

**Brighton & Hove
City Council**

**ENVIRONMENT CABINET MEMBER
MEETING
ADDENDUM
ITEM 148 – LONDON ROAD CENTRAL
MASTERPLAN SUPPLEMENTARY
PLANNING DOCUMENT (SPD)**

4.00PM, THURSDAY, 7 MAY 2009

COUNCIL CHAMBER, HOVE TOWN HALL

ADDENDUM

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ENVIRONMENT CABINET MEMBER MEETING

Agenda Item 148

Brighton & Hove City Council

Subject:	London Road Central Masterplan Supplementary Planning Document (SPD)		
Date of Meeting:	7 May 2009		
Report of:	Director of Environment		
Contact Officer:	Name: Alan Buck	Tel: 29-2287	
	E-mail: alan.buck@brighton-hove.gov.uk		
Key Decision:	No		
Wards Affected:	St. Peter's and North Laine		

FOR GENERAL RELEASE

1. SUMMARY AND POLICY CONTEXT:

- 1.1 The report advises of the progress to date on the production of a Supplementary Planning Document (SPD) on London Road Central Masterplan and seeks approval of a draft SPD for the purposes of formal public consultation. The draft SPD and annex document are attached in Appendices A and B.

RECOMMENDATIONS:

- 2.1 (1) That the draft Supplementary Planning Document on London Road Central Masterplan be approved for the purposes of formal public consultation.

3. RELEVANT BACKGROUND INFORMATION/CHRONOLOGY OF KEY EVENTS:

- 3.1 The London Road & Lewes Road Regeneration Strategy (known as LR2) was approved by the Policy & Resources Committee on 26 July 2009. LR2 acts as a background document to the emerging Local Development Framework and includes a number of recommendations for early actions in respect of London Road, including preparing a masterplan SPD for the central London Road area.
- 3.2 A masterplan for central London Road is also needed urgently to provide a planning and urban design framework in respect of a number of current major development proposals within and around the central London Road area. There is also scope to update the masterplan in the future to take on board, refine and apply ongoing work in respect of quantum of floorspace (through the LDF process) and strategic traffic movements around the city.
- 3.3 Early stakeholder consultation on Issues & Options took place in June 2008. Responses informed the format and content of the draft SPD.
- 3.4 An officer steering group was formed to support work on the draft SPD. The group as well as Members were consulted on a preliminary version of the document in November 2008.

3.5 The draft SPD has as far as possible taken into account issues raised during the above consultation exercises. The document seeks to strengthen the role of London Road as one of the city's town centres and promotes a variety of measures to help achieve this objective, including the following:

- **Opportunities for new inward investment to improve the area's retail and commercial offer.**
 - Sites are identified for a range of development types, including affordable accommodation for local businesses.
- **An attractive, vibrant and safe environment for all that encourages social engagement and enjoyment of the area.**
 - An improved public realm with a safer, more legible streetscape and high quality public spaces;
 - mixed-use developments with active frontages at ground floor to distribute footfall and increase passive surveillance within the area;
 - a more "permeable" street network;
 - establishing a secondary circuit of activities and attractions in the area.
- **Improved access to and within the area**
 - Removing barriers to movement;
 - improving signage to destinations;
 - differentiating surfaces to define shared space;
 - redesigning the bus interchange at the junction with Ann St and Oxford St to form a central square/shared space; and
 - better connections with surrounding neighbourhoods and open spaces.
 - introducing new and enhance existing east-west links through the area, particularly for pedestrians, linking Preston Circus, The Level, Brighton Station and St Peter's Church.
- **A more sustainable and healthy environment**
 - Design solutions that help deliver improvements in air quality; and
 - high standards of sustainable building design.
- **Identification of funding opportunities to fund infrastructure improvements**
 - Establishing a "community pot" through Section 106 agreements, Local Transport Plan and other funding opportunities to fund masterplan objectives.

3.6 Once the draft document has been approved, full consultation will be carried out with a wide range of groups and organisations, including those who attended previous events, for a statutory six-week period commencing in late May and extending into June 2009. The draft SPD will also be publicised in the press and on the council's website as well as via a drop-in three-day exhibition in the former Co-op building on London Road.

4. CONSULTATION

- 4.1 Invitations for early stakeholder events were sent in Spring 2008 to 672 organisations and individuals (including developers, landowners, local councillors, planning agents, residents, amenity groups, local schools and churches) as well as council officers representing different interests in the London Road area. Ninety two representatives attended the events, held in June.
- 4.2 Results of the above consultation revealed support for:
- comprehensive retail redevelopment while securing opportunities for small, independent retailers;
 - re-use of existing empty office space combined with a range of new, flexible office facilities;
 - focussing on the needs of pedestrians and cyclists while improving traffic flow;
 - flexible use of open spaces;
 - public realm design that minimises anti-social behaviour and delivers quality open space in new development; and
 - transport- and design-related solutions to air quality problems.
- 4.3 The legislation requires that an SPD be subject to a sustainability appraisal. The sustainability appraisal evaluates the contribution made by the Draft SPD towards achieving sustainable development. The draft Sustainability Appraisal will be out for consultation at the same time as the draft SPD.

5. FINANCIAL & OTHER IMPLICATIONS:

Financial Implications:

- 5.1 Direct costs for the production of the SPD and consultation have been included within City Planning's budget allocation. Should Brighton and Hove City Council be required to comply with the SPD the financial implications will be included within a report to the relevant service committee.

Finance Officer consulted: Derek Mansfield Date:01/12/08

Legal Implications:

- 5.2 Regulation 17 of the Town and Country Planning (Local Development) (England) Regulations 2004 as amended by the Town and Country Planning (Local Development) (England) Regulations 2008 requires that SPDs must be subject to formal public consultation for a period of not less than four nor more than six weeks prior to adoption. Regulation 17 sets out detailed publicity requirements which will need to be followed. The "full consultation" referred to in paragraph 3.4 of this Report will need to comply with these requirements. Regulation 18 of the 2004 Regulations provides that planning authorities cannot adopt SPDs until they have considered any representations made within the consultation period and prepared a statement summarising the main issues raised in the representations and saying how these have been addressed within the SPD the authority intend to adopt.

Lawyer consulted: Hilary Woodward Date: 04/12/08

Equalities Implications:

- 5.3 Local Development Framework Core Strategy Equality Impact Assessment (EQIA) issues relevant to this SPD have been considered. Monitoring and implementation measures have been put in place to evaluate the impact of this SPD as a result.

Sustainability Implications:

- 5.4 Sustainability issues inform all of the measures promoted in the draft SPD, which as referenced above, is subject to a Sustainability Appraisal.

Crime & Disorder Implications:

- 5.5 The masterplan seeks to draw increased users into and around London Road and help provide for a safer environment in the area through a range of measures including the identification of new development opportunities, public realm improvements and the promotion of other urban design interventions. The document also identifies community measures to help result in a more safe and secure environment for all.

Risk and Opportunity Management Implications:

- 5.6 None identified.

Corporate / Citywide Implications:

- 5.7 Along with Lewes Road, improvements to the London Road area are fundamental in realising the objectives of the London Road & Lewes Road Regeneration Strategy (LR2). This AIF-funded study was approved by the former Policy & Resources Committee on 26 July 2007. Lewes Road and London Road are key gateways to the city and their regeneration is regarded as an important component in promoting and sustaining the long term economic growth of the city.

6. EVALUATION OF ANY ALTERNATIVE OPTION(S):

- 6.1 As part as the SPD development process, alternative options were discussed with stakeholders at the early consultation phase. Options ranged from 'do nothing', through minimum levels of intervention, to significant levels of intervention within the area. These issues are discussed at length in appendices to this report. The Sustainability Appraisal tested the option of 'doing nothing' and examined alternative options and found the proposals identified in the draft SPD to be the most sustainable option.

7. REASONS FOR REPORT RECOMMENDATIONS

- 7.1 To ensure there is detailed, clear advice to all those with an interest in the development process on relevant policies.
- 7.2 To take forward proposals in the London Road & Lewes Road Regeneration Strategy for the regeneration of the London Road Central Area;
- 7.3 To meet Government guidance.

SUPPORTING DOCUMENTATION

Appendices:

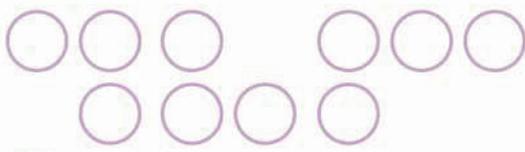
1. London Road Central Masterplan SPD
2. London Road Central Masterplan SPD – appendices

Documents In Members' Rooms

1. London Road Central Supplementary Planning Document/Masterplan, Issues & Options consultation report SPD, July 2008
2. London Road Central Masterplan SPD
3. London Road Central Masterplan SPD – appendices
4. Sustainability Appraisal

Background Documents

1. Planning Policy Statement 6: Planning for Town Centres (2005)
2. The Brighton & Hove Local Plan Policy SR5: Town and district shopping centres (2005)
3. London Road & Lewes Road Regeneration Strategy (2007)
4. Brighton & Hove Local Development Framework Core Strategy Preferred Policy DA4: New England Quarter and London Road (2008)
5. Sustainability Appraisal



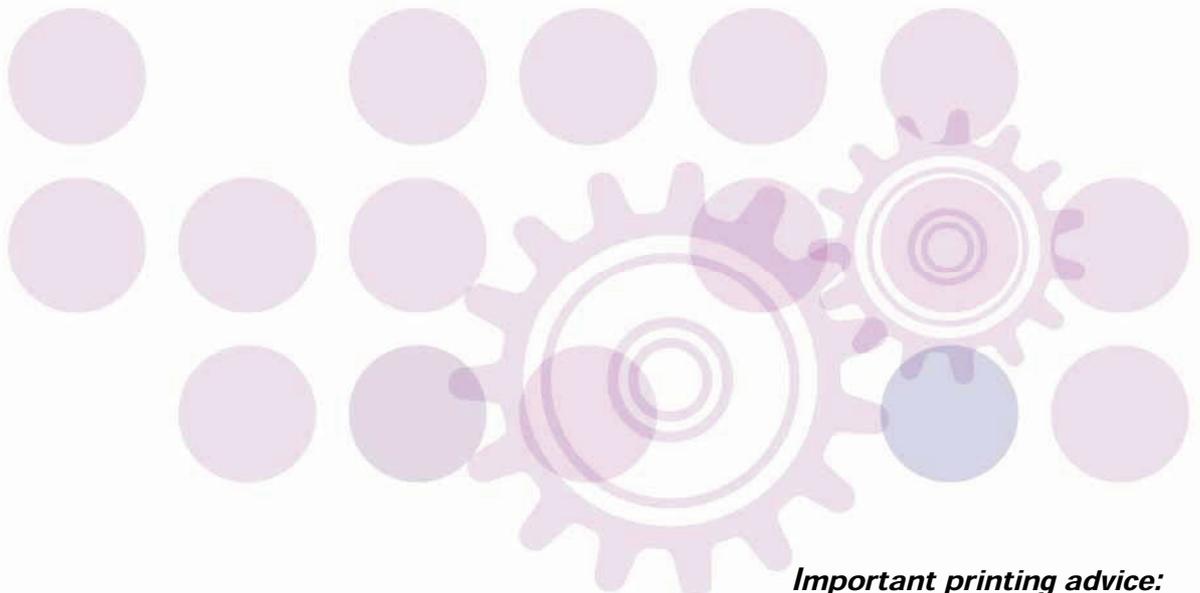
spd

supplementary planning document

Brighton & Hove City Council Local Development Framework

Yet to be adopted

london road central masterplan



Important printing advice:

For optimum results, this document should be printed back to back. This is because information provided in the even pages has been designed to be complemented by that contained in the odd pages.



