

Dear Friend(s),

In Summer 2008 Urban Splash submitted plans for the development of Morecambe Central Promenade. These were withdrawn after their unfavourable reception (thanks partly to the volume of objections) but have now been revised and re-submitted. However, very little seems to have changed from the original proposal.

The area under consideration is on the seaward side of Marine Road, from the Midland Hotel to the car park opposite Northumberland Street. At present this is occupied by the hotel itself, gardens (including the Remembrance Gardens and War Memorial), the old Swimming Stadium/Bubbles and Dome sites, and some car parking. These have always permitted **public access** (some with entrance fees) and a view of Morecambe Bay and the Lakeland Hills from Marine Road.

Urban Splash's proposal is to build seven blocks pointing out to sea and rising at their seaward end to six storeys in height (the Midland Hotel is only four storeys). These will be largely for **private residential use** with possibly some extra hotel accommodation on the upper floors and commercial development at ground level. The block furthest from the Midland Hotel is designated for entertainment purposes.

On the landward side, in front of the Midland, is the so-called 'Midland Circus' – part road, part open-air events area – whose construction will entail the demolition of much of the hotel's boundary wall and a partial re-alignment, cutting off a section of the hotel's car park. This wall is an essential element of the overall design of the Midland, built at the same time in 1933. Although listed at only Grade 2 as opposed to the hotel's Grade 2* status, it deserves the same respect.

Alarminglly, the first phase of the development is to concentrate on the 'Midland Circus' and the two apartment blocks nearest the hotel. The first block, rising to six storeys, is only a few metres from the steps of the Rotunda café and thus will replace the Midland's view over the bay to the Lake District with a wall of apartments (see accompanying sketches). This is in direct contravention of Lancaster City Council's own planning guidelines about safeguarding the setting of the Midland Hotel and building on a Conservation Area. The proposed blocks, which have little architectural or aesthetic merit, are more suited to a heavily urbanised city centre location where there is no pressing need to reflect local characteristics or preserve open space. They will overwhelm the Midland Hotel and could seriously compromise its future success.

Please turn over.....

The current plans are available to view on the Council's website at www.lancaster.gov.uk although it has often been unobtainable in recent days!

An alternative way in is <http://planapps.lancaster.gov.uk/PublicAccess> Click on **Planning** in left-hand menu bar then enter the **Planning Application Reference** which is **07/01810/OUT**. Click on **Search** at bottom of page, then **Click to View** then **View Associated Documents**. Highlight each document and click on **View**.

Another alternative is to enter **Lancaster City Council Planning** in Google and click on **Public Access v7.4 @ Lancaster City Council Planning Application** which should then ask you to enter the above Reference Number.

We are also hoping to put some of the plans on the Friends' website www.midlandhotel.org so do check.

* If you have any problems ring Sue or Ian Thompson on 01524 851351 who will endeavour to take you through the documents and answer any questions you may have.

TIME IS SHORT. Your objection has to be lodged with Lancaster City Council by Thursday 22nd April at the latest.

You may wish to use the form included with this letter for your comments – don't forget to include your **name** and **address** otherwise it is invalid. Completed forms can be returned to...

Sue Thompson at 12, Longlands Avenue, Heysham, Lancs LA3 2NU

...preferably by Tuesday 20th April so I can take them to the Council Office in person, thus ensuring that none goes astray!

IMPORTANT

All comments should have relevance to the planning aspects of the scheme, for example the impact on a listed building and its setting, the inappropriate scale and style of the blocks in a Conservation Area, over-emphasis on residential use, loss of Public Space and/or views, etc.

Please support us in this campaign. We are grateful to Urban Splash for restoring the Midland Hotel to its former glory but are disappointed that they now seem to want to spoil all they have achieved.

