

# Blackpool Airport Enterprise Zone Masterplan

Summary

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# 1 Introduction

Blackpool Airport was designated an Enterprise Zone in 2016 and the status remains active until 2041. Financial incentives, in the forms of Business Rates Relief and Enhanced Capital Allowances, are in place to encourage businesses to invest and expand, with the aim of increasing the number of jobs on the site by 3,000 over the 25-year lifespan of the Enterprise Zone, in addition to the 1,800 jobs already on the site. There is over 260,000 sq m of potential floor space available on the site for development, conversion or repurposing.

The targeted sectors for jobs growth are in Energy, Aviation, Advanced Manufacturing, and Food and Drink Manufacturing. The runway itself is not included within the Enterprise Zone so as not to preclude future development of this with larger commercial aircrafts.

The first stage in developing the Masterplan was to undertake a baseline assessment of the existing site, covering land use, planning policy considerations, environment, utilities, access and movement, and an initial structural assessment of the large former Wellington Bomber Factory which occupies 102,000 sq m at the north-eastern corner of the site. The baseline assessment identified key issues and constraints at the Enterprise Zone.

The Masterplan has been developed at the inception of the Enterprise Zone status period, to act as a guide for the delivery of the Enterprise Zone during its lifespan. As the site evolves, updated iterations of the Masterplan will be produced every five years to ensure the Masterplan accurately reflects and supports Enterprise Zone development. The Masterplan presented here is an indicative vision of the scale and nature of the Enterprise Zone in 2041. It will not all be delivered immediately but will be done gradually throughout the lifetime of the Enterprise Zone. In reality it is likely that some elements of the Enterprise Zone site will be delivered differently from how they are presented here, according to the needs of businesses and developers on the site.

Alongside the Masterplan is a Delivery Plan to ensure Blackpool Airport Enterprise Zone, along with its sister site at Hillhouse International Business Park, fulfil their potential in transforming the economy of the Fylde Coast. The Enterprise Zone at Blackpool Airport is more generalised in its sectors and purpose than other Enterprise Zone s, which puts it in a strong position to attract growing businesses from a wide sectorial and geographical range.

It should be understood that this Masterplan is not concrete, and there is plenty of scope for stakeholders and potential businesses to engage with the Masterplan and contribute to the final shape and reality of the Enterprise Zone site.

## Phasing and Delivery

Blackpool Airport's Enterprise Zone status is valid for 25 years, from 2016 to 2041. The implementation of the Masterplan is to be done in three distinct phases: Phase 1 (2016 – 2021), Phase 2 (2021 – 2031) and Phase 3 (2031 – 2041). Infrastructural investment will be front-loaded towards the beginning of the Enterprise Zone lifespan in order to support the development of the site, by unlocking parcels of land which are currently un-developable or inaccessible, and to demonstrate to potential tenants or developers that the Enterprise Zone is a strategic and suitable location for investment. Generated rates, combined with prudential borrowing, can be used to finance further infrastructure.

The first phase of the Masterplan, up to 2021, will see the south-eastern part of the site delivered, spear-headed by a new roundabout and the first part of the new spine road. This will open up access of the Industrial Heartland of the Enterprise Zone and create a gateway into the Third Space (Leisure and recreation), and connect from here through to the Business Hub. Some changes will also occur at the north-western part of the site, and over time development will work its way inwards from these two corners to all parts of the Enterprise Zone site. Up to 20 individual parcels of land could be brought forward during Phase 1, in the south-eastern and north-western parts of the Enterprise Zone. The delivery of the Enterprise Zone will not happen overnight, the full realisation of the Enterprise Zone will be over a substantial period of time.



## 2 Blackpool Airport Enterprise Zone Masterplan

This section sets out the vision and objectives of the masterplan for Blackpool Airport Enterprise Zone. The objectives focus on the key pillars of urban design and masterplanning; namely use, form, space and movement.

### The Vision

Our masterplan has been formed through the aim to realise the following vision:

**“To make Blackpool Airport Enterprise Zone a premier business location in the North West, where high quality business and industrial premises facilitate economic growth and employment, and further develop the strong skills and knowledge base of the Fylde Coast.”**

The Enterprise Zone will build upon:

- its location within one of Europe's leading City Regions and within the Lancashire Advanced Manufacturing and Energy Cluster – a key part of the Northern Powerhouse
- its legacy, as an airport, to connect Blackpool, the city region, globally
- its proximity to Blackpool city centre and links to skills, knowledge and services
- a growing knowledge base delivered from the state of the art Blackpool and Fylde College within the Enterprise Zone
- its excellent accessibility from the M55 and improving public transport connectivity (via tram and bus)
- its proximity to an internationally significant energy and chemical industries cluster (the Energy Coast)
- its coastal setting and links to both Blackpool and Lytham St Annes.