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london road central masterplan

Brighton & Hove City Council's Local Development Framework



Fig. 1.1: Location of masterplan area within Brighton & Hove



London Rd in 1890.



London Rd area in 1910.



St Bartholomew's Church in 1950.



Brighton Station car park in 1976 (now part of New England Quarter).



London Rd area in 2008.



Fig. 1.2: Location plan of the London Rd Central SPD Area

1.0 Executive summary



Fig 1.3: Masterplan area boundary.

Do nothing	Minimum intervention	Maximum intervention
		● Retail
		● Office
		● Creative industries
		● Transport
		● Public realm
		● Environment
		● Community

Summary of early stakeholder consultation responses by theme.



Aerial view of the masterplan areas in 2005.

1.1 This masterplan sets out a proposed series of enhancements for the London Rd Central area, (as defined in Figure 1.3) and should be read in conjunction with existing and emerging planning policy (see Appendix 1). Masterplan proposals take into account the results of early stakeholder consultation held in June 2008 (see figure on left and Appendix 2). The masterplan is subject to a statutory six-week consultation period, the results of which will inform the final version of the supplementary planning document (SPD) that will be 'formally adopted' as part of the Local Development Framework (LDF).

1.2 The masterplan seeks to provide an economically and environmentally healthy town centre that meets the needs of its users through providing the following benefits:

Opportunities for new inward investment to improve the area's retail and commercial offer.

- Sites are identified for a range of development types, including affordable accommodation for local businesses.

An attractive, vibrant and safe environment for all that encourages social engagement and enjoyment of the area.

- An improved public realm with a safer, more legible streetscape and quality public spaces;
- mixed-use developments with active frontages at ground floor to distribute footfall and increase passive surveillance within the area;
- a more "permeable" street network;



Fig. 1.4: Summary of masterplan proposals

- facilities for all users with priority given to pedestrians and cyclists; and
- establishing a secondary circuit of activities and attractions in the area.

Improved access to and within the area

- Removing barriers to movement;
- improving signage to destinations;
- differentiating surfaces to define shared space;
- redesigning the bus interchange at the junction with Ann St and Oxford St to form a central square/shared space; and
- better connections with surrounding neighbourhoods and open spaces.

A more sustainable and healthy environment

- Design solutions that help deliver improvements in air quality; and
- high standards of sustainable building design.

Identification of funding opportunities to fund infrastructure improvements

- Establishing a "community pot" through Section 106 agreements, Local Transport Plan and other funding opportunities to contribute to masterplan objectives.



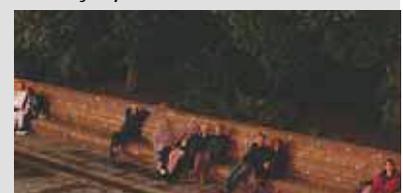
3-D model of masterplan area.



Active frontages in neighbouring North Laine area.



Flexible use public space: Jubilee Library Square



Sharing public space in New Rd.



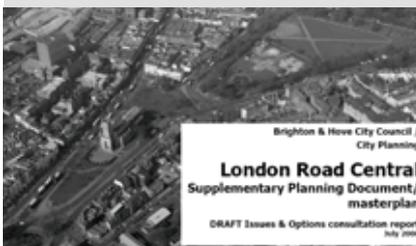
Issues & Options paper (June 2008).



Early Stakeholder workshops: internal group work (June 2008).



Early Stakeholder workshops: external group work (Ann St - June 2008).



Early stakeholder consultation report (July 2008).

2.0 About this SPD/masterplan

- 2.1. This document contains the findings and proposals of a masterplan prepared by Brighton & Hove City Council for the London Rd Central area identified in Figure 1.3 (see page 3 of this document).
- 2.2. It is subject to a six-week period of formal consultation and once adopted will become part of the Local Development Framework (LDF) and a material consideration in making planning decisions relating to the masterplan area.
- 2.3. This document outlines masterplan principles and proposals for the purpose of public consultation. Consultation responses will inform the final version that will provide detailed guidance for potential developers bringing forward individual development proposals in the masterplan area.

Early stakeholder engagement

- 2.4. This Draft SPD/masterplan builds on the early stakeholder consultation undertaken by the council on the Issues & Options document in June 2008 to gather further views and aspirations for the London Rd Central area (see Appendix 1). Support was identified for:

- comprehensive retail redevelopment that attracts new investment while securing opportunities for small, independent retailers;
- re-use of existing empty office space combined with a range of new/additional office facilities in mixed-use developments that include affordable accommodation for creative industries in general and those currently provided in New England House in particular;
- focussing on the needs of pedestrians and cyclists while improving traffic flow;
- flexible use of open spaces;
- public realm design that encourages active uses and social engagement by delivering quality open space in new development;
- transport- and design-related solutions to air quality problems; and
- better community management and use of major developments provide a greater diversity of land uses while supporting improvement/upgrading of local business.



Masterplan principles

2.5. In pursuit of all these objectives this masterplan sets out a series of key development principles, exploring where it may be appropriate to:

- retain and/or convert existing quality buildings (including listed ones) to alternative uses compatible with the area's retail town centre functions and commercial quarter aspirations;
- replace existing poor quality buildings with new high quality mixed use buildings and open spaces;
- concentrate a diverse mix of flexible and affordable commercial floorspace;
- re-model the public realm to encourage social activity and increase time spent by users in and their enjoyment of the area;
- deliver air quality improvements via transport and design solutions;
- use design guidance to encourage upgrading of existing buildings;
- introduce a secondary circuit of retail activity at ground floor level along rear and side streets around London Rd;
- introduce new and enhance existing east-west links through the area, particularly for pedestrians, linking Preston Circus, The Level, Brighton Station and St Peter's Church; and
- improve green infrastructure links between open spaces to maximise urban biodiversity.

2.6. The council has prepared this document to help facilitate the delivery of these key principles and to ensure that:

- comprehensive regeneration of the area is realised;
- any one development does not prejudice or undermine the future development potential of any other site in the area;
- development of this area is brought forward in a co-ordinated manner;
- any future development preserves or enhances the setting of the listed buildings and in particular St. Peter's and St Bartholomew's churches;
- any potential harmful effects on the environment as a result of the development are mitigated; and
- future development is of the highest quality.



Conversion of existing buildings: Argus Lofts.



New quality open space: Jubilee Square.



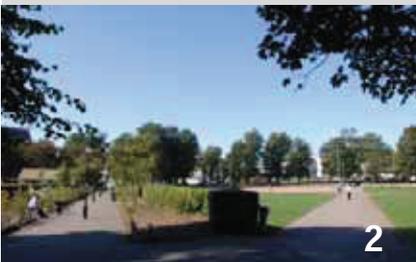
Re-model public realm to encourage social activity: Brighton seafront



Upgrading of existing buildings: Sydney St



Open Market.



The Level.



St. Peter's Church.



Duke of York's Cinema.



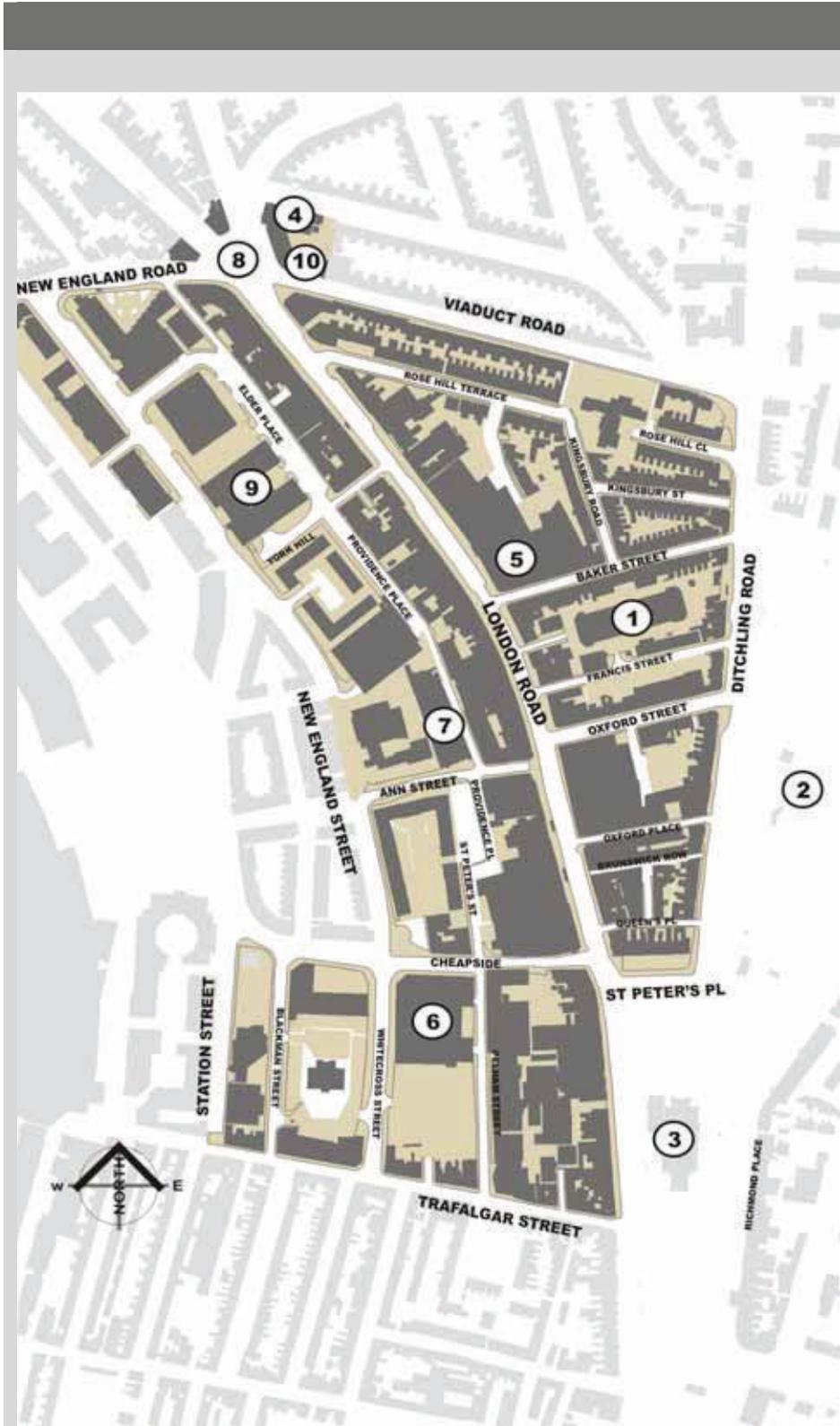
Co-op building.

