

# South Beach 2010 2025

## A New Vision

“In 2025, South Beach is vibrant and successful, playing a key role in Blackpool’s renaissance. Attractive new buildings, streets and open spaces add to its strong local character, seaside location and built heritage making it a distinctive part of the town. As a defining example of the principles of sustainable development the transformation of South Beach has helped set Blackpool as a benchmark for sustainable coastal resort communities in the 21st century.

The emphasis on quality and sustainability has enhanced tourist attractions and holiday accommodation, particularly along the Promenade. New business sectors have also developed, giving the area a robust year round economy.

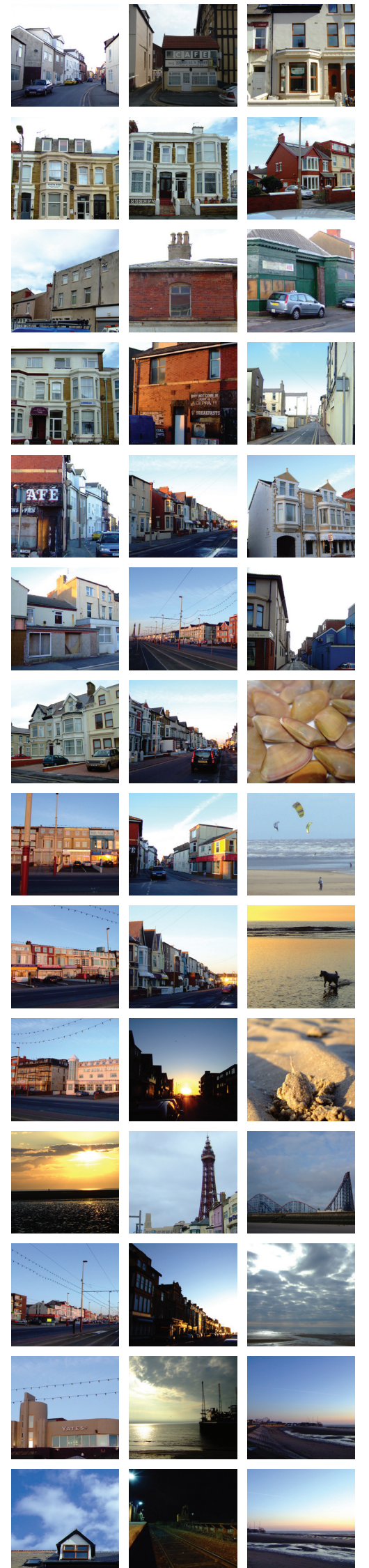
Good homes and jobs, nearby schools and open spaces help the area provide a safe and rewarding experience for those living and working in the area. Popular residential neighbourhoods are woven into the fabric of South Beach and their residents add life to the streets and open spaces.

On foot, bicycle and public transport, South Beach is well connected with surrounding areas. Pedestrian routes linking open spaces and community facilities are safe and legible making it easy and enjoyable to move around.

A revitalised district centre along Waterloo Road and Bond Street is a focus for the South Beach communities. Lytham Road complements this with a lively mix of uses and activities creating an enticing prelude to Blackpool centre.

Linking South Beach to the sea, the Promenade is a busy mix of hotels, restaurants, attractions and open spaces connecting the Pleasure Beach with Central Pier.

South Beach has come to epitomise all that Blackpool has become known for; friendly, diverse, colourful, modern.”



# Sub – Area Options



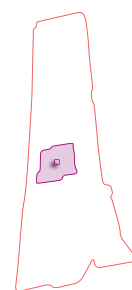
## OPTIONS– Promenade A

- A1. Do Nothing
- A2. Strengthen existing planning policy to prevent any non tourism uses on the Promenade
- A3. Change Planning Policy to allow new uses including housing
- A4. Selective Redevelopment of some poorer blocks
- A5. Refurbishment and Improvement of the existing hotel frontages
- A6. Combination of Options 1 to 5



