-region.*

*Opportunities close to motorway junctions generally provide attractive locations with strong market and development interest. The lands on the Moss within Blackpool, on Whyndyke farm off Preston New Road, and centred around the Blackpool Fylde Estate and Whitehills Park in Fylde could together meet a wide range of housing, employment and supporting needs, and provide a basis for further longer term growth.*

***Do you agree with this assessment / or have any comments?***

**(Consultation question: Spatial Option 5c)**

**How would this option effect service and infrastructure provision?**

*As under option 4, development would only be possible through a comprehensive and coordinated approach for the development of major areas of land. There are extensive development opportunities in this broad location, and 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.*

*The existing concentration of employment uses on both sides of the boundary and the retail focus around Tescos would help support accelerated growth around the M55, but would need to be backed up by major new investment in a range of other supporting facilities and services.*

*The potential for major growth in this location would assist its ready integration within the existing Blackpool, Lytham and St Annes urban centres including completion of the M55 – Heyhouses Link, enhanced public transport links with the existing centres, and increased potential for provision of a new link to reduce congestion and provide a better link from the M55 northwards.*

**Do you agree with this assessment / or have any comments?**

## Sustainability Appraisal

It is a legal requirement that the Core Strategy is subject to SA. Hyder Consulting were commissioned by the Council to undertake an “Assessment of Strategic Options”. Their summary of the **key strengths and weaknesses** is set out below

Option 5 has significant strengths and weaknesses. 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.*

### **(Consultation question: Spatial Option 5d)**

***In overall terms, do you consider the option of a wider M55 Hub Growth Point one which:***

- ***should be actively pursued?***
- ***has some importance and role to play?***
- ***has little role to play?***
- ***has no role to play?***

## SPATIAL OPTION 6 – MARKET DRIVEN APPROACH

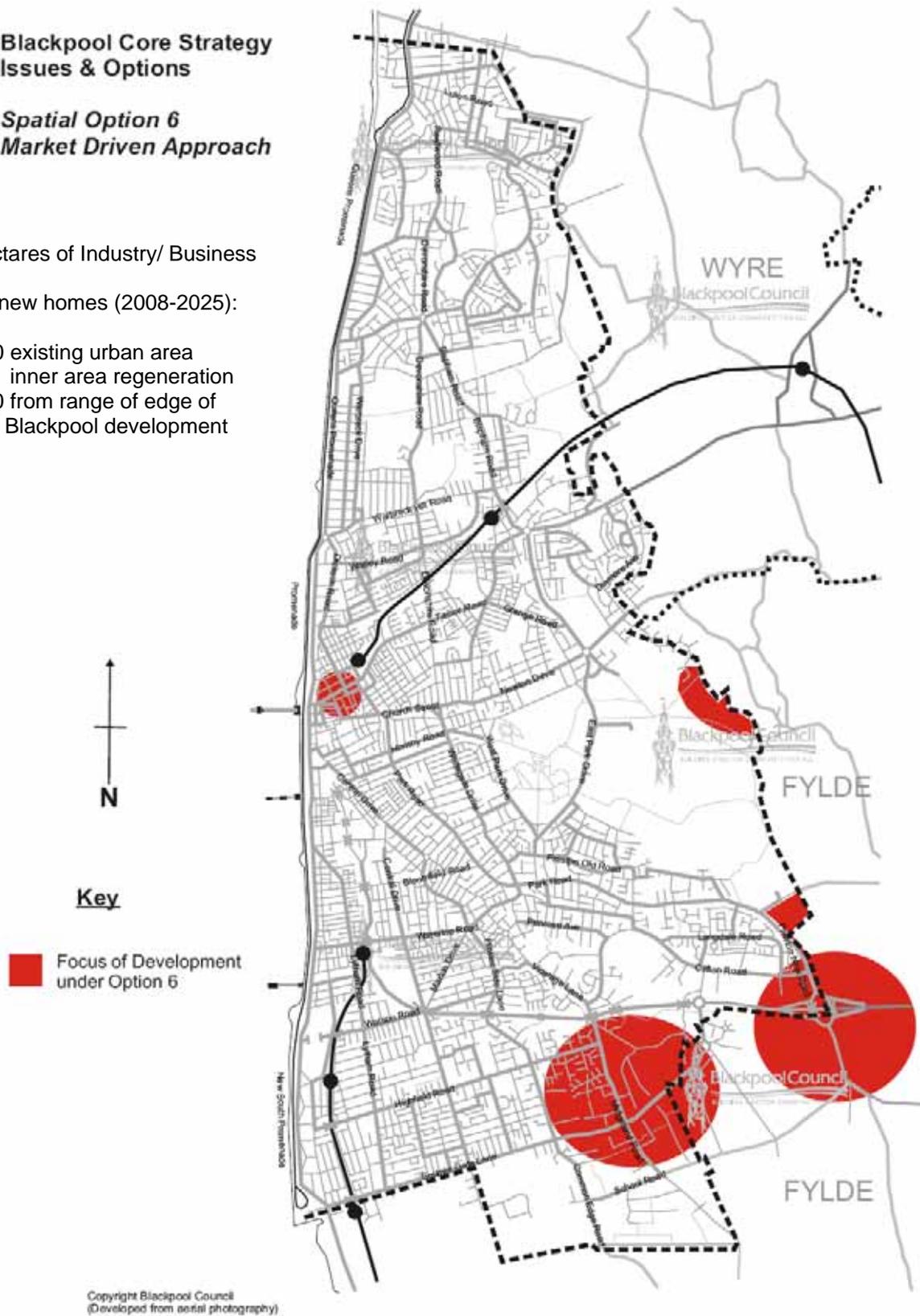
### Blackpool Core Strategy Issues & Options

#### *Spatial Option 6 Market Driven Approach*

40 hectares of Industry/ Business

7,500 new homes (2008-2025):

- 2500 existing urban area
- 500 inner area regeneration
- 4500 from range of edge of Blackpool development



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## SPATIAL OPTION 6 – MARKET DRIVEN APPROACH

This final option **shown on Plan 6** 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.

Government Guidance sets out that where a Local Planning Authority fails to provide for an identified 5 year supply of land to meet its identified housing requirement, then there will be a much increased likelihood that permission will be granted on ‘market’ sites identified and brought forward for development.

Typically, developers would logically focus on the easier and more readily developed opportunities, and seek to avoid more costly and difficult to develop sites. Much increased focus would therefore be on easier to develop greenfield sites, and away from the more complex regeneration opportunities in the inner areas of Blackpool.

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 – potentially setting out what change in emphasis would result if there was no effective planning framework for Blackpool’s future development.

Your views are similarly sought on the following key questions:

### ***(Consultation question: Spatial Option 6a)***

#### ***How would this option best meet development needs and safeguard important land resources?***

A developer led market based approach would potentially most mirror a mix of Options 3, 4 & 5, which focus 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).

This might produce a similar substantial focus on lands around Marton Moss and the M55, but the lack of a strategic planning framework would mean development would be likely to be brought forward in a more fragmented pattern. A market approach would not provide any substantial development stimulus to support Blackpool’s regeneration.

#### ***Do you agree with this assessment / have any comments?***

**(Consultation question: Spatial Option 6b)**

**How would this option effect service and infrastructure provision?**

Comprehensive schemes could still come forward if there was developer interest, but generally the ready availability of land to facilitate development is best achieved through the private sector, landowners, and the Council working together to assist site assembly backed by a statutory planning framework which supports the whole process.

A market based approach would be less effective in considering the wider implications of development and providing a properly planned framework of transport, drainage and supporting infrastructure to most effectively and efficiently plan to meet longer term needs.

**Do you agree with this assessment / have any comments?**

**Sustainability Appraisal**

It is a legal requirement that the Core Strategy is subject to SA. Hyder Consulting were commissioned by the Council to undertake an “Assessment of Strategic Options”. Their summary of the **key strengths and weaknesses** is set out below

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.*

-----

**(Consultation question: Spatial Option 6c)**

**In overall terms, do you consider the option of a market driven approach:**

- **should be actively pursued?**
- **has some importance and role to play?**
- **has little role to play?**
- **has no role to play?**

## **OTHER OPTIONS**

### ***Are there any other broad spatial options we should consider?***

As stated at the outset of Section 6, Blackpool's broad spatial options, compared to many areas, are very limited.