3.0 The SPD/masterplan area

- 3.1 The area is an important part of the strategic road network to and from the city centre and includes key junctions at Preston Circus, Ditchling Rd and St Peter's Pl. It is well served by public transport (buses and trains) whilst subject to high traffic levels. In places along the long, narrow London Rd corridor, the combined effects of topology, building heights and traffic levels can result in unacceptably high levels of air pollution (see Urban Design and Sustainability sections of this document).
- 3.2 The built character of London Rd is that of a typical high street composed mainly of 2-4 storey buildings of mixed periods and styles (west side mainly early Victorian) and small retail units on the ground floor (with storage facilities and housing) with twentieth-century large units spaced along the route (former Co-op and Woolworth and Aldi buildings) and the 1960s Open Market. Whilst it is a busy area that attracts people of various age groups, its overall attractiveness, clarity of information/signage, frequency of community activity and sense of pride and ownership are poor.
- 3.3 The character of the area west of London Rd stems mainly from the slum clearance of the late 1950s and the subsequent introduction of industrial and commercial uses in the 1960s and from the more recent high-density, mixed-uses of the emerging New England Quarter. It contains a variety of different building forms, styles and functions including the tallest buildings in the masterplan area. This as an area that benefits from good vehicular access and parking facilities. Nevertheless, it also feels generally unsafe, dirty and is difficult to navigate, except perhaps for the Ann St and Pelham Str areas where footfall is greater.
- 3.4 To the east of London Rd the area around Viaduct Rd/ Ditchling Rd and Brunswick Row/Oxford Pl is mainly residential composed of 2-3 storey modest terraced development and a tight, historic street pattern with some grander frontages along Ditchling Rd. Streets which connect London Rd to The Level contain a range of shops (Baker St) and public services which include the council's housing office and St Peter's Medical Centre (Oxford St). While these streets (and Baker St in particular) have a good mix of shops and services that attract various users, they are not as busy as London Rd itself.

london road central masterplan

Brighton & Hove City Council's Local Development Framework



Key landmarks and places in the area



City College



St Bartholomew's Church



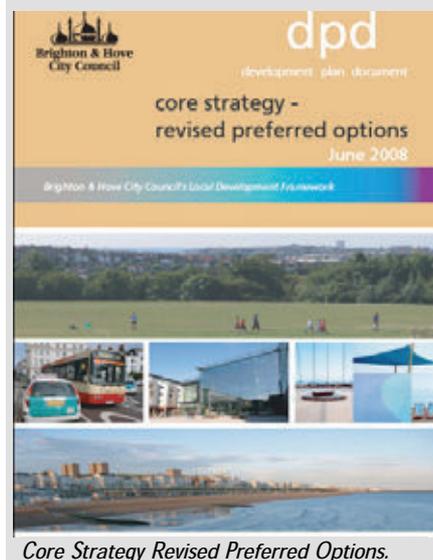
Preston Circus



New England House



Fire station



4.0 Planning Policy Context

4.1 In preparing the masterplan the council has had regard to relevant policy documents, particularly those highlighted below. A full list of all policies relevant to the future development of sites within the masterplan area is contained under Appendix 1.

Planning Policy Statement 1: Delivering Sustainable Development (2005) – PPS1

4.2 This national guidance promotes quality schemes needed to deliver high levels of employment, social inclusion and well-being, whilst protecting and enhancing the physical environment and optimising resource and energy use.

Planning Policy Statement 6: Planning for Town Centres (2005) – PPS6

4.3 The central aim of this national guidance is to promote the vitality and viability of town centres by planning for their growth and enhancement through promoting them as the focus for new development. The Government has recently finished consulting upon a revised PPS6. The new policy is expected to be published in 2009.

Brighton & Hove Local Development Framework (LDF)

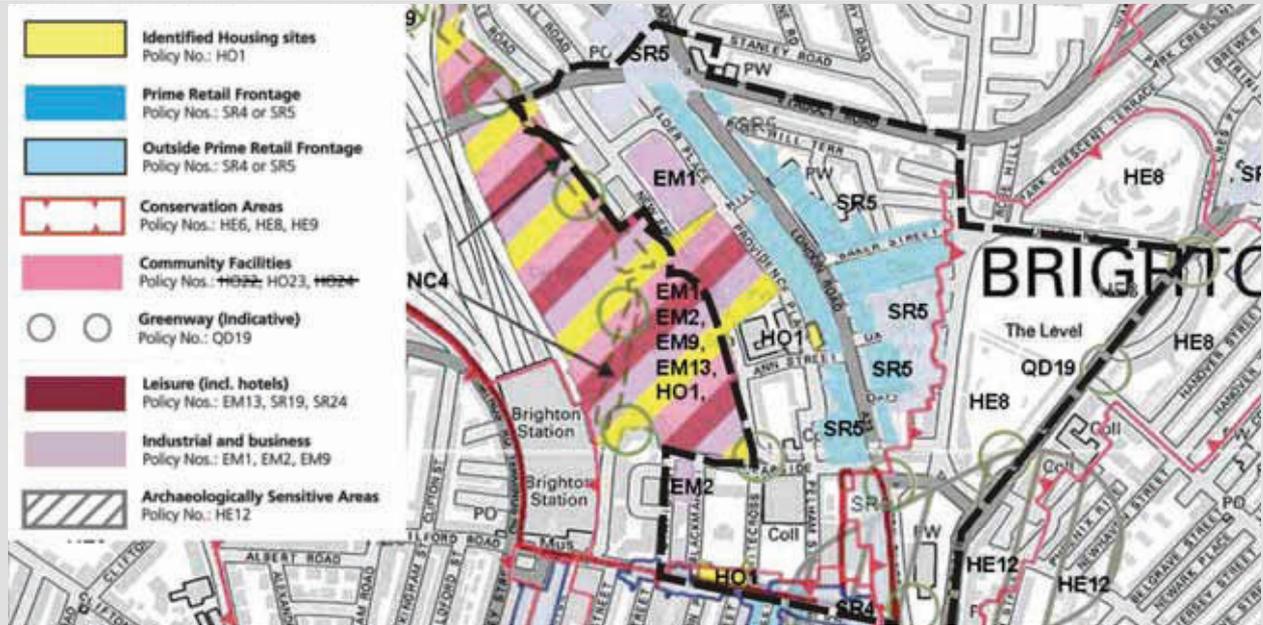
4.4 The majority of Local Plan policies are now 'saved' under the LDF. London Rd is one of two 'town' centres identified in saved Local Plan Policy SR5: Town and district shopping centres (the other being Hove). This policy seeks to maintain and enhance the vitality and viability of both town and district centres by ensuring that a clear predominance of retail units (Use Class A1) is maintained in both the prime and secondary frontage. Change to residential use at the ground floor level is not permitted. Polices EM1, EM2, EM9 and EM13 and HO1 identify sites that are particularly suitable to meet the city's need for a range of businesses and housing types. A list of indicative uses for each site is provided. QD Policies provide guidance on design, safety and quality of development.

4.5 Revised Core Strategy Preferred Policy DA4 further supports the revitalisation of London Rd retail and creation of a major new business quarter for the city within the masterplan area. Recommendations include:

- accommodating the need for 20,000 sqm additional office floorspace (post- 2016) on large floor-plates to

London road central masterplan

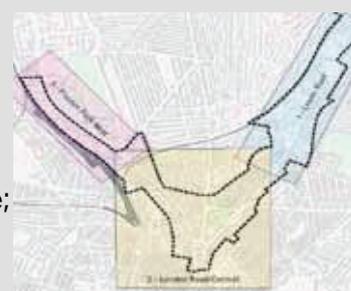
Brighton & Hove City Council's Local Development Framework



Extract from the Brighton & Hove Local Plan

be spread over no more than two sites (one of which may fall outside the masterplan area);

- retaining key retail sites to act as 'anchors' for the centre;
- securing the redevelopment/refurbishment of key retail sites along London Rd and to Pelham St campus;
- safeguarding existing identified employment sites;
- support implementation of London Rd sustainable transport corridor;
- strengthening links between the New England Quarter, London Rd shopping centre and the North Laine shopping area
- ensuring that premises for creative industries in the area are increased, remain affordable, appropriate and available for use; and
- provide a minimum of 500 additional residential units up to 2025.



London Rd & Lewes Rd Regeneration Strategy areas. London Rd Central area is marked in yellow.

4.6 Sites in the masterplan area will be formally allocated in the Development Policies and Site Allocations Development Plan Documents after 2010.

- The 2007 London Rd & Lewes Rd Regeneration Strategy supports the LDF. Its vision for the masterplan area is 'to revitalise the London Rd retail area and create a major commercial quarter for Brighton & Hove consisting of high quality commercial accommodation connecting London Rd with the New England Quarter'..



5.0 Relevant Planning History

5.1 A number of sites have been the subject to planning decisions that have a bearing on future developments in the masterplan area.

- **Masterplan for the regeneration of New England Quarter:** an 8ha (24 acre) site in Brighton City Centre was approved by Brighton and Hove City Council in September 2003. The approved Masterplan for the site consists of 355 residential units; new car park for the station; Sainsbury's foodstore; language school; new community and retail facilities; two hotels; office and workspace; Training Centre; Greenway and Site of Nature Conservation Importance (SNCI). Works commenced on site in 2004 and a series of full planning applications have been submitted and approved for all but one of the remaining portions of the site including Blocks G, K and E-F. To date, the majority of the highways infrastructure, northern section of SNCI and all but one development site has been completed and/or are under construction.
- **Application 2008/00535:** 27 – 33 Ditchling Rd (former Buxton's furniture store). Planning permission was granted in early 2008 for the demolition of the existing retail building and redevelopment of the site for a mixed use development comprising gym, retail and 28 apartments. This permission is yet to be implemented.
- **Application BH2008/02376:** City College, Pelham St Campus. An outline planning application has been submitted to the council by City College for the redevelopment of the site for a mixed use scheme including the demolition of Pelham Tower and other associated buildings: The proposal is phased as follows: Phase 1 for the erection on 14,237 sq m new City College campus; Phase 2 additional college space, student accommodation, youth hostel, café with ancillary gallery, employment space, GP clinic, residential, infrastructure and landscaping works.