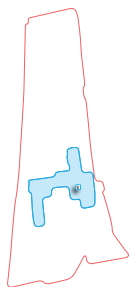
## OPTIONS– Holiday Area North D

- D1. Do Nothing
- D2. Improve the area as a “Holiday Zone” where existing holiday accommodation will be protected from change of use, and public investment focussed on business and environmental improvements
- D3. Comprehensive remodelling . Combination of conversion of existing guest houses and redevelopment and environmental improvements-with emphasis on creatio of a strong family neighbourhood
- D4. A Combination of above options



## OPTIONS– Residential North of District Centre G

- G1. Do Nothing
- G2. Refurbishment and Environmental Improvements -investment in the overall street scene and better car parking achieved through shared surfacing and improved traffic management
- G3. Comprehensive Remodelling- redevelopment of the area to create high quality homes, possibly linked to redevelopment and improvements to the Promenade and the District Centre
- G4. A Combination of the above options



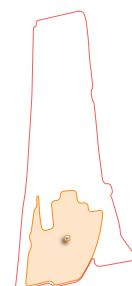
## OPTIONS– District Centre B

- B1. Do Nothing
- B2. Relax planning controls allowing non retail uses to make use of vacant and underused shops.
- B3. Further environmental improvements building on the highway improvement scheme along Waterloo Road
- B4. Concentrate on preserving and improving the best heritage buildings and bringing them back into use
- B5. Selective redevelopment of the poorer blocks. Introducing new uses including housing into the District Centre
- B6. Combination of Options B1 to 5
- B7. Themed Regeneration as a “Arts and Culture” village. The District Centre would develop a vibrant charcater and become a focus for local and regional artists and musicians, with small scale galleries, performance spaces, and cafes. It would serve the local Blackpool community as well as contributing to the resort tourism offer



## OPTIONS– Lonsdale Road Hotel Area E

- E1. Do Nothing
- E2. Improve the area as a “Holiday Zone”Make all or part of the area a Holiday Zone where existing holiday accommodation will be protected from change of use, and public investment focussed on business and environmental improvements
- E3. Comprehensive remodelling . Combination of conversion of existing guest houses and redevelopment and environmental improvements-with emphasis on creatio of a strong family neighbourhood
- E4. A Combination of above options



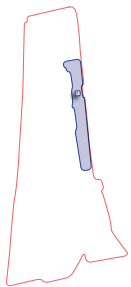
## OPTIONS– Mixed Use Area South H

- H1. Do Nothing (leave things as they are-with holiday accommodation protected from change of use)
- H2. Allow the conversion of guest houses to high quality family homes within this area with environmental improvements to the streetscene and the poorest buildings, including improvements to approaches to Plesauire Beach.
- H3. Selective Redevelopment of the poorest blocks for residential use. Possible link to redevelopment options on the Promenade, Lytham Road, the District Centre, and approaches to the Pleasure Beach.
- H4. A Combination of above Options



## OPTIONS– Lytham Road North C

- C1. Do Nothing
- C2. Retain and Improve Retailing Offer in the Lytham Road Corridor.
- C3. Reduce Retailing and encourage mixed use development
- C4. Refurbishment and Environmental Improvements including shop fronts and the Lytham Road
- C5. Comprehensive remodelling, refurbishment or demolition and redevelopment for a mix of uses including housing and retail
- C6. A Combination of above Options



## OPTIONS– Residential East Area F

- F1. Do Nothing
- F2. Refurbishment of existing housing and environmental improvements
- F3. Comprehensive Remodelling- Redevelopment of the area for mixed use incouding housing and employment, linked to options C3 to C5.
- F4. A Combination of above Options



**KEY**  
AAP Boundary

A Promenade

B District Centre

C Lytham Road North

D Holiday Area North

E Lonsdale Road Hotel Area

F Residential East

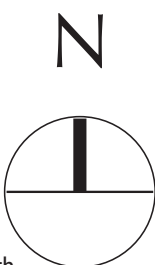
G Residential North of District Centre

H Mixed Use Area South

I Tram and Bus Depots

J Central Corridor South

Reproduced from Ordnance Survey mapping with the permission of the Controller of Her Majesty's Stationery Office © Crown copyright. Unauthorised reproduction infringes Crown copyright and may lead to prosecution or civil proceedings. Blackpool Borough Council Licence No. 100019178. 2009.