It is recognized that the eventual preferred option may be a matter of finding the right balance between the various alternatives for Blackpool future growth and development.

However, there may be other views on other options which could come forward to provide Blackpool's regeneration and growth – and meet its key needs for around 5,000 new homes and 40 hectares of employment lands (over and above existing trends and commitments).

### ***(Consultation question: Spatial Option 6d)***

***Are there any other alternative options that you wish to put forward for Blackpool's future growth and development?***

***If so, please set out the option below, and describe how and why you consider this would best meet the town's development needs.***

## 7 STRATEGIC CHOICES AND ISSUES

**Section 7** sets out a range of more specific strategic issues under a number of key themes which will need to be considered to more closely inform the pattern and focus of Blackpool's future development. A number of key questions are raised for your views and comment.

There is no need to answer all these questions, but it is important your views are made clear on those issues that most concern or interest you.

Please take this opportunity to answer as few or as many of the questions set out in the 'cream' pages which follow under each of the following key themes:

- *Housing regeneration and growth*
- *More balanced and healthy communities*
- *Resort regeneration*
- *Town centre regeneration*
- *Wider economic diversification*
- *Lifting quality in the built environment and enriching heritage*
- *Creating a greener Blackpool*
- *Transport and travel needs.*

*n.b Please note that for the purposes of online consultation the reference at the start of each question relates to the question online*

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## HOUSING REGENERATION AND GROWTH

**Key Issue:** To address housing market imbalances and revive our inner areas, whilst providing a wider mix, including more affordable housing.

*Everyone should have the opportunity for a decent home, and the provision of a sufficient quantity, range and quality of housing to meet all the needs of the community is a key focus of the planning process. The North West Regional Spatial Strategy (NWRSS) requirement for Blackpool is for 8,000 dwellings by 2021.*

*The main spatial options as to how and where future housing needs will best be met is the key focus of the “Blue” Section 6 of this document, and it is important you make your comments on the six spatial options put forward.*

*This section considers other more specific aspects of Blackpool’s future housing offer. In particular it raises issues about how best to achieve the right mix of types and sizes of housing in new development – whether in new development areas or in existing neighbourhoods. A key issue is the provision of sufficient and appropriate affordable housing.*

### **Main Housing Focus**

*The 2008 Fylde Coast Strategic Housing Market Assessment concluded there was a need for greater choice and quality of the housing offer across the Fylde Coast, with the need to more closely reflect the whole spectrum of needs from the upper to the lower end of the housing market.*

*Housing provision has become increasingly skewed in recent years, with an over – focus on particular sectors of the housing market in different parts of the Sub-Region. In Blackpool the SHMA recognized the need is to redress rather than reflect imbalances in the existing dwelling stock, to support regeneration and growth.*

- *To some extent both Fylde and Wyre act as suburbs to Blackpool, but there is a need for a better and wider choice to also be available within Blackpool.*

*While there is a substantial supply of existing terraced and semi-detached housing, in Blackpool, the SHMA highlighted the mismatch of more recent housing development at both ends of the housing market, with:*

- *an over- concentration on flat developments, and one bedroom properties*
- *a lack of more attractive family and detached homes*

**H1 How important do you consider the following priorities will be to meet future housing needs and enhancing Blackpool’s housing offer?**

	Importance			
	Very	Quite	Little	None
- Improving the inner Blackpool housing offer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Redevelopment of difficult inner area regeneration sites	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- New town centre residential apartments	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- High quality aspirational seafront housing.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Retaining the existing level of Blackpool seafront holiday accommodation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- New homes in sustainable locations on the edge of Blackpool	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Conversion of surplus holiday accommodation to quality residential units	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Restricting conversions from holiday use to low standard rented flats.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Housing Mix**

*A mix of house types is an essential component of creating successful residential environments and current planning policies require a mix of housing within all larger housing development sites.*

*Your views are sought as to what extent Core Strategy policy should seek to generally influence a better mix and balance of house types and, more specifically, the amount of one bedroom accommodation.*

**H2 To ensure a better mix and balance of house types, which of the following options do you support**

*(please tick (✓) one box only)*

- *Set out much more clearly the precise mix of different types and size of housing required on all large housing development sites.*
- *Continue existing policies to require a ‘mix’ of housing in all but the smallest developments, without setting out detailed requirements.*
- *Leave it more to the private sector, apart from affordable housing requirements, to determine the right mix and balance of house types.*

### **One Bedroom Accommodation**

*Trends in Blackpool have resulted in a significant number of former holiday premises being converted into one bedroom rented flats catering for a narrow range of households. Larger homes can be more flexible in meeting family needs and encouraging more stable inner area communities.*

*However, there is a continued need for smaller flats and houses, including one bedroom premises. They are typically the first rung on the property ladder, whether to buy or rent, and are also a potentially attractive housing option for more elderly residents.*

*Current planning policies seek to limit the proportion of one bedroom units created in new flat developments (including conversions) – and it is recognized that stricter controls may be appropriate in certain neighbourhoods to create more balanced communities where there are already large concentrations of existing one bedroom accommodation.*

#### **H3 What in general terms do you consider the Council's future approach should be to the amount of one bedroom flat accommodation:**

##### **In the inner areas:**

*(Current policy - a maximum of one third of new units)*

*(please tick (✓) one box only)*

- The current restrictions are about right
- There should be less restrictive policies
- There should be more restrictive policies

##### **Elsewhere in Blackpool**

*(Current policy – a maximum of half new units)*

*(please tick (✓) one box only)*

- The current restrictions are about right
- There should be less restrictive policies
- There should be more restrictive policies

#### **H4 If you consider that there should be more restrictions to limit the scale of 1 bedroom accommodation, which of the following options would you most support?**

*(please tick (✓) one box only)*

##### **Increased restrictions should:**

- Apply equally to converted properties and new build flat developments
- Apply mainly to converted properties
- Apply mainly to new build developments

## **Housing for Older Residents**

The Strategic Housing Market Assessment identified the need to develop future housing provision policies that better respond to the needs of the elderly.

Substantial pre-retirement and retirement market net in-migration has been a longstanding and positive component of Blackpool and the Fylde Coast's housing market, maintaining population and supporting economic growth in what would otherwise be a naturally declining population. The SHMA also identified the minimal provision of affordable housing for the elderly in recent years – which 20 years ago comprised a major part of previous council house new build programmes.

Nationally and locally, the proportion of residents over 65 will increase (on the Fylde Coast by 50% between 2006 and 2028). Current planning policy sets out no specific policy requirements to ensure these needs are met.

### **H5 Should future planning policy setting out much more specific requirements for ensuring future provision of specialist and supported housing for older residents:**

- **Of general market (for sale) housing**

YES   
NO

- **Of future affordable housing**

YES   
NO

## **Affordable Housing**

*In wider terms the longstanding rise in house prices, despite the most recent downturn, means there is a significant need across Blackpool for more affordable housing.*

*The sheer scale of problems nationally as well as locally is such that only a proportion of the total affordable housing need can realistically be delivered. There is an obvious focus on those in the most acute need, but it is recognised that policies also need to be balanced with the objective of delivering more mixed and sustainable communities, especially in Blackpool's deprived inner area neighbourhoods.*

*The Fylde Sub-Region SHMA recommends that a detailed integrated housing policy needs to be applied across the Fylde Coast for the delivery of a better range of housing choices, with each of Blackpool, Fylde and Wyre needing to determine their affordable housing policies in the context of reversing the wider mismatch in demand and supply across the area.*

*A detailed integrated policy will potentially seek a common threshold across the Sub-Region for the scale of housing development for affordable housing (Blackpool's*

current policy is that 30% of all new dwellings on sites of more than 15 dwellings should be affordable housing).