New England Quarter: (top) Block L and M-Language School and (bottom) Block C-New England St link.



Former Buxton furniture store.



City College, Pelham St Campus

5.2 Current development proposals with no current planning applications or permissions include:

- **Open Market.** The Open Market Traders Association is progressing a project to redevelop the existing Open Market with a new mixed use scheme that would create the following: a new covered market; permanent stalls offering a diverse retail offer that promote fresh, healthy food and local producers; affordable housing; workshops for arts and crafts people; new venue for street

London road central masterplan

Brighton & Hove City Council's Local Development Framework

Legend:

- Planning permission granted
- - - Application under consideration
- · · With no consent or permission

Relevant planning history

art and entertainment. The market would be run as a social enterprise for the benefit of the community and is intended to contribute to the wider regeneration of the area around London Rd. The Association is expected to seek landowner consent from the council to submit a planning application early in 2009.

- **Vantage Point/Elder PI.** St James's Developments own a number of properties in the Elder PI area, close to Preston Circus, including Vantage Point and its associated shops. The company has held two public consultation exercises during 2008 and is seeking a major redevelopment of the wider area as a mixed use scheme that would incorporate new retail, housing and commercial uses (see www.brightnewlondonroad.co.uk for further details).
- **Former Co-op department store,** London Rd. In 2007 the Co-op closed all of its department stores across the country. They are currently discussing the future of the site with the council and are proposing to submit a planning application for the redevelopment of the site in 2009. Discussions between the two parties are ongoing at the time of writing.

Open Market: Ditchling Rd access (above) and central walkway (below).

Vantage Point

Former Co-op department store

6.0 Appropriate Development Response

Land use

6.1 The table below and the plan on the next page show the key development opportunities within the masterplan area. The land uses as proposed in the table are indicative, reflecting a variety of scenarios. All proposals will be considered against saved Local Plan policies until replaced by Core Strategy and other Development Plan policies. Some reflect existing interventions (e.g. City College's proposals for the Pelham St area) whilst others depend on future decisions. In the case of employment sites, residential enabling development may be allowed subject to justification through a development appraisal. New development should contribute to achieving the following:

- an increase in community infrastructure; and
- 20,000 sqm quantum of office floorspace (this should be laid out on concentrated on two sites, providing large floor-plates, one of which may fall outside the masterplan area).



Richardson's Scrap Yard and
Brewers Paint Merchants



Vantage Point/Elder PI



Trade warehousing, New England
St



New England House



London Rd Car Park

	Site	Land use potential
1	Richardson's Scrap Yard and Brewers Paint Merchants	Employment uses including business floorspace and affordable workspace for creative industries. Residential may be allowed as enabling development.
2	Vantage Point/Elder PI	Demolition of existing buildings with mixed use development including A1 and A3 at ground floor with replacement of existing plus additional business floorspace. Residential may be allowed as enabling development.
3	Trade warehousing, New England St	Part of wider comprehensive redevelopment with site 2 above or redevelopment with business units.
4	New England House	Refurbishment of existing building and consolidation of existing uses or replacement within wider comprehensive development with site 2 and 3. The existing creative industries cluster should be retained in any redevelopment.
5	London Rd Car Park	Refurbishment of existing car park building or replacement within wider comprehensive development with site 4 (and possibly sites 1 and 2).
6	St Bartholomew's Primary School	Potential to relocate or replace school within wider comprehensive redevelopment involving sites 2, 3, 4 and 5. If relocation, site may be acceptable for predominantly A1 with complementary A3 floorspace and office or employment above.
7	Former Co-op department store	Seek to retain central (original) portion of building in any redevelopment scheme. Retail at ground floor level. Business use above. Residential may be allowed as enabling development.
8	Open Market	Demolish exiting market and replace with new market. Residential may be allowed as enabling development.



St Bartholomew's Primary School



Open Market stalls.



Boots / Somerfield



Former Sainsbury/new Aldi supermarket



GB Liners



Fire Station

Development opportunities

Site	Land use potential
9 Boots / Somerfield	Demolition of existing building and higher density redevelopment with replacement shops at ground floor with business above. Residential may be allowed as enabling development.
10 Former Sainsbury / new Aldi supermarket	Demolition of existing building and higher density redevelopment with replacement shops at ground floor with offices over.
11 City College, Pelham St	New Further Education "Knowledge Quarter" involving demolition of majority of existing college buildings and replacement with new college facilities and additional mixed uses (as in Pelham St Knowledge Quarter Planning Brief).
12 GB Liners	Redevelopment of the site to provide uses more appropriate to the city centre employment location to assist with the relocation of GB Liners to a more suitable site to accommodate business retention and expansion.
13 Fire Station	Opportunity to extend Duke of York Cinema as part of refurbishment/redevelopment if fire service moves from building. Other potential alternative land uses may also include shops, food and drink, and business.



Brighton & Hove Council operates the B&H Travel Plan Partnership to assist local businesses to implement workplace travel plan.



New/Improved routes between destinations: London's St. Paul's Cathedral/Tate Modern axis (www.GreatBuildings.com).



Duke of York retail quarter and square, London: CABE best practice example of contribution towards improvement of the shopping experience and public realm in King's Rd area (www.cabe.org.uk).

Movement and access

- 6.3 "Keeping our city moving" is a key objective of the council's corporate plan for 2008-11. Improving transport in and around the city is recognised as important for both local residents and the local economy. Improving public spaces with better signposting and a more welcoming street scene for all is also a current commitment of the plan.
- 6.4 This masterplan is intended to contribute towards achieving the objectives of the corporate plan. It seeks to ensure that any future decisions made by the council in respect of strategic and local measures, help to reconcile the challenge of improving the environment of the masterplan area for users, residents and businesses.
- 6.5 New development will be expected to contribute towards the following objectives:

Movement

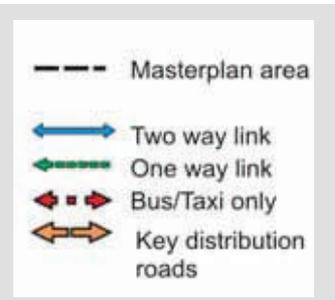
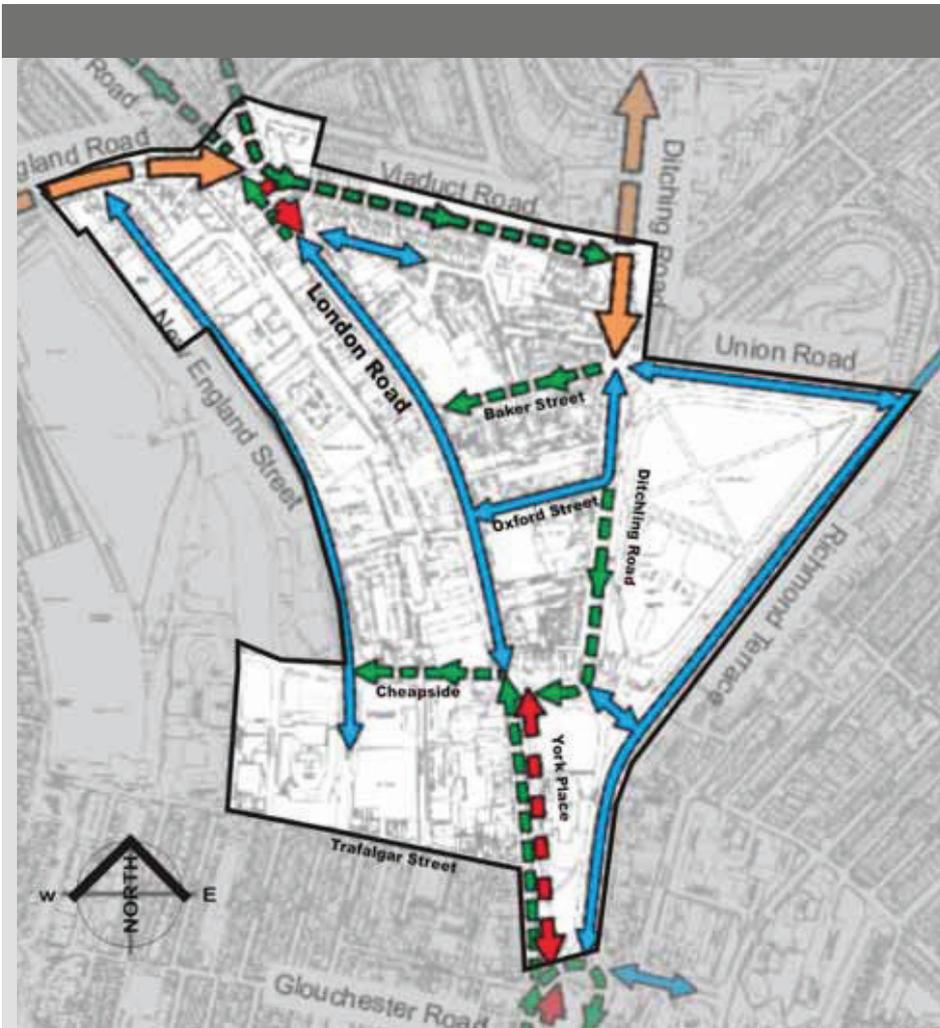
- A detailed plan for Preston Circus junction to keep traffic moving while removing barriers to pedestrian movement and reducing the potential for conflicts between pedestrians and traffic;
- improved pavements, improved 'legibility' through improved signing and de-cluttering of unnecessary street furniture; and
- an improved pedestrian environment within Baker St, giving consideration to reducing the impact of traffic at busy times, by utilising alternative routes such as Francis St and Oxford St.

Access

- A greater choice of routes and ease of movement to and through the area by providing convenient connections between key destinations within or adjacent to the area e.g. North Laine, The Level and Brighton Station;
- redesigning servicing arrangements in order to reduce the impact of retail deliveries on the shopping environment at busy times, while maintaining appropriate levels of access for emergency vehicles;
- strategic transport improvements, such as Park & Ride;

London Road Central Masterplan

Brighton & Hove City Council's Local Development Framework



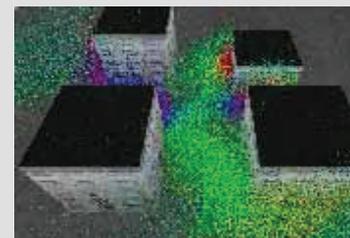
Extract from London Rd & Lewes Rd Regeneration Strategy's movement vision for the London Rd Central area.

- improved arrangements/facilities for transport interchange e.g bus, taxi, cycle in the main corridor, especially at the southern end (Somerville/Iceland) of London Rd; and
- improved location of and access to public car parks e.g. London Rd/Oxford Court and other car parks in the area.