### The Objectives

The following objectives have been set out to help deliver the Vision. These are:

- **Objective 1: Meeting the Demand from a Diverse Range of Sectors** - To continually adapt the masterplan in a planned manner through the promotion of distinct character areas which meet the demand of modern businesses and industries from a diverse range of sectors.
- **Objective 2: Improving Accessibility** - To provide a fully connected business and industrial park which provides enhanced transport infrastructure with an emphasis on sustainable transport, which increases accessibility to, and navigation in, the Enterprise Zone.
- **Objective 3: Delivering Critical Infrastructure** - To ensure that utilities and other business critical infrastructure is competitive with the premier business locations nationally and internationally and seeks out low carbon alternatives where feasible.
- **Objective 4: Marketing and Promotion** - To maintain high levels of new investment in Blackpool and Fylde through strong branding and marketing which promotes the Enterprise Zone and the City Centre as a leading location for inward investment.
- **Objective 5: Supporting Competitive Businesses, Knowledge and Innovation** - To provide supporting actions which help existing and new companies to improve their competitiveness and create an environment for exchange of ideas where future knowledge is captured for sustainable growth within the region.
- **Objective 6: Create an Active, Productive and Liveable Environment** – Deliver a high quality and sustainable urban environment where cutting-edge architecture is complimented with healthy, safe and connected spaces to create an interesting, active and engaged place to work and do business.







## 3 Planning Considerations

The following provides a summary of the existing planning position in Fylde and Blackpool, a summary of the key planning issues for the wider airport site and an overview of the proposed planning strategy.

### Development Plan

The Development Plans and Planning Policy Framework that are relevant for the entire Blackpool Airport Enterprise Zone consists of:

1. The Blackpool Part 1 Core Strategy (January 2016) and the 'saved' policies of the Blackpool Local Plan 2001-2016 (June 2006); and
2. The Fylde Borough Local Plan (altered October 2005) comprising the Fylde Borough Local Plan 1996-2006 and the Fylde Borough Local Plan Alterations Review 2004-2016.

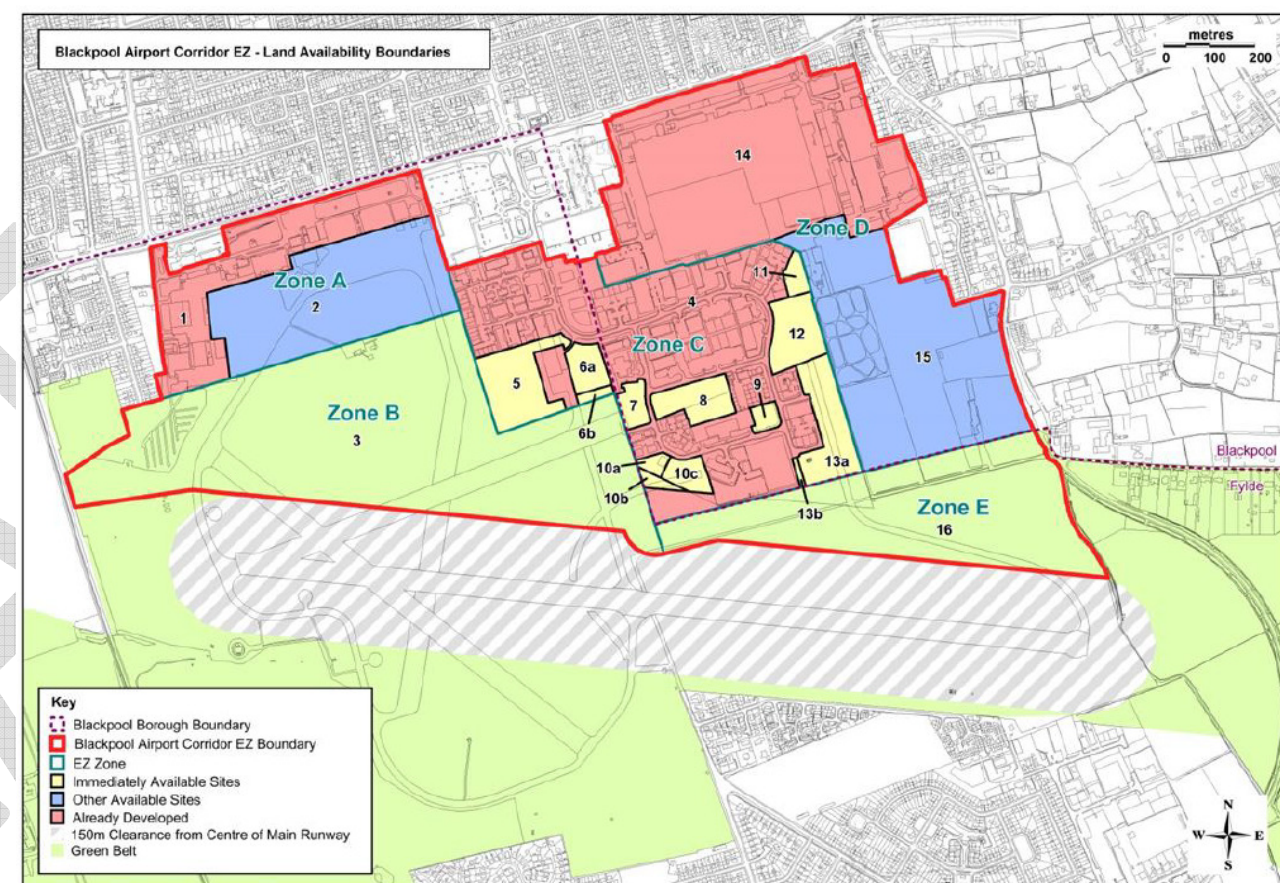
Blackpool and Fylde Councils are at different stages of progressing new Development Plan Documents that will replace some existing and saved policies. A summary of these are as follows:

- **Blackpool Local Plan Part 2 'Site Allocations and Development Management' document ("SADPD")** – the SADPD is in the early stages of preparation and was subject to public consultation for 6 weeks which ended on 24<sup>th</sup> July 2017. The Council is currently considering responses made to this consultation.
- **New Fylde Local Plan 2032 ("FLP")** – the new FLP which is at advanced stage of preparation. On 9<sup>th</sup> December 2016, a submission version of the FLP was submitted to the Secretary of State for Independent Examination. The Examination into the Local Plan commenced in March 2017, with a second round of hearing sessions in June 2017. A third round of hearing sessions is due to take place on 12<sup>th</sup> December 2017.

### Key Planning Issues and Strategy

There are several planning policy issues which have informed the evolution of the masterplan and which will drive a more practical planning strategy as the

masterplan is implemented via a series of future planning applications. These are summarised below in relation to each zone of the masterplan.



### Zone A

The emerging Local Plan is proposing to introduce a Blackpool Airport Enterprise Zone (Policy EC4), a Blackpool Airport policy (Policy T3) and site-specific employment policy (Policy EC1, Site ES5); which will form the framework within which detailed planning applications for development will be brought forward in this zone. The Fylde Local Plan to 2032 is at an advanced stage of preparation and, following Public Examination and the publication of an Inspectors Report, will carry significant weight for the implementation of the Airport Masterplan.

These policies seek to safeguard Zone A for predominantly employment use, however, Policy EC1 could support 'enabling development' where alternative

uses such as retail, employment and leisure may be appropriate; where it can be demonstrated that they meet a number of policy tests – including supporting the delivery of aviation uses, minimising the impact other town/retail centres and where there are no sequentially preferable sites (as set out in NPPF policy). As such, any non-employment uses in Zone A will need to demonstrate that it addresses these policy tests in the new FLP as detailed applications for planning are brought forward.

### Zone B

Zone B is in the Green Belt in both the current and emerging Local Plan. Whilst the Green Belt is subject to significant protection, the area of Green Belt to the north of the existing runway is well contained and does not significantly contribute to the openness or character of the Green Belt to the south of Blackpool.

The emerging Airport related policies in the FLP, including Blackpool Airport Enterprise Zone (Policy EC4) and a Blackpool Airport policy (Policy T3) could support applications for ‘airport related development’ where Very Special Circumstances (“VSC”) for Green Belt development can be demonstrated. The VSC case would need to be built around the relocation of airport operations being critical to the ongoing and future operation and growth of the Airport.

The strategy for the development of this area could be two-fold (dependent on the scale and phasing of development):

- **Permitted Development Rights** – there are some limited Permitted Development Rights, under Part 8 (Class F) of the General Permitted Development Order (2015), related to Airport Development which allows for **“the carrying out on operational land by a relevant airport operator or its agent of development (including the erection or alteration of an operational building) in connection with the provision of services and facilities at a relevant airport”**. Therefore, there could be the scope to bring forward some limited operational development that falls under Class F of the GPDO. However, whilst this may be applicable to some limited airport operations, more substantial airport or other (non-essential) development would likely require planning permission.

- **Planning permission on Green Belt land (with a case for VSC)** – this would include operational development which extends beyond the provisions of the GPDO but it can be demonstrated that it is required for the continued growth and success of the Airport and a where a strong case could be made for Very Special Circumstances (as set out in Policies TS3 and EC4).

In summary, given the scale of development of Airport operations proposed in the Green Belt, a planning application which makes the case for VSC would likely be the most appropriate strategy to bring forward a comprehensive relocation of airport related operations in Zone B.

### Zone C

Part of Zone C, to the west adjacent to the current taxiways is proposed to be safeguarded for Airport operational uses under Policy T3 of the emerging Fylde Local Plan. A small part of Zone C (in the south westernmost corner) is designated as Green Belt, but this is not proposed for development in the masterplan.

The remainder of Zone C is designated for employment uses in the extant Blackpool Local Plan and planning applications would need to be brought forward which consider the provisions of these employment policies. Given the early stage of preparation of the Blackpool SADPD, there may be a potential to further define and shape the type of uses in this area as the SADPD is developed.

### Zone D

The timing and implementation of Blackpool SADPD will be critical to the implementation and phasing of the masterplan in Zone D. It will be important for planning policy to support the masterplan and remove or amend restrictive planning designations where necessary. The key issues in relation to Zone D are as follows:

#### *a) Green Belt and Protected Open Space*

The entirety of the Common Edge Playing Fields are designated as Green Belt land under saved Policy NE1 (Green Belt) of the Blackpool Local Plan and Policy CS6 (Green Infrastructure) of the Blackpool Core Strategy. They are also designated as protected public open space including Policy CS6 (Green

Infrastructure) of the 2016 Core Strategy and saved Policy BH5 (Protection of Public Open Space) of the Blackpool Local Plan 2001-2016.