However, putting such detail aside, and given only a proportion of affordable housing needs can be met, your general views are sought to help inform future policy as to:

**H6 What type of affordable housing provision should be prioritised to best meet Blackpool's needs:**

*(please tick (✓) one box only)*

- A focus on specialist affordable housing for the elderly
- A focus on shared ownership social housing
- A focus on social rented accommodation
- A mix of types of affordable homes

**H7 Where do you think the future provision of more new affordable housing should best be met?**

*(please tick (✓) one box only)*

- As part of inner area regeneration
- On council housing estates)
- New greenfield sites.
- Across all areas of the town:

**H8 Should on-site affordable housing provision generally be required on all sufficiently sized sites?**

YES   
NO

or

**Should the alternative be used - of not directly providing affordable housing on-site, and instead making an off-site financial contribution to assist inner area regeneration?**

YES   
NO

## BALANCED AND HEALTHY COMMUNITIES

**Key Issue:** The need to develop sustainable, safe and healthy neighbourhoods with a diverse range of accessible facilities, and heighten residents' aspirations

*A balanced and healthy community should provide for a mix of age groups, incomes and lifestyles in a safe and clean environment, with a full range of supporting facilities.*

*Blackpool has a wide range of shops and community facilities, but its residential neighbourhoods house a mix of different communities living in contrasting areas. Some parts of Blackpool fall amongst the 5% most deprived areas in the country. There are also significant disparities in levels of wealth, health, education, crime and deprivation across Blackpool which need to be reduced to meet help create more balanced, happy and healthy communities.*

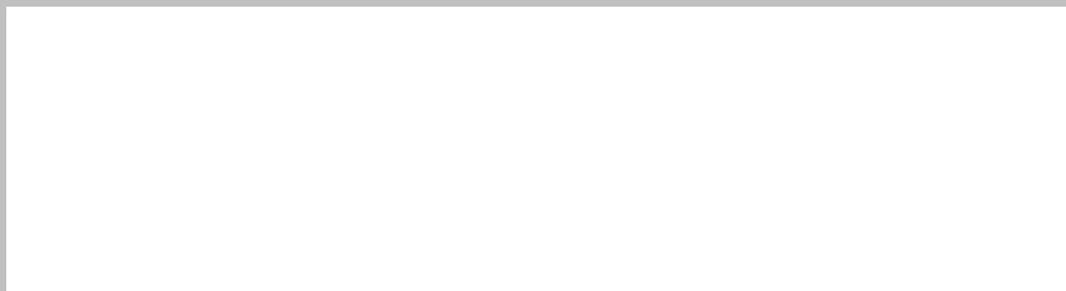
*It is vital that new development takes place in a way that best contributes to achieving more balanced and healthy communities across Blackpool as a whole.*

### **What makes a Sustainable Community**

*The creation of sustainable communities throughout Blackpool will involve addressing a number of key themes including:*

- *A wide housing choice in each neighbourhood*
- *Good access to local facilities and amenities (such as schools, shops, hospitals, community and leisure facilities and open space)*
- *High performing local schools and access to further education opportunities*
- *Access to good employment opportunities*
- *Healthy lifestyles*
- *A clean, greener and attractive local environment;*
- *Tackling problems of crime and anti-social behaviour;*

**BH1 Do you feel that there are any other key issues relating to the creation of sustainable communities that should be included above?**



## Access to Facilities and Services

**BH2** In terms of access from your local neighbourhood, on a scale of 1-5 (1 being excellent, 5 being very poor), how would you rate access to the following facilities and services:

- Doctors
- Pharmacies
- Dentists
- Hospitals
- Child Care provision
- Primary Schools
- Secondary Schools
- Community centres
- Local shops
- Jobs


*The heavily built up nature of much of Blackpool can make change and improvements difficult and costly to deliver, but ....*

**BH3** What do you consider the most important priority for improvement of facilities/services, which should realistically be brought forward:

- In your neighbourhood?

- In the town as a whole?

## Access to Green Open Space

*Because Blackpool is intensely urban in form, there is limited access to green open space for many residents, particularly those living in the inner neighbourhoods, with the beach and seafront also therefore very important. Access to high quality open spaces improves health and well-being and the correct planning policies need to be in place to ensure future developments make adequate and accessible provision.*

**BH4** Do you feel that you have adequate access to green open spaces from where you live?

YES   
NO

If not, what more could be done in your area to improve the situation?

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## Other Improvements

**BH5** What other improvements to community facilities and services do you feel would most bring about lasting positive changes in your neighbourhood?

## Community Safety

*The Council requires buildings to be safe and secure and encourages developers wherever possible to make use of secured by design principles in designing any new development.<sup>1</sup>*

**BH6** Do you feel safe in your local community?

YES   
NO

If not, what more could be done by the Council and its partners to improve the situation?

Are there any particular measures which you feel should be applied to all new development to improve security?

<sup>1</sup> For more information please see <http://www.securedbydesign.com/>.

## **Inner Area Regeneration**

*The above questions relate to all Blackpool's neighbourhoods and focus on access to facilities and services. However, there is a particular need to address the high levels of deprivation in the inner areas and other priority residential neighbourhoods.*

*There is an acute need in these areas for a more balanced housing market, better health, higher education attainment and environmental improvements. Your views are sought as to what is the best way forward to achieve real change in these areas.*

### **BH7 What changes do you think are important to bring about a more balanced housing offer in the inner areas?**

(please tick (✓) all changes considered important)

- Reduce high levels of transience
- Increased owner occupation
- Increased shared ownership
- Increased social rented housing
- Restrict increased concentrations of multi-rented accommodation
- A more balanced pattern of house types and sizes
- Significant clearance and redevelopment in some areas
- Other changes, please state;

### **BH8 In your view, in wider terms, while all the factors below are important, which two factors do you consider will be the most important to inner area regeneration?**

(please tick (✓) 2 choices)

- Education and health programmes (to encourage healthier lifestyle choices)
- Direct support to address drugs and alcohol problems.
- Providing more jobs in the resort, town centre and wide economy
- Improving the environment of the town and its neighbourhoods
- Improving housing and housing choice
- Improving the range of community facilities.
- Other improvements (please state) .....

## **RESORT REGENERATION**

**Key Issue:** The need to sustain a more all year round visitor market and provide new high quality attractions and improved accommodation to revitalise the visitor economy.

*Sun-seeking, cheaper flights and the opening up of the global holiday market – as well as increased competition from towns and cities in this country – have seen major changes in consumer spending and holiday preferences in the last 20 years.*

*Blackpool remains a mass visitor destination but it is fully recognized that the resort's existing tourism offer will not reverse the decline in visitor numbers. Major steps have been taken to start to change things around with new town centre shops, seafront and tramway investments all underway.*

*If the resort is re-establish itself as a successful and innovative tourism destination the prime need, however, remains for the development of new attractions and reasons to stay in Blackpool in the 21<sup>st</sup> century, with a matching holiday accommodation offer.*

### **Resort Focus**

**R1** In your view, what kind of resort should Blackpool aim to become in the 21<sup>st</sup> century:

- A more family oriented resort
- A "fun" short stay destination
- An "events" venue
- A mixed market catering for a wide range of visitors.
- A niche market resort for other specific groups of visitors (please state which)

### **Market Sectors**

*All areas of the resort can potentially attract a wide range of visitors, and to date Blackpool has always marketed the resort as one destination, with a wide range of attractions for different types of visitors across the resort.*

*In practise, however, it is recognized that certain areas of the resort have developed a certain focus. In order for Blackpool to better succeed and extend its appeal in a wide but varied market place, there is an issue as to whether it would be better for future marketing and development to focus more on promoting certain areas for different types of visitors.*

**R2** Should all areas across the resort be marketed and developed to cater for a wide range of visitors?

**YES**   
**NO**

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**R3 Should there be an increased emphasis on marketing and developing specific areas of the resort to appeal to different visitor groups, and promote their particular character and appeal?**

(eg family resort area, stag & hen / clubland, senior citizens, heritage area, gay village etc)

YES   
NO

**Major Tourism Investment Sites**

*Two major new development sites have previously been identified to accommodate large new visitor attractions – the former Central Station site and the Rigby Road “Second Gate” site (extending from Central Drive through to the Promenade).*

*The essential need for major new attractions remains unchanged, but with no current prospect of a Regional Casino, the future of these sites needs to be reconsidered. Without a major regeneration catalyst, the high relocation costs of existing uses raises major questions about the viability of the comprehensive redevelopment of the “Second Gate” site for tourism uses. Alternative proposals have now been put forward for the relocation of the Blackpool & Fylde College to regenerate much of the eastern part of this site. Much of the western part of the site would remain occupied by the existing transport depot.*

**R4 What do you think Blackpool’s priority should now be for major investment on the New Bonny Street/ former Central Station site? (see Plan A)**