Sue Thompson (Chair of the Friends of the Midland Hotel)

Midland Circus
minus 'new' wall

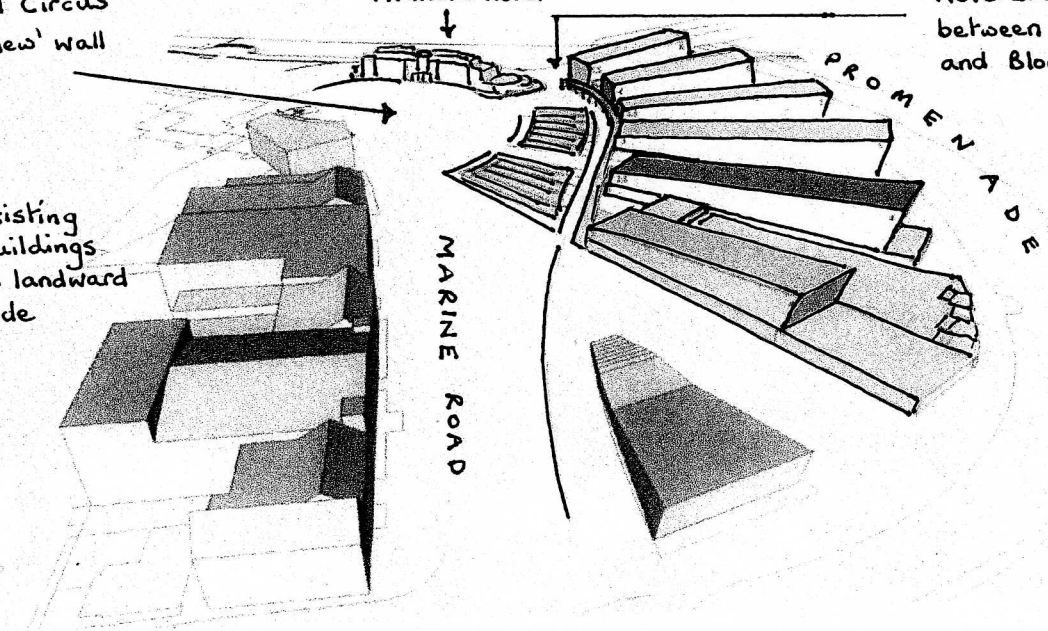
Midland Hotel

Note small gap
between Rotunda
and Block 1.