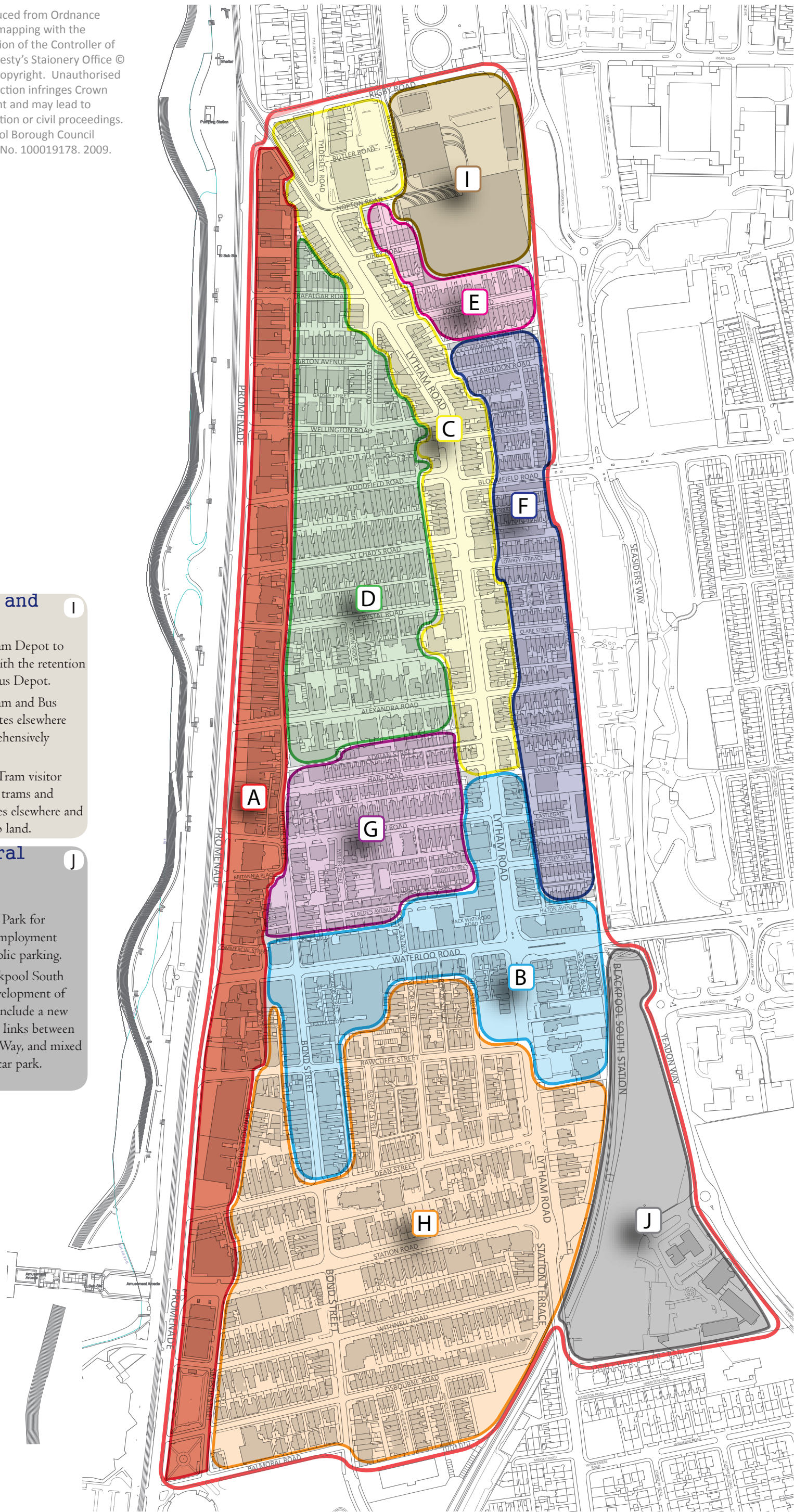


### OPTIONS- Tram and Bus Depot

- I1. Relocation of Heritage Tram Depot to another site in the Town with the retention and improvement of the Bus Depot.
- I2. Relocation of Heritage Tram and Bus Depots to purpose built sites elsewhere in the Town and to comprehensively redevelop the current site
- I3. Development of Heritage Tram visitor centre, relocation of other trams and busses to purpose built sites elsewhere and redevelopment of freed up land.