- New Major Conference centre
- Major new multi-purpose conference/ events/ exhibition centre
- New national focus high profile tourism attraction
- New hotels
- Retain site for long term casino
- Develop site for more town centre shopping
- Retain main part of site as parking
- Some other purpose ..... please state

<input type="checkbox"/>

Plan A



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Planning Department  
Tourism & Regeneration Directorate  
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Title: Plan A (New Bonny Street)

Scale: 1:4000

Date: 27/05/2008 Printed by: CCC

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**R5 Do you support the development of a major new Blackpool Further Education Campus on the eastern part of the Rigby Road (Second Gate) site (see Plan B):**

**YES**   
**NO**

**R6 Would you support longer term aspirations for full university status for Blackpool?**

**YES**   
**NO**

**R7 With the “Second Gate” no longer likely expected to come forward as a major tourism investment site, what do you think should be the priority for other investment on the western part of the Rigby Road (Second Gate) site (see Plan B):**

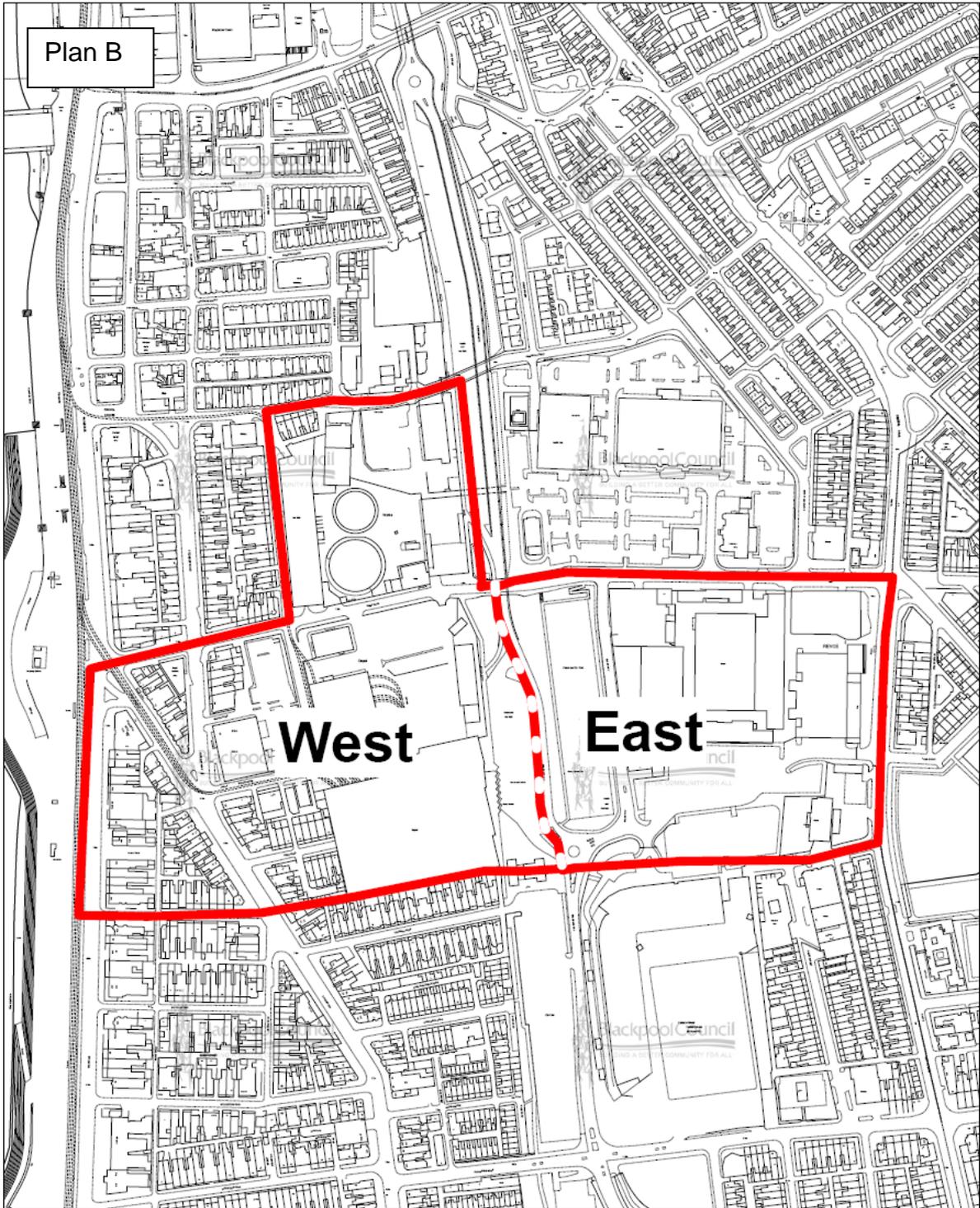
- Redevelopment for new holiday attractions or accommodation.
- Redevelopment for a wider mix of uses, including housing.
- More limited redevelopment of appropriate surplus lands and buildings (such as the former Kwiksave site).
- Some other purpose (please state) .....

**R8 Do you consider there is any need for a replacement second major tourism investment site (in addition to the former Central Station site) to be identified to accommodate major new tourism attractions?**

**YES**   
**NO**

**If yes, where do you consider should become a second major tourism investment site?**



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Planning Department  
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Title: Plan B (Second Gate Site)

Scale: 1:4000

Date: 27/05/2008 Printed by: CCC

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## Holiday Accommodation

*Evidence from the pattern of change in the resort is that the amount of holiday accommodation is considerably more than what is now required. In determining the way forward it would be helpful to get people's views in broad terms of which parts of the resort have the most potential to continue to be successful and where would most benefit from change.*

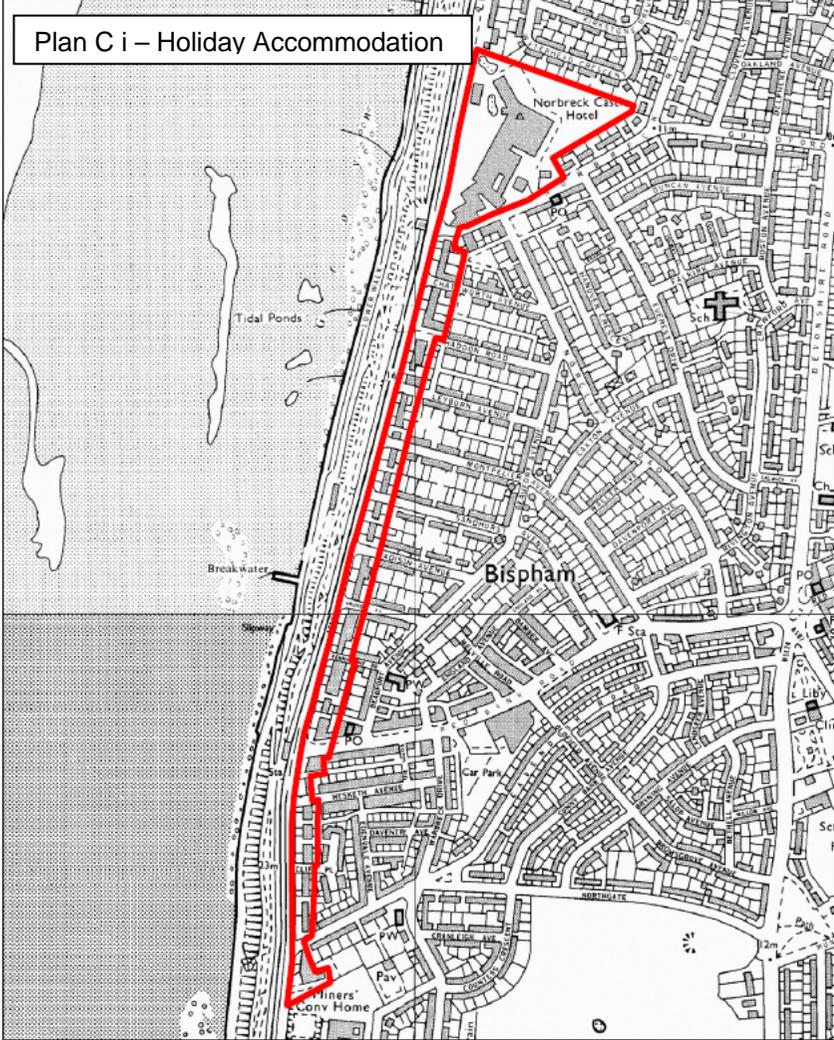
It is emphasised that this question is included only to give a broad feel for people's perception of the way forward. In practise it is fully recognized that there are differences from street to street within each of these broad areas. It is also fully recognized that if some areas become more residential in character, the need is for positive change, and to find ways to promote a better mix of house types and tenures as an essential component of creating a successful residential environment.