Existing
buildings
on landward
side

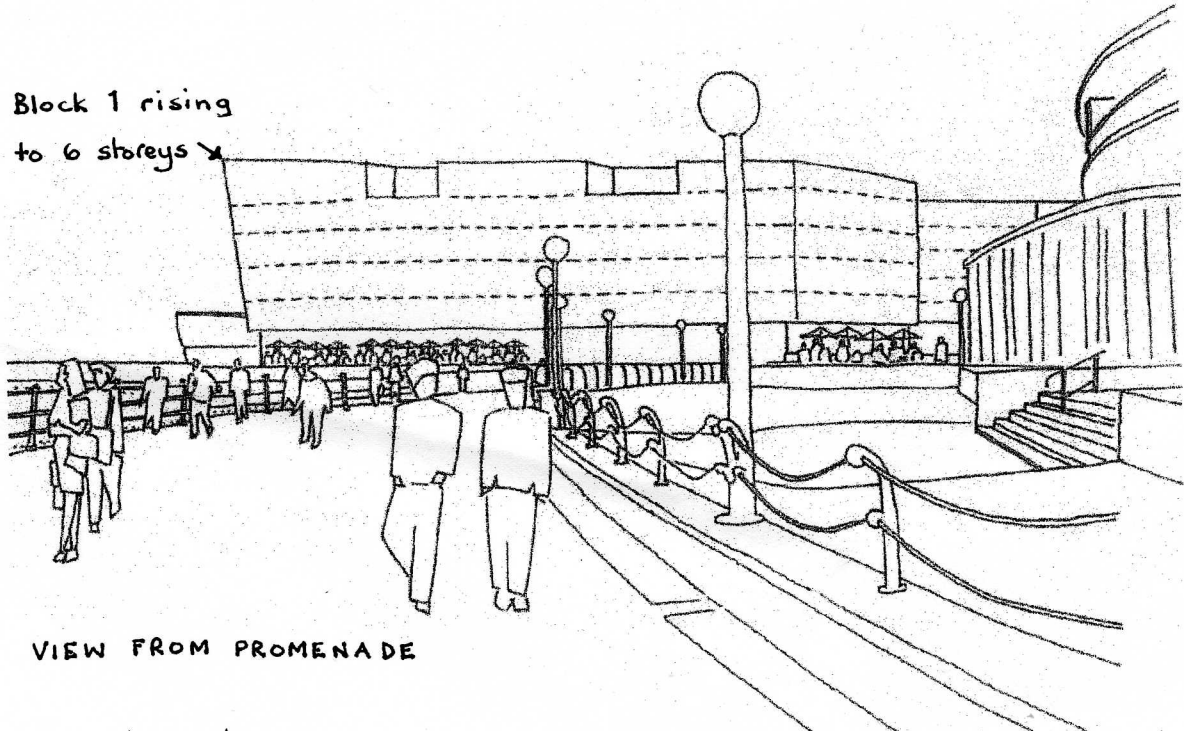
MARINE ROAD

PROMENADE



Block 1 rising
to 6 storeys

Midland
Hotel



VIEW FROM PROMENADE

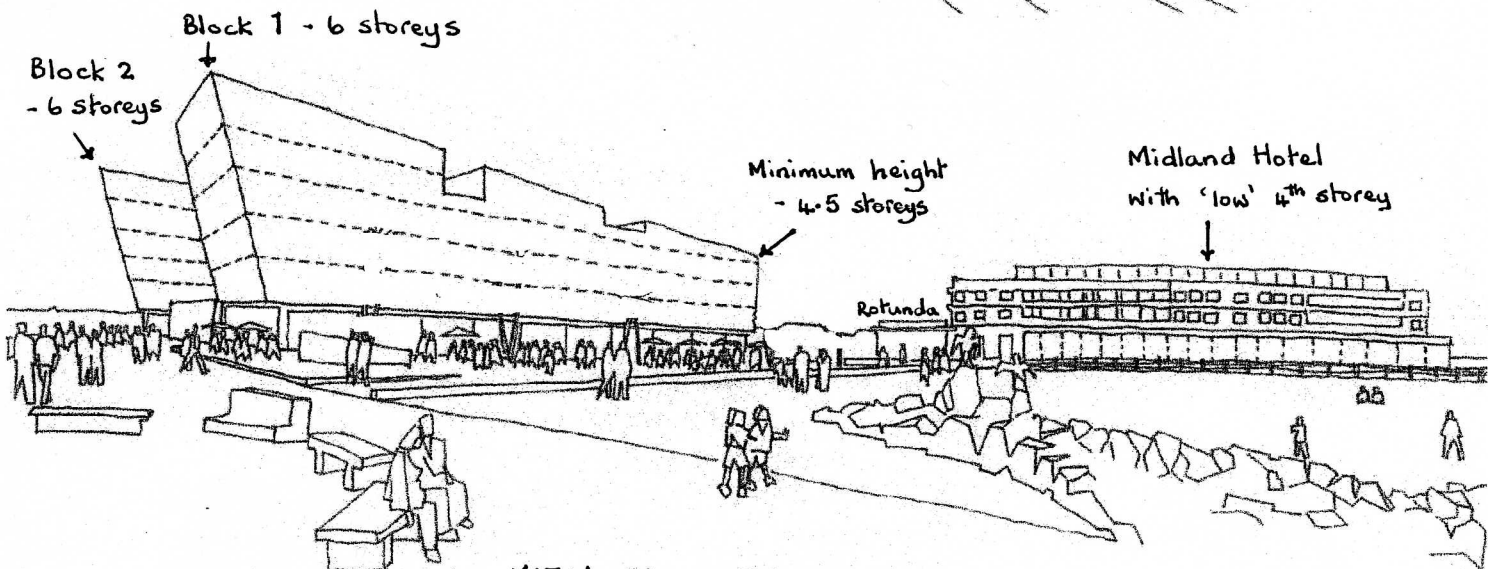
Block 2
- 6 storeys

Block 1 - 6 storeys

Minimum height
- 4.5 storeys

Midland Hotel
with 'low' 4th storey

Rotunda



VIEW FROM STONE JETTY

To
The Chief Planning Officer
Lancaster City Council
Palatine Hall
Dalton Square
LANCASTER
LA1 1PW

From
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Ref. Planning Application No 07/01810/OUT application for the redevelopment of Morecambe Central Promenade including retail, restaurants, cafes, commercial and crèche use (A1, A2,A3,A4,A5,B1,D1,D2) at ground floor level with residential and hotel accommodation(C1, C2) above. Extensive public realm works including a new setting for the Midland Hotel, seaside square a Boardwalk and Market Square.

Dear Sir

I wish to comment on / object to the above planning application;

Yours faithfully