It is important that, as the new Blackpool SADPD is developed, that this land is promoted for release from the Green Belt through this development plan document. A case can be made that this land does not currently fulfil the purposes of including land in the Green Belt (as set out in the NPPF) and the existing playing field provision is proposed to be re-provided on land to the south of the existing playing fields (to an equivalent or better standard); in line with the requirements of both Sport England and the NPPF. In line with the masterplan this land should be promoted in the SADPD for:

- Employment uses;
- Residential use (on the parcel of land adjacent to Common Edge Road); and
- Playing fields (to the south of the current site, within the Green Belt).

The current timetable for the adoption of a new SADPD (and when this land could potentially be released from the Green Belt) is late 2019.

#### *b) Infrastructure*

Providing enabling infrastructure (i.e. access) in the Green Belt if the designation remains/prior to any removal of its Green Belt status may be acceptable under the provisions of Paragraph 90 of the NPPF, which states that *“local transport infrastructure which can demonstrate a requirement for a Green Belt location”*. Therefore, a planning application for a first phase of development could include the required road infrastructure required to act as a catalyst for the development.

#### *c) Employment uses*

Land to the north of Zone D is designated for employment uses in the extant Blackpool Local Plan and there may be a potential to further define and shape the type of uses in this area through the emerging policies in the emerging Blackpool SADPD.

#### Zone E

Zone E is in the Green Belt in both the current and emerging Fylde Local Plan. The masterplan proposes new sports provision (i.e. relocated from Zone D) in this location. This is in line with the provisions of Paragraph 89 of the NPPF which allows in the Green Belt *“provision of appropriate facilities for outdoor sport, outdoor recreation and for cemeteries, as long as it preserves the openness of the Green Belt and does not conflict with the purposes of including land within it”*.

In accordance with the NPPF and Sport England guidance, any lost provision at Common Edge should be replaced by equivalent or better provision in terms of quantity and quality in Zone E (and partially in Zone D).

It should be noted that any proposed lighting / structures may impact on the openness of the Green Belt and may also impact on regulations in relation to Aerodrome Safeguarding that seek to protect the safety of airport operations.

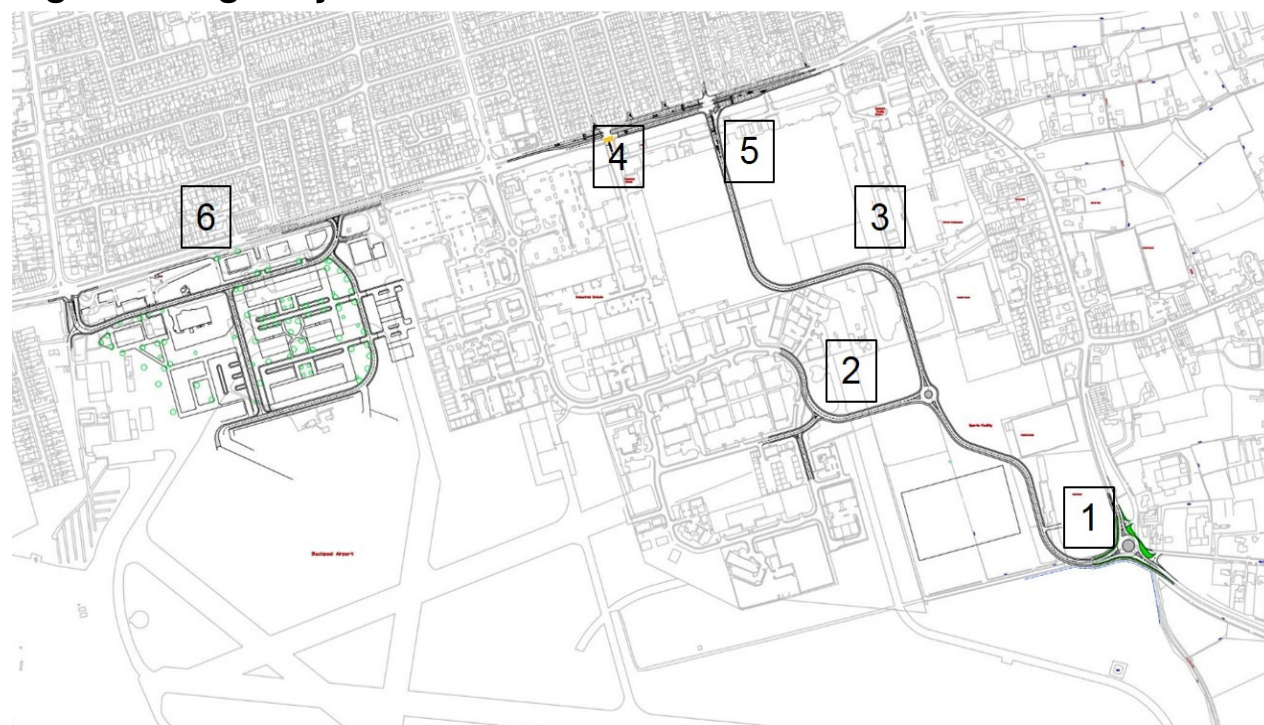


## 4 Access and movement

At present, access into and movement within the Enterprise Zone site is constrained due to a small number of access points into the site and no connecting roads between different parts of the site. Therefore, the key aim of the access and movement strategy is to open up access to all parts of the site to unlock parcels of land which are currently not accessible so that they can be developed.