**R9** Looking at Plan C and each of the areas listed below, where in your view should be the main focus for an improved holiday accommodation sector, and where should be the main focus for change:

**	Retain as Hol Accom	Change from Hol Accom	A mix: Change & Retain
<b>Promenade Areas</b>			
North Shore Promenade	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Central Promenade	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
South Shore Promenade	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
New South Promenade	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Elsewhere (not on Prom):</b>			
Bispham to N of Gynn	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
S of Gynn to Talbot Square	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
S of Town centre	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Foxhall	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Manchester Square- Alexandra Rd	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sth of Alexandra Rd – Pleasure Beach	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sth of Pleasure Beach	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**\*\* Please tick just one of the 3 box choices for each area.** There is no need to comment on all the areas, just those you know and feel informed to comment on. If you know and want to comment on all areas you can do so.

Building a better community for all



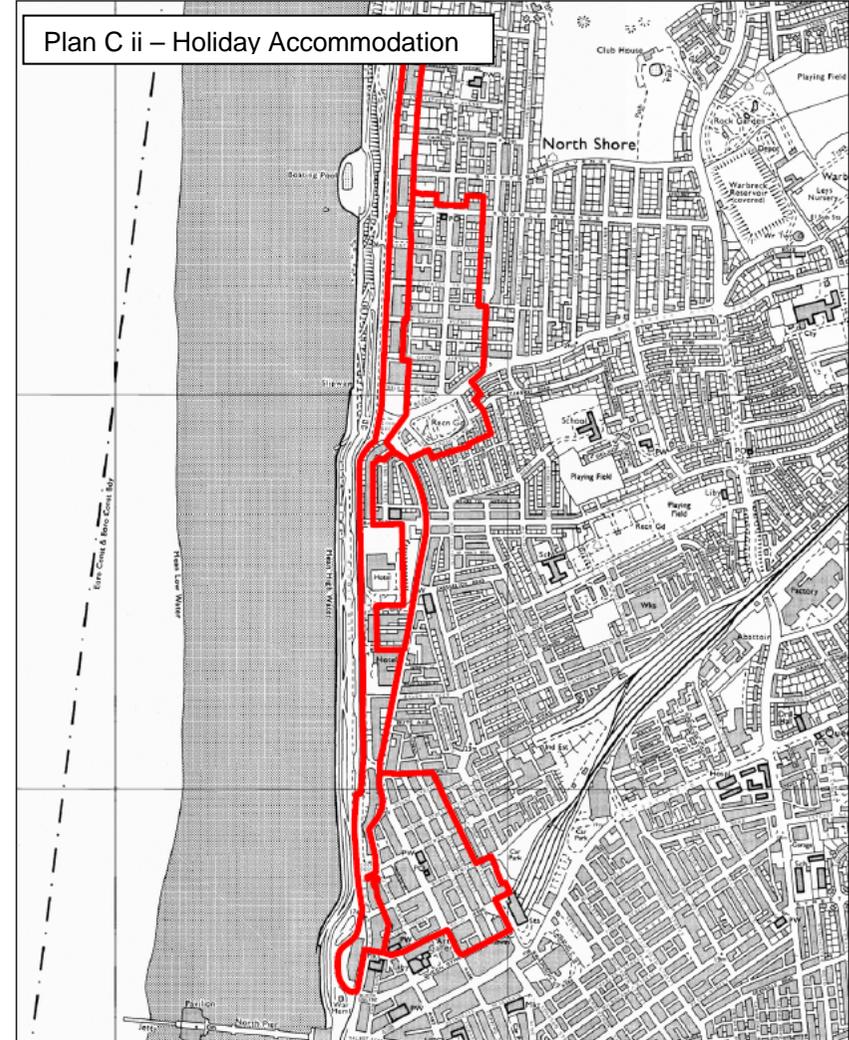
Plan C i – Holiday Accommodation

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Title: Plan C (i)  
Scale: 1:7000  
Date: 27/05/2008 Printed by: CCC



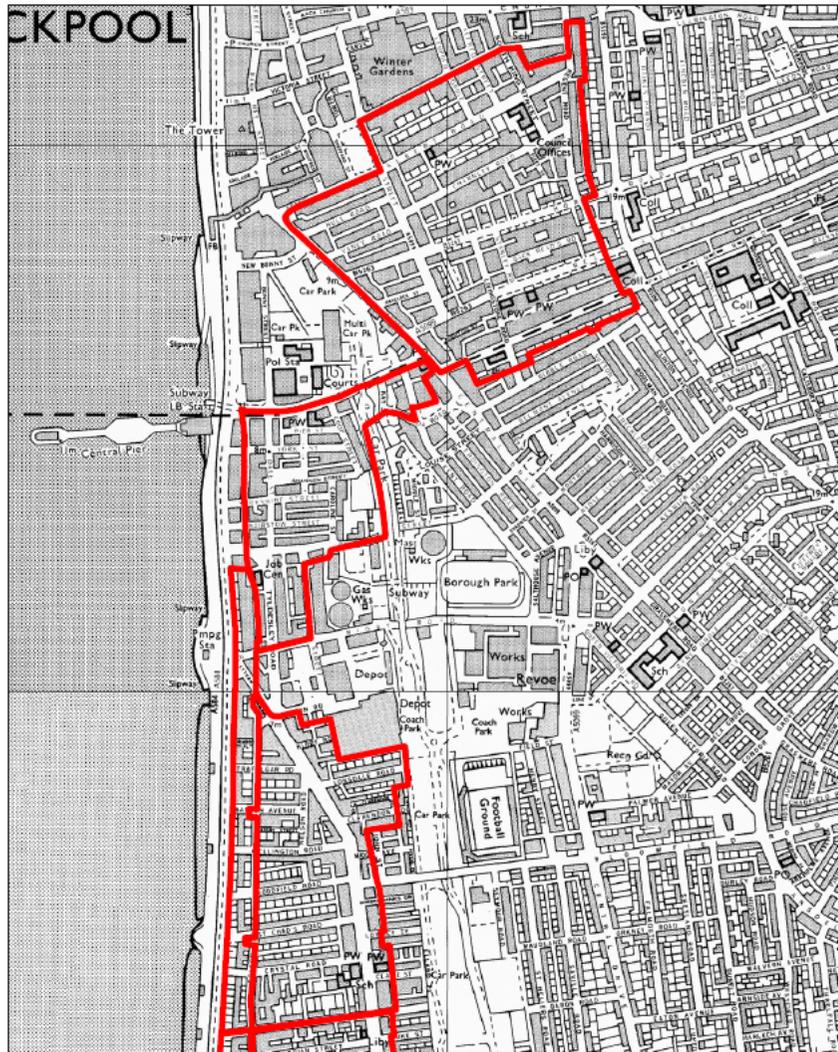
Plan C ii – Holiday Accommodation

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Title: Plan C (iv)  
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**Major Conference Facility**

*Blackpool will continue to provide for a wide range of conferencing, including hotels offering a range of in- house facilities for small/ medium conferences. This question is not about that role, but about the future of the town as a major conference venue.*

*There is growing competition for the conference and events market from towns and cities across the country. The historic advantage of resorts such as Blackpool as one of the few locations with a plentiful supply of accommodation to support such a role has long been eroded – and at the top end of the market has been surpassed by an array of modern purpose-built facilities elsewhere.*

*The conference/ events/ business market is thus still a growing, but now much more competitive market. It is against this background your views are sought about Blackpool’s future role in the conference market, your preferred future main conference venue, and how this might affect what market Blackpool could be successful in.*

*Three possible options, which have long been discussed and recognized as key alternatives, are:*

- *The existing Winter Gardens Conference Facilities*
- *A refurbished modern Winter Gardens Facility*
- *A new multi-purpose conference/ exhibition centre:*

**R10 Do you consider Blackpool has a viable long term future as a major destination for the following types of conferencing and events?**

(Please answer Yes (✓) or No (x))

**Type of Conferencing**

- Major annual Political
- White collar business
- Blue collar/ Trade Union
- Exhibitions
- Niche conferencing
- Social events


*Now please consider the same question again in relation to the 3 possible options for a major conference venue, to inform us how your views are changed by what facility Blackpool in future provides:*

**R11 Do you consider Blackpool has a viable long term future as a major destination for the following types of conferencing and events?**

(Please answer Yes (✓) or No (x))

- **for each type of conferencing, and under each of the headings**

**Type of Conferencing**

**With Existing Winter Gardens**

**Major WG Upgrade**

**With New Conf Centre**

- Major annual Political
- White collar business
- Blue collar/ Trade Union
- Exhibitions
- Niche conferencing
- Social events




## TOWN CENTRE REGENERATION

**Key Issue:** To make the town centre the heart of the Fylde Coast urban area transforming its offer, environment and supporting facilities.