General

- The area is located in the Air Quality Management Area and therefore all of the above measures will be required to assist in addressing and resolving air quality problems; and
- further modelling work would be required to test possible options involving the rerouting of traffic to ensure that any likely impacts could be managed or minimised.

High St Kensington, London: CABA best practice example of streetscape redesign to provide enhanced facilities for public transport, walking and cycling. Staggered crossings following removal of guardrail and new light columns that include other elements of street furniture (www.caba.org.uk).



Air quality modelling used to assess how changes in traffic movements can optimise particle dispersal buildings and minimize exposure (www.cs.utah.edu)

-  Masterplan boundary
-  Conservation areas

Protected

Listed buildings

Local Plan policy HE1

- 1 St. Peter's Church
- 2 96 Trafalgar St
- 3 St Peter's Pl
- 4 Queen's Pl
- 5 Ditchling Rd
- 6 St. Bartholomew's Church
- 7 87 London Rd
- 8 Duke of York

Buildings of local interest

Local Plan policy HE10

- 9 10-32 Viaduct Rd

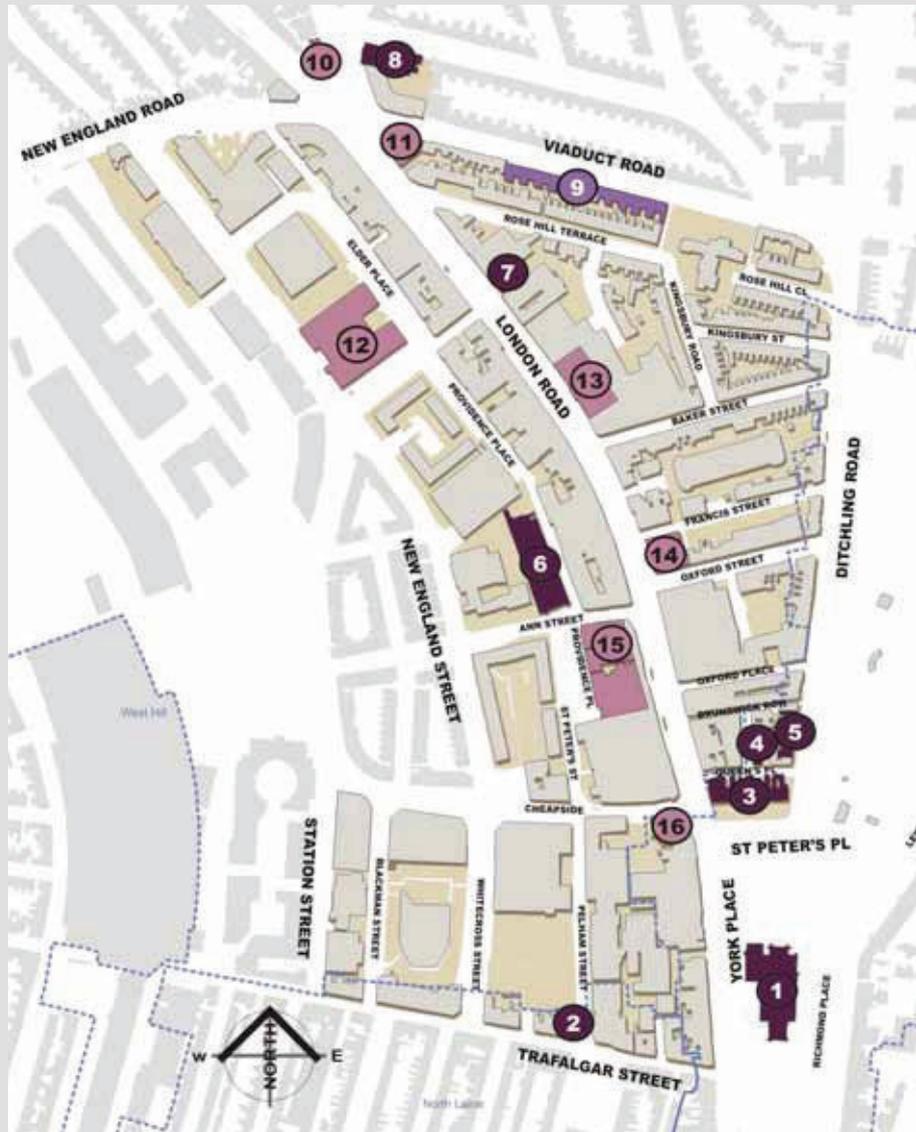
Unprotected

Other key townscape buildings

Buildings that define the diverse character of the masterplan area and provide key references for height and design of new build in their immediate surroundings.

- 10 Circus Circus
- 11 Hare & Hounds
- 12 New England House
- 13 Co-op (original building)
- 14 London Rd/Oxford St set
- 15 London Rd/Ann St set
- 16 Hobgoblin

Key townscape buildings



6.6 There are several listed buildings in the area, including a terrace of locally listed dwellings. The listed buildings at the eastern edge fall within the Valley Gardens conservation area. All such buildings must be retained and their settings preserved.

6.7 In addition to these protected buildings, a number of other buildings or groups of buildings have been identified, which are notable because of their architectural interest and/or make a particular contribution to the character and scale of the area.



- 6.8 Within the context of this masterplan all of these buildings are used as references in guiding height and/or scale of new development in their immediate surroundings.
- 6.9 Wherever feasible these unprotected buildings should be retained, enhanced and/or integrated into new development. Where retention is shown not to be viable, the council will seek net gains in respect of masterplan objectives, e.g. improved townscape in terms of height and scale, with high-quality architecture for replacement buildings, appropriate land use and sustainable building design.



London road central masterplan

Brighton & Hove City Council's Local Development Framework

 **Neighbouring destinations**

London Rd's **north-south configuration** comprising:

-  long, uninterrupted blocks with few breaks on the west side; and
-  no clearly defined east-west routes

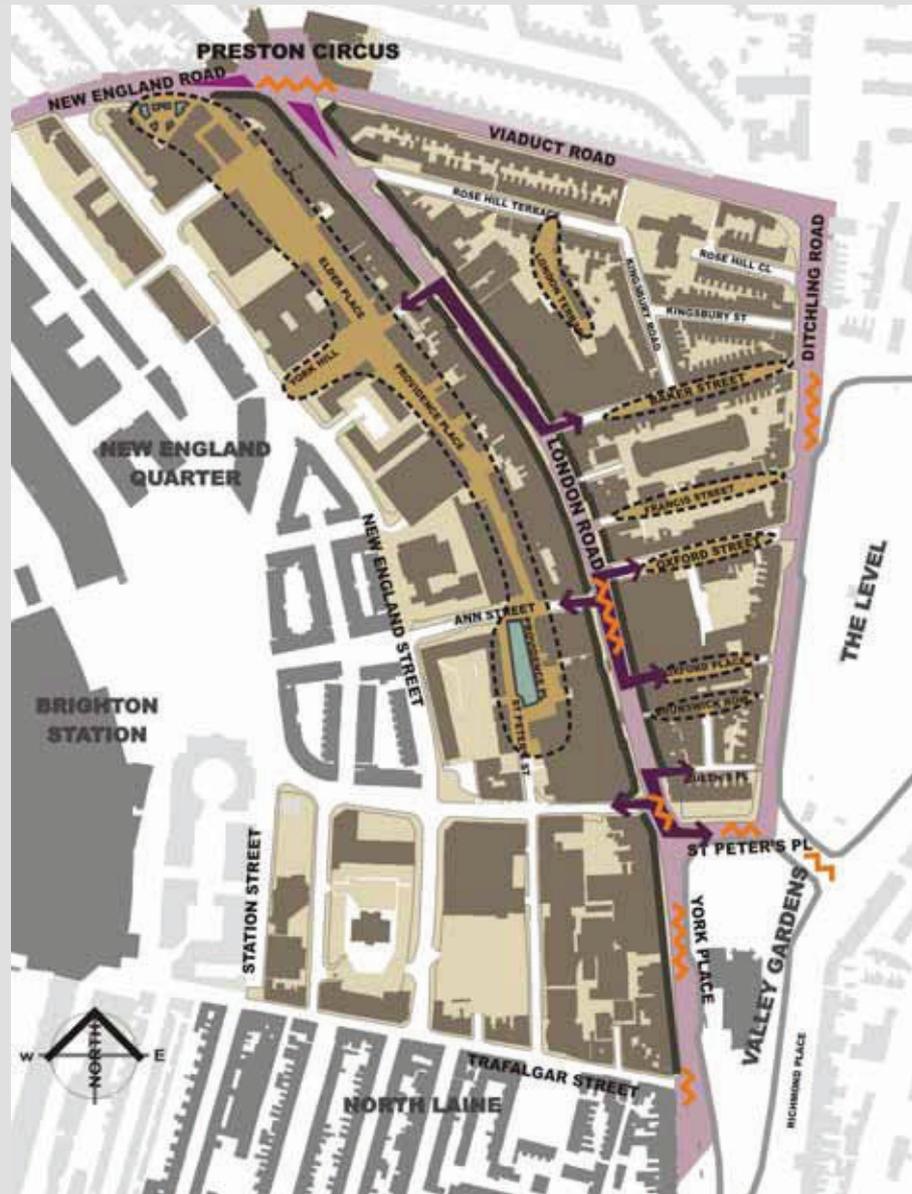
 **Pedestrian / vehicle conflict** arising from existing road layout which prioritises vehicle and bus movements with poor facilities for pedestrians and cyclists.

 **Poor streetscape layout and maintenance** which helps encourage a range of anti-social behaviour and criminal activities to take place (see Appendix 5)

 **Limited offer and poor quality of public and open space**

Canyon-like streets with high levels of traffic resulting in poor air quality, particularly around Preston Circus (see Sustainability section).

Urban design: challenges



6.10 Key challenges for regeneration in the masterplan area include the need to facilitate pedestrian movement to and from nearby destinations (such as the emerging New England Quarter, The Level, Brighton Station and North Laine) and creating opportunities for users to stay and enjoy the area. At present, this is restricted by factors summarised in the map above.

London road central masterplan

Brighton & Hove City Council's Local Development Framework

Urban design: general concept



- 6.11 In response to these and other issues highlighted in this document, the general design concept for this masterplan is based on different character areas which require distinct, yet complementary, approaches to regeneration. They are:
- **Access nodes:** key entry and exit points where the paths of users in various transport modes converge.
 - **Core Area:** where small- and medium-scale development can contribute to regeneration by supporting local community/businesses and encouraging visitor stay.
 - **Development zones:** where there is a concentration of sites key to achieving regeneration of the masterplan area (see Land Use section).