Key highways interventions at Blackpool Airport are shown in Figure 1 and explained below.

**Figure 1: Highways interventions**



Source: Mott MacDonald

1. New roundabout at Queensway
2. Link from new spine road to Amy Johnson Way
3. New spine road from roundabout to Squires Gate Lane
4. Remodelling of junction to allow right turns

5. New junction for spine road with Squires Gate Lane, and closure of existing Sycamore Avenue junction
6. New access point into western end of site and loop road

The new spine road through the site will create a through-route for traffic, thus reducing pressure on the surrounding highways network. Crucially, it will also make public transport (bus) routes through the site more viable due to removing the need for buses to turn around within the site. There is potential for the Blackpool Transport Services' bus depot to be housed on the site in the short term, further increasing the viability of bus routes serving the site.

Access to the Enterprise Zone will be further enhanced by a new highway which is planned to be built between Junction 4 of the M55 and Lytham St Annes, which will have a second section of road running westwards to Queensway, thus facilitating direct access between the Enterprise Zone and the motorway network. The phasing of the Enterprise Zone Masterplan works will complement the construction of this new highway.

The improvements to the highway network around the Enterprise Zone will not only benefit access into and movement within the Enterprise Zone; there will be benefits for the wider highway network, through reduced pressure on pinchpoints and junctions and improved access to the existing retail park. Additionally, Enterprise Zone infrastructure will support development of airport and accommodate additional developments in the business park.

In the longer term, there is scope for the Blackpool tram network to be extended beyond its current terminus at Squires Gate and connect in to the heavy rail line which runs to Lytham St Annes. This could interface with the airport and Enterprise Zone through the provision of a new or relocated tram/train station.

To improve pedestrian and cycle movements within the Enterprise Zone, new linkages are between the airport business park (western part of site) and the existing retail park are included in the Masterplan.

## 5 Land uses

The study team has examined the potential land use opportunities within the Blackpool Airport Enterprise Zone, through researching the current and potential markets in and around the Airport, which is summarised below:

Land Use	Market Opportunities	Location Characteristics	Potential Unit Sizes (sqm)	Timing
<b>Office</b>	Complements EZ target sectors. Short to medium term prospects for serviced office. Longer term opportunities for larger, corporate occupiers. Limited developer interest in building on a speculative basis.	Throughout EZ Close to services/ public transport Green space desirable	Large buildings: 1,500 - 2,500 sqm with individual units at 50-200sqm.	Short term for small units. Ongoing requirement for small to medium premises
<b>Industrial/ Warehouse</b>	Strong interest in B2 manufacturing High quality, clean industrial space. Hybrid office/industrial spaces. Limited activity in warehousing/ storage Positive market for manufacturing and engineering. Open air/storage areas for large plant and equipment	Throughout EZ 24/7 operations Capacity for oversized vehicles.	<1,000 sqm units available for lease Design and build opportunities for larger industrial units 2,000 – 3,000 sqm & 5,000 - 10,000 sqm 0.5-1.5 ha open storage plots	Immediate industrial growth Ongoing demand for premises in EZ Plots for larger requirements needed immediately Medium term for open storage
<b>Bus Depot</b>	Essential relocation of bus depot EZ identified as one of few locations for depot	Easy access to Squires Gate Ln Large vehicle turning access/ capacity	3-4 ha Storage for ~120 buses	Medium term, temporary requirement One-off requirement
<b>Retail</b>	Targeting worker population. Further retail should be provided within/adjacent to EZ. Long retail opening hours (24 hour). No supermarket requirement. Take away, Fast food and small specialists desired	High visibility and accessibility. On main thoroughfares of EZ. Car Parking	Takeaway: 100 sqm Fast food/ coffee: 200-300 sqm Anchor stores: 200-500 sqm	Medium Term.
<b>Gym/ Other Leisure</b>	Demand for budget gym. High performance gyms in longer term.	Require residential population Support working population Standalone facilities 24-hour operation Co-location with complementary uses.	200-400 sqm High performance: up to 1,200 sqm	Immediate opportunity for budget/small format gym May be preferred to wait until sporting fields are established.