*In recent years increasingly intense competition from other centres and out of town shopping, and the decline in visitor numbers have led to a decline in the town centre offer relative to other centres, with a need to improve the quality of the shops and environment and supporting facilities.*

### Major New Development

**TC1** What do you think are the two most important developments that should be pursued to make Blackpool a more successful town centre?

(please tick (✓) **just 2** choices)

- Redevelopment of the Talbot Gateway .
- Rejuvenation of the Winter Gardens.
- Town centre expansion onto the former central station site.
- Redevelopment of the former central station site for a major new mainstream tourism attraction.
- Other major development (please state) .....

### Supporting Changes

**TC2** Which do you consider the two most important supporting changes to a successful Blackpool town centre.

(please tick (✓) **just 2** choices)

- The creation of enhanced public realm, with visually interesting paving, lighting, landscaping, street sculptures, public art and focal features.
- Improving pedestrian areas
- Improved public transport accessibility facilities and services
- Better quality parking provision.
- The expansion of town centre office accommodation
- The growth of modern “city living” residential apartments within and on the edge of the town centre.

## **Winter Gardens**

*A major question mark exists as to the way forward for the future provision of a major conference facility for Blackpool (dealt with in Question R7 under “Resort Regeneration”) which will have major implications for the Winter Gardens. However, whatever its future as a conference centre, there is currently a significant level of underused floorspace.*

*Putting aside its future role in terms of conferences, your views are sought on other alternative or additional uses for the Winter Gardens. Any future changes and rejuvenation of the Winter Gardens would need to have full regard to the special historic and architectural quality of this Grade 2 Listed Building.*

*Current Blackpool Local Plan policy permits use of the Winter Gardens as a “large casino”, and although the Government is nationally no longer supporting any proposed Regional Casinos development, 8 large casinos have been supported in principle by the Government in other locations.*

### **TC3 Your views are sought as to whether you would support the following range of alternative uses for the Winter Gardens as part of a mixed use development:**

	<b>YES</b>	<b>NO</b>
• Continued use as a mainstream theatre/ events venue	<input type="checkbox"/>	<input type="checkbox"/>
• The introduction of attractive indoor retail arcades	<input type="checkbox"/>	<input type="checkbox"/>
• Use as a themed local/ national museum of leisure and entertainment	<input type="checkbox"/>	<input type="checkbox"/>
• Use as a small or large casino	<input type="checkbox"/>	<input type="checkbox"/>
• Hotel use	<input type="checkbox"/>	<input type="checkbox"/>
• Other uses (please state)	<input type="checkbox"/>	<input type="checkbox"/>

## **Talbot Gateway**

*The Talbot Gateway is the town’s key “edge of centre” development opportunity site. The Council are working in partnership with its selected developer partner to bring about major change to this area. An important consideration is to ensure that its wider redevelopment adds to and supports rather than directly competes with the main town centre.*

*Three central elements being sought to improve the area in accordance with the Council’s earlier adopted Talbot Gateway Planning Brief are:*

- *The better integration of the rail station, public transport and parking*
- *Improved connectivity with the main town centre (particularly for pedestrians)*
- *The development of a major quality foodstore.*

Alongside these cornerstones for the potential redevelopment of the area, there are a range of other potential supporting roles and acceptable uses, including new square, office development and residential uses. A Masterplan for the site and a planning application for a first phase of the development are anticipated will be submitted later in 2008.

### **Future Major Retail Development**

Current planning policy seeks to focus future major non-food retail development in or on the edge of Blackpool town centre – as successive Blackpool Shopping Studies have identified that there has been insufficient retail capacity, and therefore no need to permit further retail development elsewhere out of centre.

This currently remains the position. The growth of the various retail parks at Squires Gate, Marton, and Clifton (around Tesco) over the last 25 years has coincided with a substantial loss of trade from the town centre. National and local planning policy has for a long time recognized that key town centre shopping uses such as clothing and footwear should be focused on existing main centre. Recent policy has increasingly emphasized that even more bulky goods such as furniture, DIY and electrical goods should also appropriately and preferably be located in or on the edge of existing centres, unless there are no more centrally located sites available. The Talbot Gateway currently provides such an important edge of town centre opportunity.

However, Blackpool, surrounded by the seafront and the lengthy terraces of holiday accommodation, has limited space around it for expansion, and is quite compact compared to many centres.

**TC4 In the context of the competing uses for the limited space available, and continued longer term retail growth, your views are sought as to whether you consider:**

- Blackpool town centre should be the continued focus for all major non-food retail development (subject to appropriate sites being available).

**YES**   
**NO**

- Future expansion of traditional bulky goods retailing should more generally be permitted on existing out of centre retail parks.

**YES**   
**NO**

## WIDER ECONOMIC DIVERSIFICATION

**Key Issue:** To diversify the economy by the provision of quality opportunities for new employment development to provide more and better paid jobs

*It is an established aim of the Blackpool Core Strategy to develop new dimensions and diversity in Blackpool's business economy. In the past employment land take-up has been severely constrained by a lack of good industrial land.*

*Where steps have been taken in recent years to provide good quality new employment sites, Blackpool has been successful in attracting new business and meeting the expansion needs of existing firms. The success of recent take-up means future opportunities are again becoming limited.*

### New Employment Opportunities

*The 2007 Employment Land Review undertook a comprehensive assessment of the demand and supply of industry/ business land to meet Blackpool's future needs to 2021. It assessed in detail the existing employment sites and identified a need for a further 40 hectares of employment land to meet future needs in or on the edge of Blackpool.*

#### ED1 To what extent do you consider the following should be given priority importance to improve Blackpool's employment opportunities:

	Importance			
	Very	Quite	Little	None
• Safeguarding and regenerating main industrial estates	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• Making the town centre a stronger employment focus	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• Providing high quality sites on new business parks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• Expanding opportunities around the M55 Junction 3	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• Expanding opportunities around Blackpool Airport	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• More reliance on job growth elsewhere on Fylde Coast	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• More reliance on commuting to Preston and Manchester	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## **Main Existing Employment Estates**

*Current Local Plan policy seeks to safeguard all Blackpool's existing main employment estates for continued industry/ business use. A full review of the viability and existing use of the estates was undertaken in the 2007 Employment Land Review.*

*In the context of an increasing shortage of employment land and the recognized need to further diversify the economy, the Council remains equally committed to the retention, enhancement and appropriate regeneration of the existing main estates.*

**ED2 Do you generally support the retention and improvement of land for continued industry/ business use on Blackpool's main employment estates?**

YES   
NO

## **Unallocated smaller industry/ business locations**

*While most of Blackpool's industry/ business is concentrated on its larger main employment estates, a substantial number of jobs remain located in smaller back street and other employment locations within residential or holiday areas throughout the town. Many have limited space and some give rise to environmental problems.*

*The requirement for new housing development could provide a beneficial alternative use for a number of these sites, and make an important contribution to addressing problem sites and improving opportunities. Generally, however, the Council wishes to avoid the loss of commercially viable employment sites of economic and wide benefits to the community.*

**ED3 Do you consider that inner area industrial premises should generally be:**

- |   | YES                      | NO                       |
|---|--------------------------|--------------------------|
| • Encouraged to be redeveloped, (realistically, mostly for residential use)   | <input type="checkbox"/> | <input type="checkbox"/> |
| • Retained as important employment locations  | <input type="checkbox"/> | <input type="checkbox"/> |
| • Be considered on a site by site basis – for re-use and redevelopment of problem premises, but generally safeguarding viable employment sites. | <input type="checkbox"/> | <input type="checkbox"/> |

## LIFTING QUALITY IN THE BUILT ENVIRONMENT

**Key Issue:** To address the poor quality of the urban environment, improve the streetscape and make better places and spaces.

