



HOW

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CASE STUDY

March 2010

Talbot Gateway

Client: Muse Developments

Location: Blackpool, Lancashire

Following a period of extensive pre application work HOW Planning has prepared and submitted an outline application for the £220m Talbot Gateway scheme in Blackpool on behalf of Muse Developments. HOW prepared the Environmental Assessment and Retail Assessment, led the community consultation exercise and project managed the complex application submission working with a team of consultants from London and Manchester.



The proposed mixed-use development will deliver a comprehensive regeneration of part of the town around Blackpool North Station and Talbot Road On the edge of the town centre. It comprises 85,000 square metres of new office and business space - complemented by a major food superstore, hotels, shops, cafes and restaurants. The proposals also include new headquarters offices for Blackpool Borough Council which is seeking to centralise many of its services and over 1500 staff at Talbot Gateway.

The project will totally transform an extensive area of the town, providing a new focus and a starting point for the much wider regeneration of Blackpool town centre.



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Muse is aiming to start onsite with the first phase in 2011, subject to achieving planning permission. Phase One will consist of a new food superstore and offices for the Council together with new public realm and infrastructure works. The scheme will be delivered in partnership with Blackpool Council, ReBlackpool and the North West Development Agency.