<b>Car Showroom</b>	<ul style="list-style-type: none"> <li>• Sufficient presence of established showrooms along Amy Johnson Way, though potential for relocation to a more prominent site</li> </ul>	<ul style="list-style-type: none"> <li>• Main arterial locations</li> <li>• Heavily trafficked</li> <li>• Squires Gate Ln frontage</li> </ul>	<ul style="list-style-type: none"> <li>• 0.3 - 1.5 ha</li> </ul>	<ul style="list-style-type: none"> <li>• Medium</li> <li>• Medium to long term requirement for relocation/upgrade of existing showrooms</li> </ul>
<b>Pubs/ Restaurants</b>	<ul style="list-style-type: none"> <li>• Strong prospects on eastern side of EZ in longer term</li> <li>• To serve residential market and passing trade/workers</li> </ul>	<ul style="list-style-type: none"> <li>• High footfall required (close to retail).</li> <li>• Stand-alone premises</li> <li>• Car parking essential</li> </ul>	<ul style="list-style-type: none"> <li>• 200-600 sqm</li> </ul>	<ul style="list-style-type: none"> <li>• Medium to longer term</li> </ul>
<b>Residential</b>	<ul style="list-style-type: none"> <li>• Existing dwellings near EZ boundaries</li> <li>• Residential demand in area is solid, though not recommended as a core component on the EZ</li> <li>• Targeting family market</li> </ul>	<ul style="list-style-type: none"> <li>• Fringes of EZ</li> <li>• Quiet, low traffic streets</li> <li>• East of EZ, south of existing residential</li> </ul>		<ul style="list-style-type: none"> <li>• Short to Medium term</li> </ul>
<b>Training college</b>	<ul style="list-style-type: none"> <li>• Potential for FE training college (positioned differently to Energy HQ) targeting industry sectors of the EZ</li> </ul>	<ul style="list-style-type: none"> <li>• Close to core EZ uses</li> <li>• Good public transport access</li> </ul>	<ul style="list-style-type: none"> <li>• Up to 3,000 sqm</li> <li>• Engineering, lab, teaching spaces</li> </ul>	<ul style="list-style-type: none"> <li>• Long term</li> </ul>
<b>Hotel</b>	<ul style="list-style-type: none"> <li>• Positioned for the business market in the area.</li> <li>• Would require significant further growth to support, given there is an existing hotel near the EZ.</li> </ul>	<ul style="list-style-type: none"> <li>• Major road frontage</li> <li>• Car parking</li> <li>• Connectivity to core EZ areas</li> </ul>	<ul style="list-style-type: none"> <li>• 50-80 rooms</li> </ul>	<ul style="list-style-type: none"> <li>• Long term</li> </ul>

This review of potential land uses at the Enterprise Zone has been used as input into the development of the masterplan, including phasing of its development. Key findings are:

- There is a need for a range of unit sizes suitable for B2 manufacturing. While traditionally the majority of the B2 market is for units of less than 1,000 sqm, there is emerging interest from businesses requiring larger unit sizes, spurred by the Enterprise Zone designation. There is a need to provide land plots that would be suitable for a range of manufacturing unit sizes up to 10,000 sqm.
- The demand for office space in the local market will remain focused on smaller units. Therefore, the masterplan includes provision for plots that allow for the development of multi-unit office buildings. It is considered there is a longer-term opportunity for larger, single-occupier office schemes as the Enterprise Zone achieves more momentum.
- The need for the provision of further employment land is immediate, with serviced sites within the Enterprise Zone being very limited.
- The range of supporting facilities identified above would improve the overall vitality and mix of the Enterprise Zone, making it more attractive to potential core occupiers and investors.



## 6 Utilities

The assessment of the baseline conditions at Blackpool Airport Enterprise Zone found that the site is well serviced by utilities, with gas, electricity, water, telecommunications and drainage all present. Water supply and drainage, and electricity were identified as in need of investment in expansion to sufficiently meet the extra demand generated by development at Blackpool Airport Enterprise Zone.

With energy generation being one of the key employment sectors on the Fylde Coast, there is potential for a dual purpose to be achieved, through creating new employment opportunities and generating increased energy to meet the needs of the businesses on the site.

The minimum utilities requirements to cater for the increased demand generated by expansion and development on the site are:

- One primary sub-station to serve new development on former playing fields (Zone D)
- Two secondary sub stations
- Reinforcement of existing utilities within business park
- Two new utility ring mains to serve redeveloped airport and expansion of business park to east. The utility ring mains will provide gas, water, drainage, and telecoms.

***3D Visualisation of Blackpool  
Airport Enterprise Zone after full  
Implementation of Masterplan***





## 7 Masterplan Principles and Character

The proposed masterplan offers a premier environment to do business; arriving at Blackpool Enterprise Zone you will encounter an accessible business park with a mixture of business tenants. The high quality public realm and optimised highway network will deliver an enhanced place to do business, attend seminars and work, or simply pass through. The state of the art buildings within the Enterprise Zone will be responsive to the business needs of the new tenants and the surrounding retail, education, leisure and residential context – making the most of what Blackpool has to offer.