*High quality building and public space are increasingly the norm for popular seaside resorts around the world. Much of Blackpool's own success as a residential community and a mass visitor destination will also depend on the quality of its built environment.*

*Many aspects of the built environment are failing to meet people's expectations through poor condition, age and under-investment. Transformational change is now required. The need is to encourage high quality design in new developments and to improve existing streets and spaces. The aim must be to make Blackpool a much more attractive, memorable and enjoyable place to live or visit.*

*The Core Strategy will be fundamental in setting out the importance placed on achieving high quality new design and the valued historic character of the resort.*

*Before asking you to consider the Council's future approach it is useful to reflect on the **consequences of poor design**. Critically:*

- *A building with a poor appearance will have a poor image, and poor investment potential - effectively encouraging further poor design.*
- *Places that don't connect well are poorly used, undermine community spirit, are less safe and have higher policing and maintenance costs.*
- *Badly designed streets and spaces creates areas that are for vehicles rather than people.*
- *Feeling bad about where we live, work and play leads to a reduced quality of life and health*

*In contrast, **successful urban design** is about making places that are well used, valued, attractive, safe and adaptable, and contribute positively to an improved quality of life. It is about a sense of identity and pride which is important in building communities, attracting visitors and encouraging investment. A high quality built environment will be one of the most noticeable indicators of a reversal of Blackpool's fortunes. The achievement of high quality design is 'indivisible from good planning'.*

*Against this background, your views are sought on design issues for new development to inform future Core Strategy policies or other supporting guidance.*

### **Importance of Urban Design**

**LQ1** How important do you think achieving high quality Urban Design is to the future regeneration of Blackpool?

- Very Important
- Important
- Neutral
- not very important
- Unimportant

### Local Distinctiveness

Places are becoming increasingly the same, with standard designs and materials that could be 'anywhere' and one town looking much like another, in contrast to Blackpool's past strong local and national identity.

**LQ2** Should the Council be giving greater attention to ensuring that future development reflects more of a distinctive character of Blackpool?

YES   
NO

If Yes, how do you think this could be best achieved?

### Areas for Enhancement

*Blackpool has two conservation areas (in the town centre and around Stanley Park).*

**LQ3** Which, if any, other areas of Blackpool do you consider should be safeguarded and enhanced by future design policies?

### Areas for Regeneration and Change

**LQ4** Whilst the Council is committed to lifting the quality of the built environment across Blackpool, which two areas do you consider are most in need of change and new investment? (please tick (✓) 2 choices)

- Promenade
- Town Centre
- District Centres
- Neighbourhoods
- Key routes and gateways
- Other, please specify;

**LQ5 Are there other more specific local areas of Blackpool that need greater investment in design quality of buildings and public spaces**

**If Yes, please state where:**

### **Heritage v Modern Development**

*Blackpool has a number of nationally important and unique buildings and streets such as the Tower, Piers and Promenade and it is essential their character and setting is protected and enhanced by new development.*

*It is a basic requirement of good design that the scale and character of new development should complement its surroundings - but past development has also left Blackpool with some unappealing and unwelcoming environments.*

*Regeneration will create opportunities for positive new design – but also places pressures on the historic built character of Blackpool. The potential for change varies, but there is most scope in the town centre and in the resort core.*

*Your views are sought on what scale and form of development you would like in these areas in the future. Whatever the emphasis, it is essential that new developments respect key strategic views of the seafront, Tower and other existing prominent landmark buildings.*

**LQ6 To what extent do you consider the following would contribute to the quality and richness of the town centre:**

(please tick (✓) just one preferred option)

- An emphasis on conservation and heritage
- An emphasis on high quality new architecture and a more modern image.
- A mix of the above, responding to the character of different parts of the town centre.

## A GREENER BLACKPOOL

**Key Issue:** To manage change 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.

*"A Greener Blackpool" is much more than ensuring sufficient provision of greenspace and envelops a wide range of cross-cutting transport, housing, economic and other development issues.*

*In broadest terms it is about directing development to the most sustainable sites in the most energy efficient and less polluting way, whilst safeguarding Blackpool's environmental assets.*

*On a wide level, there is consensus that human activity is changing the world's climate in a harmful way and there will be profound costs for global and national prosperity, people's health and the natural environment.*

*This means the layout and form of future development and the design and materials used in buildings will need to optimize the potential for energy and resource conservation by the efficient use of materials, renewable energy and natural daylight.*

*Water resources conservation and sustainable drainage systems will also be important in helping reduce the impact of built development and ensuring a greener and more sustainable Blackpool.*

*Much of the planning policy framework for climate change is already set out at national and regional level. Blackpool therefore has no choice on certain policy issues – but the role of the Core Strategy will be crucial in determining where and how best to provide for new homes, jobs and infrastructure in locations and in a way most resilient to climate change.*

*The Core Strategy policies and proposals therefore need to:*

- *Guide development to the most sustainable locations and reduce the need to travel.*
- *Encourage sustainable modes of transport.*
- *Direct development away from areas liable to flooding.*
- *Promote new buildings and layouts that are energy, light and water efficient.*
- *Exploit the potential for accommodating renewable and low carbon technologies.*
- *Protect and enhance our natural environment and sites of biological significance.*

*The six key strategic spatial options in the "blue" Section 6 of this document are crucial to these considerations. How we achieve a greener Blackpool also impacts on many of the questions and issues already raised elsewhere in this consultation to help determine the future pattern of Blackpool's development, and its priorities for transport and regeneration.*

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*Against this background, your views are sought on a number of issues to help inform the Council's "greener" Blackpool policies.*

### **Greening Inner Area Neighbourhoods**

The extent to which we can substantially change the amount of greenspace in much of Blackpool is limited. Redevelopment to create new open spaces in existing urban areas where there is no open space is hugely expensive and, in cost terms, much less can realistically be achieved compared to new development locations.

**GB1 All the ways forward set out below could potentially make important contributions, but what in your view are the two most important priorities for "greening" existing inner area neighbourhoods:**

(please tick (✓) just 2 choices)

- Closer community involvement in the management of the nearest neighbourhood park
- Create a greener, safer and more attractive streetscene environment and reduce the impact of traffic in residential streets
- Redevelopment to provide open space where there is no existing provision.
- Improve public realm within the main district and local centres.
- Increased community use of schools playgrounds and supporting facilities.

### **New Greenpace priorities**

The Council's existing public open space standards seek new provision within all larger housing developments. On smaller sites monies are instead sought to provide for the enhancement of nearby existing parks and open space. Typically, the larger the housing development, the wider the range of open space, sports and amenity provision that can be made on site.

*The Council intend to review the needs and opportunities for future open space provision of all types of open space across the Borough.*

*In recent years a particular issue in Blackpol has been that local play provision has often not been wanted by residents of new housing developments, with increased reliance on larger neighbourhood recreation grounds rather than a wider range of more local provision.*

**GB2 How important do you consider it will be to provide the following facilities in new housing developments:**

	Importance			
	Very	Quite	Little	None
• A wide range of local childrens play areas located within housing areas.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• Larger neighbourhood recreation grounds and parks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• Landscaped amenity open space within all sufficiently sized developments.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• More informal natural parkland with woodland, meadow areas and pathways.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• Sports pitches and changing facilities close to new housing areas.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Underused Open Space**

*Despite the lack of greenspace in some areas, in other areas there is a much higher level of provision. with playgrounds, pitches, parkland and amenity open space valued by local communities. Existing planning policy seeks to protect current allocated public open space and resists its development for other uses.*

*Your views are sought as to what extent there would be support for a change in this policy in areas where there was surplus underused open space. Underused open space can feel unsafe and be problematic to maintain. Redevelopment could assist neighbourhood enhancement or enable replacement alternative provision elsewhere.*

**GB3 Would there be support for the future redevelopment of any underused neighbourhood open spaces in order to:**

- Enable the overall enhancement of the open space in the neighbourhood.

YES   
NO

- To enable alternative greenspace provision in other areas, where there is little or no existing provision.