-  **Access nodes**
Re-address balance between various users via:
 - removal of barriers to pedestrian movement;
 - prioritisation of pedestrian and cyclist movement; and
 - differentiation of surfaces to define shared space.
-  **Core area**
See dedicated section for detailed proposals.
-  **Development zones**
 - Elder Pl;
 - Baker St / Oxford St; and
 - Pelham St.
 See dedicated section for detailed proposals.
-  **Introduce new/re-open existing route** (pedestrians/cyclists)
-  **Encourage introduction of active frontages** (associated with activities provided for instance, by retail and commercial buildings, community facilities, cafe, bars and 'fronts' of residential units).
-  **Improve existing cycle / pedestrian provision** in key links across area.
-  **Revise building lines** to deliver improved air quality and public realm.
-  **Introduce new square/interchange**
-  **Improve corridor to boulevard standard** (see public realm section)
-  **Improve existing open space**
-  **Potential location for local landmark**



Kensington Gardens, Brighton. Active frontages are important in order to create life, vibrancy and activity.

Bellow: CABE best practice examples (www.cabe.org.uk).



BA offices in Harmondsworth



Central Sq, Newcastle: 1930's post office refurbishment.



Loxley House (offices) in Nottingham.

Urban design: quality in new development



Jubilee Square, Brighton: overall design concept creates a coherent scheme with introduction of new activities and provision of new, flexible-use public space that attracts new users helps animate the public realm and increases natural surveillance.

6.12 Proposals for the Core Area and development zones are detailed next. In response to existing challenges, there are some key design principles that development in these areas will be expected to address.

6.13 Development in the masterplan area should be exciting, dynamic and sustainable, contributing to the aspirations the council has for quality and innovative building design. In realising such aspirations in the area proposals should help to provide for the following:

- incorporate new activities and attract new users to the area, whilst continuing to meet the needs of existing users;
- encourage the introduction of active frontages at ground level and passive surveillance of public spaces;
- help improve the shopping experience in the area in general and London Rd in particular via the creation of more attractive spaces and encouragement for local businesses to improve the frontages of their properties;
- support or provide opportunities for small, independent retailers in the area;
- introduce additional, flexible workspace and a range of office types to support the formation of a new commercial centre for the city;
- facilitate improved pedestrian and cyclist movement within and across the area whilst allowing for better traffic flow;



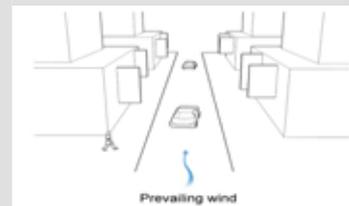
Jubilee Library: award winning new community facility that is also one of most sustainable public buildings in the UK. Its design that relies on and is a show case for low resource consumption and low embodied energy solutions.

- aim to meet recommended standards in sustainable building design and zero carbon in new development;
- deliver improvements in air quality, particularly along busy road corridors;
- be related by an overall design concept that creates a coherent scheme;
- respond appropriately to listed buildings, conservation areas and/or any existing buildings considered to be of townscape importance, preserving or enhancing views of St Bartholomew's Church and St Peter's Church;
- help realise the vision for the core area and development clusters, through modern, inventive design, construction methods, layout and use of materials;
- comprise articulated elevations to create rhythms appropriate to the street or space whilst contributing to the amenity of residents;
- use horizontal and vertical emphases to create appropriately designed façades;
- maximise the number of entrances (retail and residential) onto the street in order to help animate and increase natural surveillance; and
- maximise opportunities for urban greening and biodiversity.

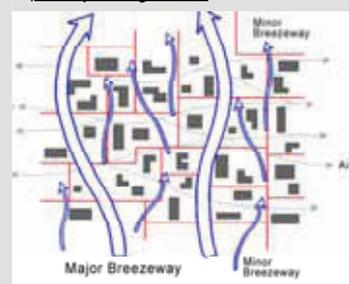
6.14 Additionally in the **Elder PI Zone** new development is expected to demonstrate how flexible, affordable facilities currently offered in New England House are provided for and opportunities for expansion considered.



Blackett St, Newcastle; CABE best practice example of street designed to cope with bus movements and occasional vehicles within historic context (www.cabe.org.uk)

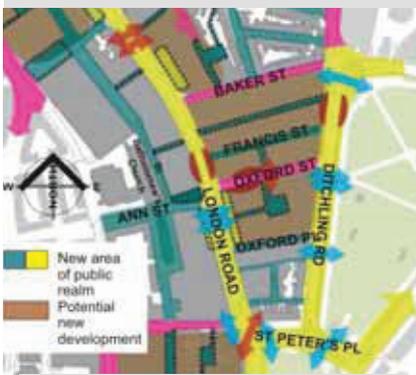


Large development sites facing narrow urban street canyon offer unique opportunities to address air quality issues. Building setback along prevailing wind direction (above) and disposition of amenity areas, buildings and minor roads connecting to major ones (below) can help wind flow and pollution dispersal. (www.pland.gov.hk)





3-D model of the development area.



Opportunities to introduce more permeable urban network (see Public Realm section for more details)

Urban design: Core area and Baker St / Oxford St Development Zone



6.15 When assessing future development of key sites in the development zones two scenarios were considered:

- **Refurbishment:** should proposals involve full or partial re-use of existing buildings.
- **Redevelopment:** should proposals involve the demolition of existing buildings and replacement with new buildings and/or the re-design of the streetscape of the area.

Opportunities to create new, attractive square with clearer east-west route to and from Brighton Station and The Level and new sight lines of the church in consultation with occupiers of existing affected premises and their satisfactory relocation (see Public Realm section for artist's impression and more details)

-  New, more direct visual link with Oxford St and The Level
-  Enhance views of St. Bartholomew's Church



Urban design priorities

Development site	Scenario 1: refurbishment	Scenario 2: redevelopment
7 Co-op building	<ul style="list-style-type: none"> Retain building or retain 1930s core and facade with new development as 'book ends'. 	<ul style="list-style-type: none"> Make case for demolition of original building (based on financial viability issues and quality of replacement building); and New building not to exceed existing height on London Rd.
8 Open Market		<ul style="list-style-type: none"> Create new routes linking London Rd and The Level.
9 Boots / Sommerfield	<ul style="list-style-type: none"> Design Guidance (see Appendix 3) produced to encourage and provide advice for new and improved shop frontages. 	<ul style="list-style-type: none"> Opportunity to re-design buildings lines so as to contribute towards new central interchange and public square.



Improve connectivity by introducing new and enhancing existing routes to and from London Rd and The Level.



Increase activity by introducing new routes for pedestrian and cyclists across site linking Brighton Station and New England Quarter and The Level.



Enhance existing routes to and from London Rd and The Level.



Ditchling Rd and St Peter's PI access nodes:

- Remove barriers to movement for all users
- Re-assess priority given to pedestrians and cyclists
- Differentiate surfaces to define shared space status



Greenway (Local Plan Policy Qd19): connect segments of the city's green network by taking opportunities to pull back building line and introduce street trees, planters and 'greening' features (green roofs and walls on adjacent buildings).



Opportunity to re-design buildings lines so as to improve air quality and public realm (widen street canyon, tree planting, seating).



Provide active frontage corridor along Ditchling Rd making the best use of interface with The Level and expanding opportunities for longer user stay in the area.



Opportunity to improve and or expand existing public realm / open space.

A Ditchling Rd: potential for widening pavement and tree planting on west side to support development of active frontages and complement within The Level.

B. St Bartholomew's Square: potential for re-designing building lines so as to enhance views of the church from London Road and create a new public open space in London Road by receding to upper floor alignment on west side (existing buildings).



Potential location for local landmark (visual marker)

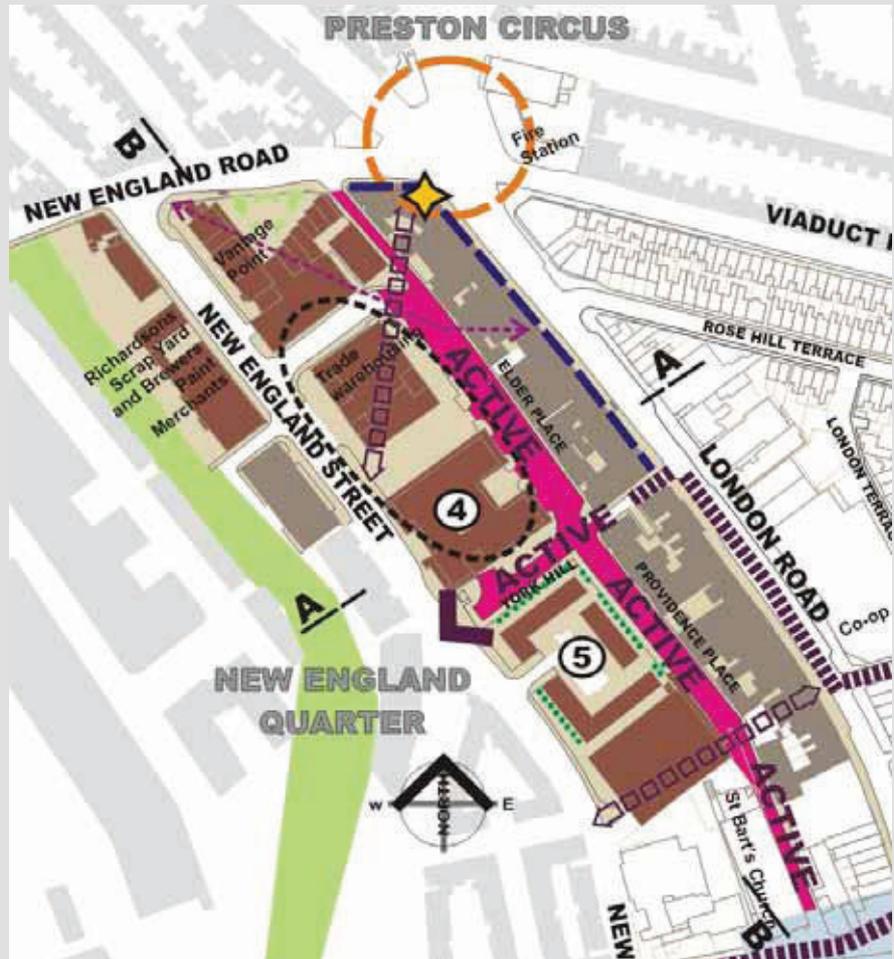
Height and massing

- Aim to re-introduce a generally consistent height and roofline or eaves line to the eastern side of London Rd, but with the potential for set backs above first floor level to improve air quality.
- Existing Co-op building should be considered the maximum appropriate height for development.
- Opportunity exists for a local landmark on the corner of Oxford St, to act as a visual marker, which would be distinctive in terms of its massing, silhouette and roofline.
- Development in the streets between London Rd and Ditchling Rd should respect the tight-knit urban grain of those streets and the historic roofline of Ditchling Rd, by ensuring that development steps down appropriately in height and scale from London Rd frontage.