### Key Principles

The key overall principles of the masterplan are:

- Create an enhanced frontage along Squires Gate Lane defined by a new gateway entrance opposite Lindale Gardens
- Deliver a statement building at the new gateway entrance to create a sense of arrival and define the site as a landmark business park
- Prioritise the creation of a new access off Queensway/ Common Edge Road (B5261) to improve connectivity through the site
- Deliver a double sided, tree lined boulevard through the eastern section of the site connecting Common Edge Road and Squires Gate Lane to increase movement and act as multi-modal primary corridor through the Enterprise Zone
- Deliver active movement through the site via connected pedestrian and cycle networks which link the western and eastern sections of the site to provide sustainable internal and external movement
- Optimise the existing business park at Amy Johnson Way through enhanced connections to the wider transport network and the delivery of currently vacant or inefficient sites
- Relocate the existing airport operation to the south to make way for a new business and industrial offer based around the new Blackpool and Fylde College
- Deliver a 'third-space' at the eastern entrance to the site offering sports, leisure, retail and conferencing facilities to encourage activity, networking and engagement within the Enterprise Zone – as well as acting as a secondary gateway to the site from the east
- Deliver a common theme of quality in buildings, landscape, public realm and highway design
- Connect the Enterprise Zone to the city centre and the surrounding context with permeable edges communicating the site is open for business and knitting the site into its surroundings
- Safeguard the future operation of the airport and establish future development trigger based on passenger demand
- Achieve high levels of sustainability and wellbeing through increased active travel, public transport links, sustainable energy production and active uses – as well as responding to and considering the environmental impact of the surrounding area









## Masterplan Character Areas

The masterplan has been defined into six distinctive but interconnecting character areas which define the future of the Enterprise Zone.

- **Innovation Gateway** – Advanced manufacturing and business at the primary entrance to the Enterprise Zone
- **Industrial Heart** – Growth of industry and storage at the heart of the Enterprise Zone
- **Third Space** – Secondary gateway to the site offering active leisure, sport, amenity and networking based uses to offer services and activities for businesses and the community
- **Business Hub** – Development and optimisation of the existing business operation on Amy Johnson Way
- **Airport Zone** – Re-establish Blackpool Airport as a consolidated and active airport offering business, freight and commuter travel to a global client base
- **Knowledge Quarter** – A premier business park and knowledge park offering links to education (B&F College) and business (the energy and airport sectors).



### Innovation Gateway

Key principles:

- Create a sense of arrival and clearly identify the Enterprise Zone as a premier business park
- Improve perception and visibility of the site through high quality architecture, active frontages and landscaping
- Maintain existing set-backs to make way for drainage service lines but increase visual link to site through reduced tree line and improved public realm at Squires Gate Lane
- Connect to Industrial Heart, Business Hub and Third Space via a new central boulevard and connect to the retail park and Knowledge Quarter via legible pedestrian and cycle corridors.





## Industrial Heart

Key principles:

- Deliver an active and efficiently designed industrial centre within the business park offering logistics, industrial and support services
- Locate within easy reach of retail, leisure and amenity (within Third Space)
- Set back large industrial properties from boulevard and public space
- Establish a pedestrian link to the east linking new and existing communities into the Enterprise Zone

## Third Space

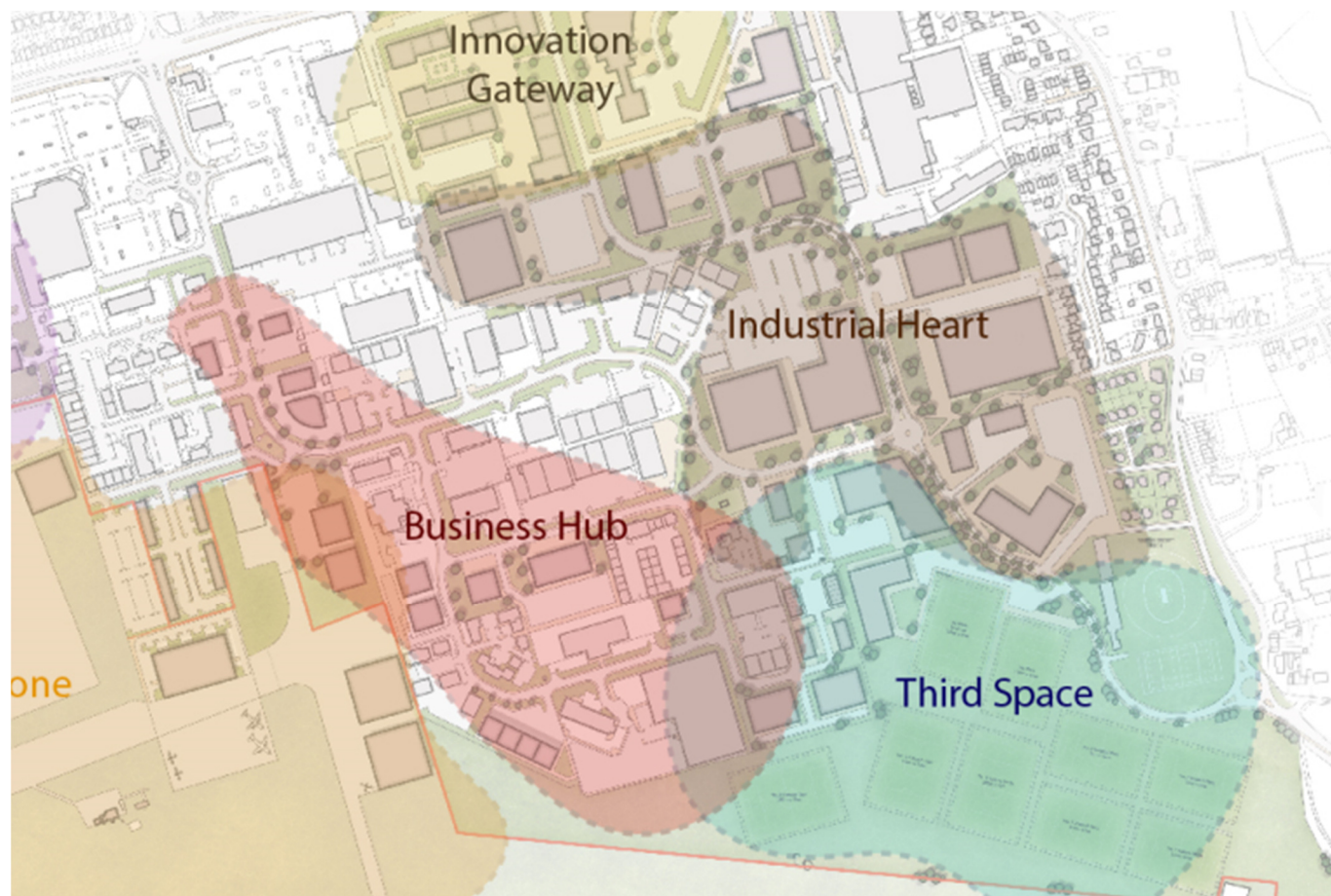
Key principles:

- Relocate existing playing fields to south and create two new 3G pitches (including relocation of AFC Blackpool)
- Create a high street adjacent to a new roundabout at the centre of the Enterprise Zone offering retail, cafes and other amenities to businesses and local communities
- Establish a new sports club adjacent to 3G pitches with changing, events and conferencing facilities (including a café/ bar) to act as a hub for business and other users of the site
- Delivery a 'softer' edge to the site to address the surrounding semi-rural context

## Business Hub

Key principles:

- Deliver high quality development within existing vacant sites on Amy Johnson Way
- Optimise existing plots and highway layout to maximise the potential of the site
- Increase connectivity with the growing Enterprise Zone and the retail park to the north.





## Airport Zone

Key principles:

- Relocate and consolidate airport operations to the south
- Deliver high quality business, commuter and energy focused airport service
- Establish clearly defined airport edge with a new airport terminal and car park
- Clear signage and building orientation to increase visibility of the site and mark its position within the Enterprise Zone.



## Knowledge Quarter

Key principles:

- Grow a high quality office, R&D and industrial offer around the existing Blackpool and Fylde College and Energy Centre
- Focus growth around key aviation and energy industries, as well as educational facilities
- High quality environmental setting with green movement corridors linking Squires Gate Lane to the airport
- Create a new entrance off Squires Gate Lane to improve movement through the site and define a gateway into the Knowledge Quarter
- Reduce set back to Squires Gate Lane to address the frontage with active business operation and improve the sense of arrival into the site.





## 8 Next Steps

Following the finalisation of the Masterplan, with delivery phases, infrastructure requirements and costings drawn up, this section outlines the next steps which should be undertaken to progress the delivery of the Masterplan.

### Detailed Airport Masterplan

The airport area, at the western end of the site, has only been drawn to a highly indicative level in the Masterplan. A more detailed masterplan and business case for the airport specifically should be developed, which address the requirements for the regeneration and development of the airport. Now that Blackpool Council own the airport, there is greater scope for managing the growth and expansion of the airport.

### Detailed building conditions surveys

An initial review of the condition of the former Wellington Bomber Factory has been carried out as part of the baseline study of the Blackpool Airport Enterprise Zone site. In addition, there are other buildings on the Enterprise Zone site which have not been reviewed to establish their condition. More detailed examinations of the buildings should be undertaken, to identify any which are no longer fit for purpose, or require significant improvements.

### Planning permission applications

Highways network interventions, such as the new roundabout and spine route on the eastern side of the Enterprise Zone, and the new and remodelled junctions on Squires Gate Lane, will require planning permission to be granted. These highways interventions are necessary for the delivery of other elements of the Masterplan, by making parcels of land accessible and therefore developable.

### Engagement with Lancashire County Council

The new link road from Junction 4 of the M55 towards Lytham St Annes will significantly improve access to the eastern part of the Enterprise Zone, and relieve pressure on the A5230 / Squires Gate Lane. Whilst the link road is not directly a part of the Masterplan, it is still important that Blackpool, Fylde and Wyre Economic Development Company proactively and positively engage with Lancashire County Council, who are the scheme sponsors, to ensure highways interventions at Blackpool Airport Enterprise Zone align with and complement the M55 link road. The M55 link road is progressing at speed and construction could begin as early as 2018 and be ready for opening in late 2019/early 2020.

### Five-year review

Whilst the Masterplan has been developed at one point in time, the Enterprise Zone status at Blackpool Airport is valid for 25 years, to 2041. Inevitably the site will evolve over this period, and so the Masterplan should be reviewed and updated every five years, to ensure it remains a useful framework for developing the site.