YES   
NO

**Natural Environment**

*The intensely urban nature of Blackpool and its lack of open countryside increases the importance of safeguarding any remaining areas of attractive landscape and protecting sites of nature conservation and other environmental interest.*

*The Council's planning policies already protect all sites of recognised nature conservation value including the Marton Mere Local Nature Reserve (much of which*

is a national Site of Special Scientific Interest (SSSI)) and a number of designated Biological Heritage Sites, many of which are focused on ponds and adjoining habitats. These sites are detailed in the supporting Nature Conservation Statement.

**GB4 Are there any other sites of particular nature conservation and environmental interest which it is considered should be protected and enhanced?**

**If so please provide details:**

### **Climate Change and Energy Requirements**

*Much of the planning policy framework for climate change is already set out at a national and regional level. Blackpool therefore has no choice on many matters but needs to make sure our policies and proposals in the Core Strategy reflect these requirements.*

*National guidance requires Blackpool to assess its potential for accommodating renewable and low carbon technologies. This study is being undertaken and will inform the future development of the Core Strategy.*

*Potential for large scale renewable energy development in Blackpool is, however, limited by its tightly drawn administrative boundaries and heavily built up existing area. Technical assessments need to be undertaken of the efficiency and cost effectiveness as well as the practicality of appropriate renewable energy options.*

*Putting aside such issues and uncertainties, however, we would like to know your general views on the following issues:*

### **On-Site Renewable Energy Needs**

*National guidance states that local planning authorities may include a policy that requires a proportion of the energy needs from all new developments to be met from on-site renewable energy sources.*

*Such a policy is required to be included in the Core Strategy, including the appropriate targets to be applied in Blackpool –informed by a required technical assessment of local potential renewable energy sources.*

**GB5 Irrespective of this, do you in principle consider Blackpool should be seeking to:**

- Apply national minimum targets for the supply of renewable energy?
- Set higher targets for Blackpool?

**Please give reasons for your choice:**

## Wind Turbines

*One potential energy source is wind energy, already evident in Blackpool, with off-shore wind farms, and small turbines on some individual buildings.*

**GB6 Presuming they are proved efficient and cost effective, which of the following locations would you agree (✓) or disagree with (x) for the further provision of appropriate sized and located wind turbines?**

- Appropriately spaced and dispersed along the promenade.
- Seafront provision concentrated in one or two appropriate locations
- Coastal provision restricted to off-shore wind farms
- Appropriate provision on suitable larger/ taller buildings.
- Appropriate provision in most new developments
- No further provision of wind turbines in Blackpool


## Energy Conservation and Efficiency

*North West Regional Planning policy (NWRSS) currently requires building materials, insulation, energy, heating and lighting for new housing development to be built to the following minimum energy efficiency standards:*

*Level 3 by 2010 - Code for Sustainable Homes  
Level 4 by 2013  
Level 6 (Zero Carbon by 2016)*

**GB7 Do you in principle consider Blackpool should be seeking to:**

- Apply the regional minimum energy efficiency standards?
- Set higher targets for Blackpool?

**Please give reasons for your choice:**

## TRANSPORT AND TRAVEL

**Key Issue:** To make a better connected Blackpool well served by sustainable modes of transport, with easy access to jobs and local services and a more integrated pedestrian and transport network.

*An effective and sustainable transport system for getting to and from and moving around Blackpool is essential to the town's future development and the quality of life of its residents, and is a priority of Blackpool's Sustainable Community Strategy.*

*The presence of the M55, two railway lines to Preston, the tramway and an extensive network of bus services means that Blackpool is well connected compared to many British seaside resorts.*

*The already heavily built up nature of the existing Blackpool urban area, however, reduces the potential for radical changes in terms of new roads supporting transport infrastructure. Nationally and locally, the upward trends are expected to continue with increasing car ownership, travel, and inevitably, increased congestion*

*The Council and its partners therefore need to make some important decisions on future investment priorities for transport infrastructure in planning for Blackpool's future.*

*Against this background your views are sought on the following key transport issues:*

### Transport Priorities

**TR 1 All the below could be key elements of future transport planning, but what do you think are the two most important priorities to meet future travel needs of Blackpool residents:**  
(please tick (✓) just 2 choices)

- Manage the impact, but accept car travel and congestion will increase.
- Introduce higher price controls to discourage car travel and car parking.
- Prioritise investment in public transport.
- Prioritise improvements for pedestrians.
- Prioritise improvements for cyclists
- Other priorities ..... please state:

## Pedestrians

**TR2 What in your view are the priority locations for improving the attractiveness of walking in Blackpool:**

(please tick (✓) **just 2 choices**)

- Town centre
- Promenade and seafront
- Other resort areas
- Residential areas
- Other areas ..... please state:

**Within these areas what pedestrian priority improvements do you think should be made?** (please state)

## Cycling

**TR3 Which of the following measures do you support for Blackpool to accommodate increased cycling opportunities?**

(please tick 'support' (✓) or 'not support' (x) each of the below)

- Dedicated off-road cycle routes totally separate from the highway network?  
(e.g. as on the Promenade)
- Segregated cycle lanes alongside the existing road network, kept free from car use?
- More demarcated cycle lanes sharing the existing main road network?
- More demarcated cycle lanes generally sharing the existing residential road network?
- Make improvements so the road network itself is suitable for cycling (with no marking except at junctions)

**Have you any other comments on cycling priority improvements?**  
(please state)

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## **Parking**

**TR4** In what locations should the Council prioritise car or coach parking improvements and what should these improvements be?

**Are there any areas where car or coach parking should be reduced?**

## **The Promenade**

**TR5** Consideration is being given to reducing the Promenade from a 4 lane to a 2 lane highway in the town centre to improve pedestrian connectivity and better integrate the key seafront with the main town centre shopping and leisure frontage.

**At times of special events, through traffic would be diverted off the Promenade (between Chapel Street and Springfield Road).**

**What are your views on these proposals?**

**The Tramway**

*Blackpool has received major new funding for investment to modernise the tramway with new trams, improved tramstops and supporting facilities. A fleet of new trams will provide an efficient and comfortable all year around core tram service. The heritage aspects of the country's oldest tramway will also remain a key part of the tramway, particularly in the main holiday periods.*

**TR6 The provision of a modern efficient service and the retention of its heritage interest are both seen as complementary elements of a successful future Blackpool Tramway, but .....**

**What in your view should be the most important emphasis of future improvements to maximize tramway usage:**  
(please tick (✓) just one preferred option)

- A high quality, faster, modern tramway
- Increased further development of heritage aspects of the tramway.
- Complementary retention of heritage trams alongside a modern core service

*In the longer term the potential may exist (subject to major investment) to further improve the connectivity of the tramway as part of a wider Fylde Coast tram network.*

**TR7 To improve connectivity and use, at a potentially high cost, how important do you consider the following proposals?**

	Very	Quite	Little	Not
	Important			
• A new tram spur off the seafront linking to Blackpool North Railway Station?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• A tram-train connection to the South Fylde rail line to Lytham St. Annes and Kirkham?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• Re-opening of the former rail line from Fleetwood to Thornton?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

### **Blackpool South Station**

**TR8** Consideration has been given in the past to the relocation of the Blackpool South Rail terminus between (or at) Blackpool Pleasure Beach and the existing Blackpool South Station. Truncation of the line would in rail terms have a negative impact, but in wider terms could significantly improve connectivity between South Shore and the residential areas to the east and better integrate pedestrian links , parking areas, and land uses.

**What are your views on this?**

### **Blackpool Airport**

**TR9** Blackpool Airport lies outside Blackpool Council’s administrative area. However, its future development is vital to Blackpool. The Airport has produced a Master Plan that proposes major increases in flight and visitor traffic.

**Are you supportive of major expansion of the airport over the next 10 to 15 years?**

**YES**   
**NO**

**What are your views on this proposal?**

### **Other Proposals**

**TR10** Are there any other major transport proposals that you consider that Blackpool should be promoting through its Core Strategy?

The Council believes in access for all.

To ensure services provided by Blackpool Council are accessible, information is available upon request in a variety of accessible formats, including large print, Braille, on audio-cassette or computer disc.

We can also provide help for British Sign Language users and provide information in languages other than English.

Please ask for details or telephone the Council's Equalities Unit on 01253 477 477