3-D model of the development area.

Urban design: Elder PI Development Zone



Opportunities to introduce more permeable urban network (see Public Realm section for more details)

-  New area of public realm
-  Potential new development

London road central masterplan

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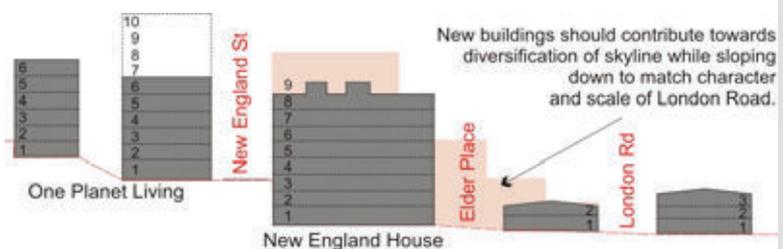
Urban design priorities

Development site	Scenario 1: refurbishment	Scenario 2: redevelopment
② Vantage Point / Elder PI		<ul style="list-style-type: none"> Opportunity to improve and/or relocate existing open space.
④ New England House (NEH)	<ul style="list-style-type: none"> Re-cladding is required. Implement further improvements detailed in council's NEH survey. Introduce active frontages at ground level. Explore potential cross-funding sources for re-cladding. 	<ul style="list-style-type: none"> Make case for demolition Like for like floorspace of flexible, affordable office facilities provided in NEH must be provided elsewhere in this development zone.
⑤ London Rd Car Park	<ul style="list-style-type: none"> Introduce green wall elements to soften building appearance and surrounding streetscape as well as improve biodiversity (opportunity to establish partnership with local environmental groups). 	<ul style="list-style-type: none"> Re-allocation of car parking spaces within the cluster to be considered in line with Transport and Movement priorities for the masterplan area. Like for like replacement of existing council housing provision within this zone.

-  Improve connectivity by introducing new and enhancing existing routes to and from London Rd.
-  Increase activity by introducing new routes for pedestrian and cyclists across site linking Brighton Station and New England Quarter and The Level.
-  Enhance existing street routes to and from London Rd and The Level.
-  Preston Circus access node:
 - Remove barriers to movement for all users.
 - Re-assess priority given to pedestrians and cyclists.
 - Differentiate surfaces to define shared space status.
-  Opportunity to re-design buildings lines so as to improve air quality and public realm (widen street canyon, tree planting, seating).
-  Provide active frontage corridor along Elder PI / Providence PI expanding opportunities for longer user stay in the area.
-  Greenway (Local Plan Policy Qd19): connect segments of the city's green network by taking opportunities to pull back building line and introduce street trees, planters and 'greening' features (green roofs and walls on adjacent buildings).
-  Potential location for local landmark (visual marker).

Height and massing

 Preferred location for tall buildings. These are expected to fall within the range an 8-15 storey 'Tall' building as set out in the in Tall Building Study and to form a distinct cluster. Height lines should slope down towards New England Rd and London Rd to match current height and scale of buildings in these roads as indicated in schematic sections AA and BB.



Schematic section AA (east-west)

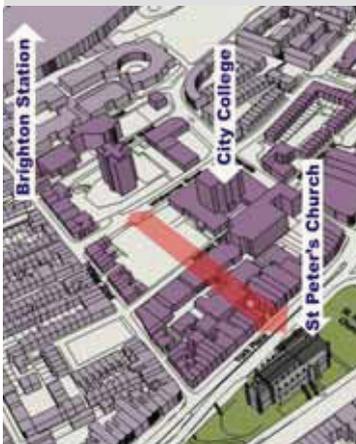


Schematic section BB (north-south)

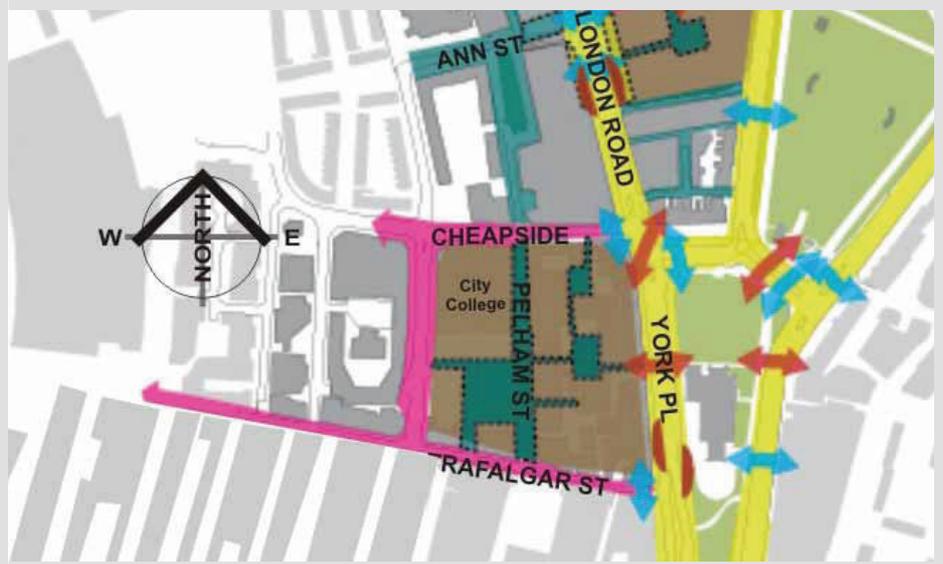
Urban design: Pelham St Development Zone



3-D model of the development area.



Opportunity to introduce new and/or re-open existing routes to create a more permeable urban network.



Opportunities to introduce more permeable urban network (see Public Realm section for more details)

-  New area of public realm
-  Potential new development



Urban design priorities

Development site	Scenario 1: refurbishment	Scenario 2: redevelopment
------------------	---------------------------	---------------------------

11 City College	<ul style="list-style-type: none"> ▪ Improve streetscape along Pelham St, particularly interface with the car park. ▪ Consider introducing planting to soften street scape and traffic calming measures along Pelham Str. 	<ul style="list-style-type: none"> ▪ Comprehensive redevelopment of college to provide modern state of the art facilities as part of wider college redevelopment strategy. New mixed use 'Knowledge Quarter', incorporating new public open space and landmark building
12 GB Liners		<ul style="list-style-type: none"> ▪ Improve streetscape along Trafalgar St and Blackman St.

 Improve permeability by introducing new and/or re-opening existing routes for pedestrian and cyclists across site linking Brighton Station and North Laine with York Pl.

 St Peter's PI access nodes:

- Remove barriers to movement for all users
- Re-assess priority given to pedestrians and cyclists
- Differentiate surfaces to define shared space status

 Greenway (Local Plan Policy Qd19): connect segments of the city's green network by taking opportunities to pull back building line and introduce street trees, planters and 'greening' features (green roofs and walls on adjacent buildings).

 Improve and/or enhance existing routes to and from Brighton Station and St. Peter's Church/The Level.

 Introduce green wall elements to soften building appearance and surrounding streetscape as well as improve biodiversity.

 Introduction of active frontage corridor along Pelham St corridor in order to improve user experience and expand opportunities for longer user stay in the area. Opportunities to improve existing and/or expand public/open space offer in the area.

 Potential location for local landmark (visual marker)

 Opportunity to re-design buildings lines so as to improve air quality and public realm (widen street canyon, tree planting, seating).



Public Space Public Life Study, and Toolkit.



London Rd: Avenue/Boulevard category (as proposed in Public Space Public Life Study).

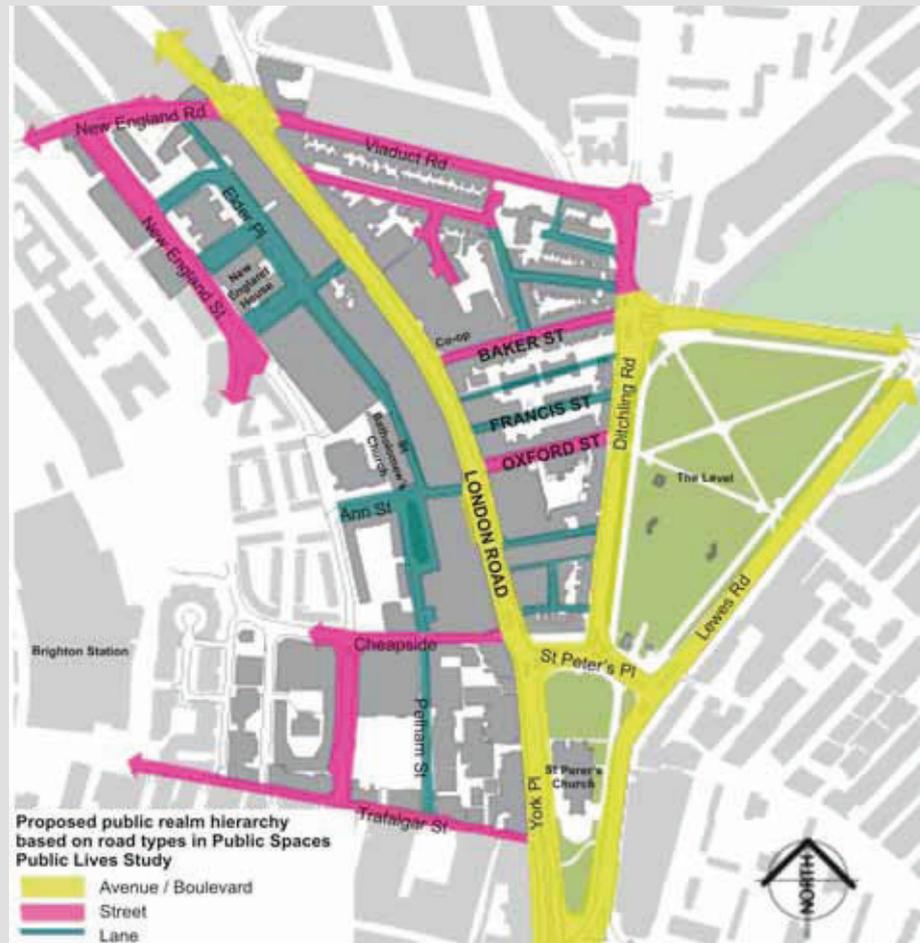


Baker St: Street category (proposed).



Queen's Pl: Lane category (proposed).

