

APPENDIX 4 – Extracts from Existing Blackpool Planning Policy

(A) Proposals providing contemporary visitor accommodation in the form of redevelopment schemes, improvement schemes or mixed improvement/redevelopment schemes will be permitted:

- (i) within the identified Resort Neighbourhoods and the Promenade frontage*
- (ii) within Key Tourism Investment Sites where indicated*
- (iii) in the Town Centre*
- (iv) on other sites where specifically indicated in the plan.*

*The Council will promote and **seek to facilitate hotel development proposals that replace low quality, older holiday accommodation with new or improved accommodation of a high standard and that contribute to resort neighbourhood regeneration.***

(B) Proposals for the development or extension of visitor accommodation outside these areas will only be permitted where:

- (i) there is a specific identified need for new accommodation ancillary to other major facilities that cannot be met within the areas set out above and*
 - (ii) the site has not been identified to meet other development needs and*
 - (iii) good public transport facilities are available or can be provided between the development site, the Town Centre and the Resort Core. All new accommodation must offer en-suite facilities in each bedroom and otherwise be of a high standard in terms of the size and layout of accommodation.*

The condition and appearance of a significant number of properties on the Promenade frontage and within the blocks immediately behind is poor. In addition many facilities have not evolved to keep pace with changing consumer demands and expectations. The current appearance and mix of uses on the Resort Core Promenade frontage is incompatible with the ambition to provide a 21st Century Central Promenade/Seafront that will appeal to a wide cross section of visitors. This is particularly the case for

Substantial investment and development is necessary to assist in the regeneration of the adjoining Resort Neighbourhoods.

Proposed redevelopment of the Key Tourism Investment Sites will have a major beneficial impact but there must be major development and investment in other areas. The Foxhall frontage is a prime example. The domestic scale of certain buildings is entirely inappropriate in design terms and severely restricts the range of uses that can be accommodated.

(A) Within the defined Resort Neighbourhoods, development proposals will be assessed in terms of their impact upon the neighbourhood. All development must safeguard or enhance livability and the character and appeal of such areas as a visitor destination.

(B) Neighbourhood Local Development Documents will be prepared, to secure the comprehensive improvement of the following Resort Neighbourhoods:

- (i) South Beach [Pleasure Beach to Adrian Street; Railway/Central Corridor to Promenade]*
- (ii) The Village [Adrian Street to Rigby Road; Central Corridor to Promenade]*
- (iii) Foxhall [Rigby Road to Chapel Street; Central Corridor to Promenade]*
- (iv) Palatine [Adelaide Street to rear of Palatine Road; Park Road to Central Drive]*
- (v) North Beach*
- (vi) Gynn*

The defined Resort Neighbourhoods include all the main concentrations of holiday accommodation within Blackpool. The Resort Neighbourhoods include not only areas that are primarily in holiday use but also adjoining mixed use and residential areas. This wider definition recognises that, whilst the latter areas may make only a modest contribution in terms of visitor accommodation and services, they have a direct and fundamental impact upon the overall visitor experience.

Multi-occupancy and marginal commercial use of former holiday premises have resulted in physical and social decay and contributed to falling visitor numbers and increasing problems for holiday businesses and local residents alike.

(A) Within Resort Neighbourhoods, including the Promenade frontage, changes of use or Redevelopment of holiday accommodation for permanent residential use will only be Permitted where:

(i) there are already permanent residential uses directly adjoining or abutting both sides of the proposed development and a significant incidence of such uses in the immediate vicinity; or

(ii) there is already permanent residential use on one side and a substantial concentration of such uses in the immediate vicinity; and

(iii) the proposal relates well in use, scale and appearance to neighbouring properties.

(B) The change of use or redevelopment of holiday accommodation anywhere on the Promenade frontage will only be permitted:

(i) where it can be demonstrated that the property has no viable future in holiday accommodation use, or,

(ii) exceptionally where the loss of holiday accommodation forms part of wider redevelopment proposals that will deliver clear and substantial regeneration benefits.

Permanent residential accommodation will only be permitted where proposals comply with the Council's floorspace and amenity standards. The Council will require that applications for the conversion of holiday properties to residential use include appropriate proposals to establish residential character and maximise residential amenity. Such requirements may include the removal of extensions to the property where:

(i) the extension is inappropriate to and out of character with use of the premises for residential purposes; and/or

(ii) this is necessary to improve residential amenity; and/or

(iii) this is necessary in order to minimise the number of additional dwelling units in areas where such conversion could result in or exacerbate problems associated with a combination of high household densities; and deficiencies in supporting community facilities.

Where the principle of change of use or redevelopment of holiday accommodation for residential use is acceptable it is vital that a good standard of residential accommodation is provided in accordance with the Council's floorspace and amenity standards set out in Supplementary Planning Guidance and that conversion is supported by appropriate proposals to establish residential character and enhance residential amenity.

Within parts of Resort Neighbourhoods that are in mixed residential/holiday accommodation use, changes of use to holiday accommodation or the expansion of existing holiday accommodation premises will only be permitted where:

(a) there is already a localised concentration of holiday accommodation comprising a majority of premises in the immediate vicinity and

(b) there would be no resulting significant loss of residential amenities and no detracting from the appearance and character of adjoining properties. Change of use to Holiday Accommodation will not be permitted within areas that are wholly or primarily in residential use.

It is important that investment in holiday accommodation be directed towards existing strong concentrations of such use where there is the greatest potential to halt decline and re-establish thriving accommodation sector.