### OPTIONS- Central Corridor South

- J1. Do Nothing
- J2. Redevelopment of the Car Park for mixed use residential and employment development including public parking.
- J3. Possible relocation of Blackpool South Railway Station and Redevelopment of the Car park. This could include a new transport interchange, new links between Lytham Road and Yeadon Way, and mixed use redevelopment of the car park.





# The Issues

## Place



## Housing



1. Poor appearance of buildings and streets
2. No open or green spaces
3. Public transport is generally good but rail services are limited
4. A shortage of car parking
5. Poor Signage and Visitor information
6. Not enough good community facilities

1. Too many small flats and increasing Houses in Multiple Occupation
2. Too much private rented housing and not enough owner occupation
3. Not enough quality family housing in the area
4. Poor standards of management within the private rented sector

## People



## Economy



1. Social, and economic deprivation
2. High levels of transience and population turnover
3. Large numbers on low incomes and means-tested benefits
4. Large numbers of people with poor health and unhealthy lifestyles
5. A high incidence of anti-social behaviour
6. A poor reputation

1. A local economy dominated by a declining seasonal tourism.
2. Many poor quality guest houses and hotels
3. Too many poor quality shops reliant on declining tourism
4. Increasing numbers of empty shops
5. Poor range and quality of District Centre shops
6. A need to create job opportunities for local people in new and expanding businesses

# Our Aims

## 1 Sustainable South Beach

Principles of sustainable development are embraced in full to meet current needs without compromising those of the future.

## 4 Quality Residential neighbourhoods

Making an attractive place to live by improving the mix of quality and affordable housing.

## 2 A Quality Place

A unique place with all renovated and new buildings and spaces recognised for design excellence.

## 5 Improving Key Corridors

Making the Promenade and Lytham Road attractive gateways to the Resort and the Town Centre.

## 3 Successful Year Round Economy

Promoting a quality tourist offer and more diverse year round economy. Ensuring that education and business skills training are accessible to local people.

## 6 A New Community Focus

A distinctive Waterloo Road district centre, accessible by walking, cycling, and public transport that meets local needs.

# TALK BACK!

## How to Get Involved

We cannot stress enough how important it is that you let us know your opinions. We can make suggestions but we need your input to help us deliver the future for South Beach that you want.

There are a number of ways that you get involved.

1. Attend one of the meetings or exhibitions in the area
2. Complete and return the questionnaire
3. Complete the on line questionnaire at [consult.blackpool.gov.uk](http://consult.blackpool.gov.uk)



## What Happens Next?

We will use all your comments and information to develop the Vision for South Beach. We will assess what option or options for each part of South Beach will best deliver this Vision and present this in a Draft Plan for South Beach. This will set out real policies and proposals to regenerate South Beach.

We will then talk with you again about the Draft Plan, and how it may affect you. We will listen to and take account of your views before preparing a Final Plan for South Beach. This Plan will be published for formal comments before it is submitted to the Government for Examination by an Independent Inspector.

## Further Information

Copies of the Full Issues and Options Report and the accompanying Neighbourhood Profile and Sustainability Appraisal Documents can be viewed on line at [www.blackpool.gov.uk](http://www.blackpool.gov.uk).

They can also be inspected at:

1. The Town Hall - Corporation Street
2. Central Library - Queen Street
3. The Pallatine Library - 207 St. Anne's Road
4. The Enterprise Centre - Lytham Road



If you would like to talk to someone about the Issues and Options Document or the South Beach Plan process please telephone or email the Development Plans and Projects Team.

Tel: 01253 476 267  
Email: [kenji.shermer@blackpool.gov.uk](mailto:kenji.shermer@blackpool.gov.uk)  
South Beach Area Action Plan Team  
Development Plans and Projects  
Blackpool Council  
Town Hall  
Blackpool  
FY1 1AD