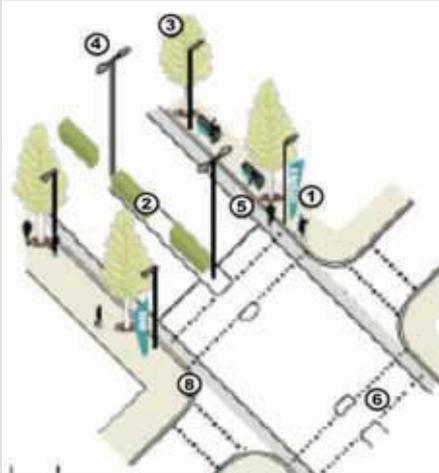
Public realm



- 6.16 The Council has produced a public realm strategy, 'Public Space Public Life', which includes London Rd. This strategy, and the Toolkit that accompanies it, seeks to create a more legible streetscape across the city and guide new public realm improvements.
- 6.17 The map above suggests a hierarchy of roads, streets and public spaces for the masterplan area based on the typologies contained in the Public Space Public Life document and Toolkit.
- London Rd as 'Avenue/ Boulevard';
 - Baker St and Oxford St as 'Street'; and
 - Oxford Pl and the residential streets north of Baker St as 'Lane'.
- 6.18 The study gives guidance on design principles associated with these typologies. Extracts from this study are shown in the next page.

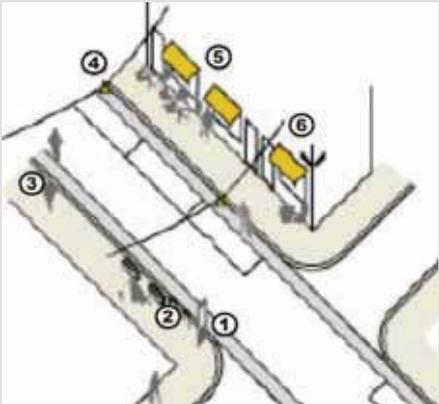
Public realm: illustrated design principles by road type

Avenue / Boulevard



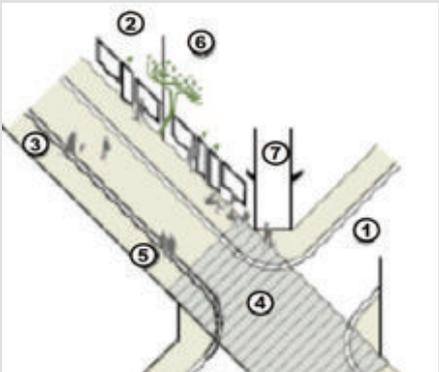
1. Provide welcoming signage on all arrival routes.
2. Signage should be developed in consultation with artists and graphic designers.
3. Consider using central reservations for lighting and planting to soften the wide street and provide a glare free, more pleasant environment.
4. Where deemed feasible line avenues and large trees such as Lime, Oak, Elm or Plane at a spacing of approx. 10-12m.
5. Elegant columns and lanterns which are robust, in order to minimise maintenance, should be selected.
6. Footways should be sheltered from traffic and noise.
7. Maximise the use of straight zebra crossings rather than staggered Pelican, Puffin or Toucan crossings.
8. Avoid any form of continuous barriers since this restricts pedestrian movement and encourages dangerous jaywalking.

Street



1. To minimise traffic signage consider introducing central zone with one set of driving and parking rules with entry and leaving signs only.
2. Use trees, benches, and cycle parking in street furniture zones to increase perception of low speed areas to drivers.
3. De-clutter footways and particularly remove any bollards and other furniture and signs which do not contribute to a clear, functional streetscape.
4. Where streets are narrow assess the possibility of attaching lighting lanterns to building facades and walls.
5. Work with shop keepers to develop attractive, active frontages and eliminate obstructions such as A boards in the main footway.
6. Increase activity at night by encouraging mixed use developments with residential accommodation.

Lane



1. Increase permeability wherever possible by opening and extending yards, alleyways and mews.
2. Work with shopkeepers to avoid use of window shutters, and encourage them to leave low energy window display lights or outdoor lanterns on into the evening to make the Lane feel safer and avoid unnecessary lighting columns in narrow streets.
3. Design streets with long lasting, quality materials which should be carefully detailed.
4. Highlight important junctions with special surface treatments and consider how wayfinding information, including tactile clues, can be incorporated into the ground to minimise clutter.
5. Avoid street furniture on footways less than 2m.
6. Consider extending activities after dark by providing places for lighting, performances and other temporary events.
7. To help wayfinding, make sure lanes have sufficient (but not too many) street name plates at each junction.



Create new public spaces with opportunities for sitting.



Remove unnecessary clutter and rationalise other items of street furniture.

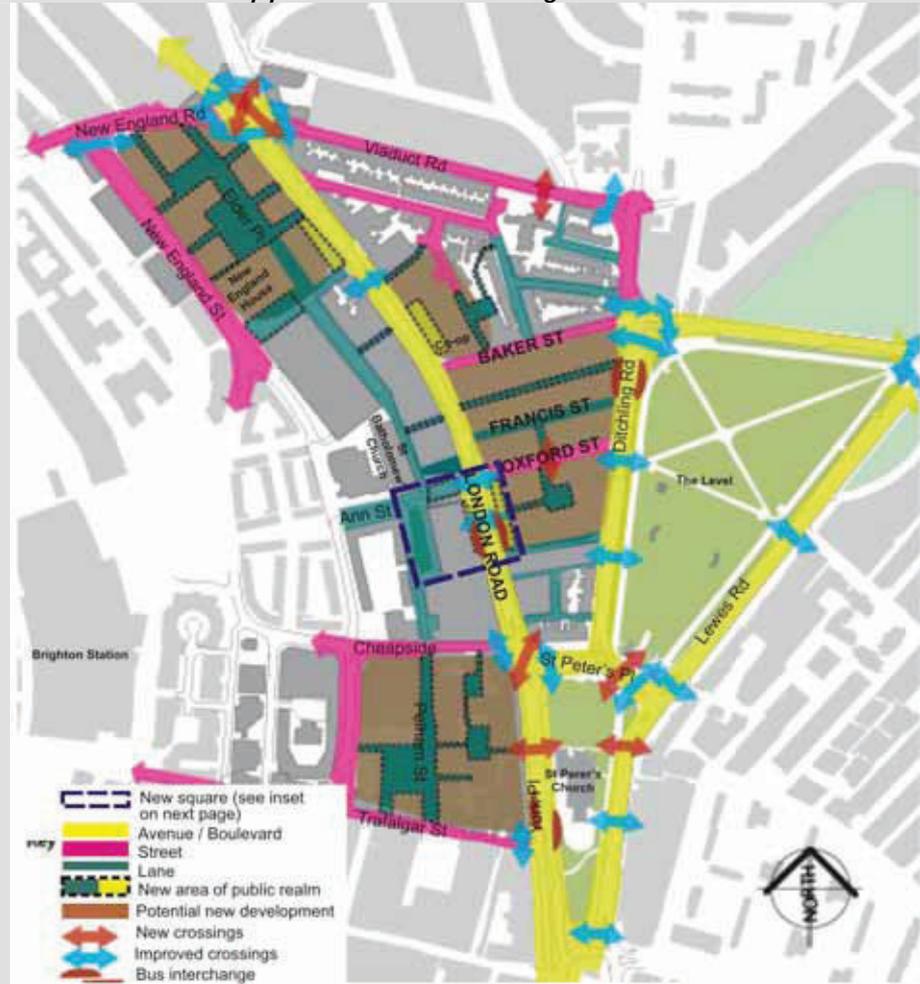


Provide signage to fit in with the city-wide legibility strategy



Ensure streets and spaces are accessible and negotiable for all users.

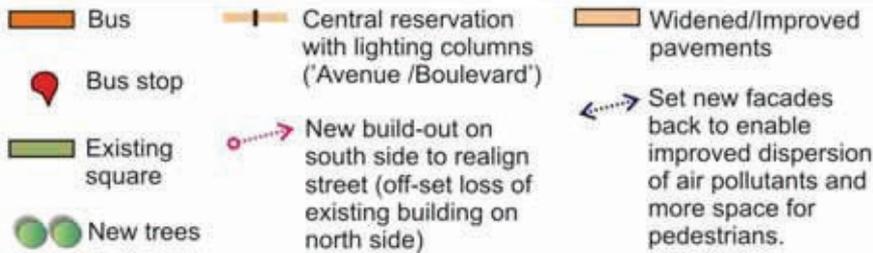
Public realm: opportunities for change



6.19 Analysis of the London Rd area has also identified additional opportunities for change in the public realm, which include:

- creating additional pavement space and/or new public spaces and routes within and adjacent to development sites, including a new central square and spaces resulting from widening parts of London Rd to improve the air quality;
- improving links to landmarks in and around the masterplan area and other parts of the city by providing signage to fit in with the city-wide legibility strategy and improving the quality of and signage to car parks;
- making streets and spaces safer with more active frontages, busier routes and better lighting;
- making more pavement space available, particularly in busiest spots, by removing unnecessary clutter and rationalising the position of bus stops and other items;

Public realm: schematic proposal for new central square



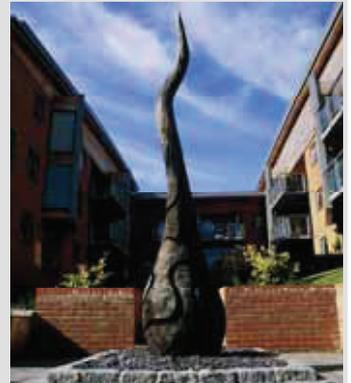
- ensuring that all streets and spaces are accessible and negotiable for all users;
- encouraging off-street rather than on-street parking;
- providing opportunities for sitting in the sun, or shade, and spaces for outdoor activities;
- using attractive, robust, high sustainability rating, minimal maintenance, quality materials and components that are appropriate to the climate and match the distinct character to the area;
- retaining views to important landmarks;
- seeking to find new markers to aid legibility;
- engaging artists early to influence the public realm and successfully incorporate artistic elements; and
- increasing the number of trees.



Use small element paving to indicate shared surfaces in the 'Lane' areas.



Quality materials and components.



Incorporation of artistic elements and components into public realm.



7.0 Sustainability



Smart House, Ditchling Rd: sustainable building design begins with a thoughtful, holistic understanding of environmental techniques.



One Brighton, New England Quarter: designed to One Planet Living standards whose targets include zero carbon, zero waste.



Gladstone Row, New England Quarter: solar thermal systems as part of high environmental standards.

Sustainable building design

- 7.1 Local Plan policies SU2 and SU13 promote efficiency of development in the use of energy, water, materials and promote reduction in construction waste.
- 7.2 Brighton & Hove's Supplementary Planning Document (SPD) 08 recommends minimum standards for sustainable building design and should be referred to via the Sustainability Checklist which provides further guidance and monitors responses.

Sustainable living

- 7.3 High environmental standards have been achieved within the recently redeveloped New England Quarter. At 'One Brighton' (www.onebrighton.co.uk). The concept of ecological footprinting provided a method of analysing and addressing unsustainable living patterns. This approach is supported through the South East Regional Economic Strategy for the 'Diamonds for Investment & Growth' and the council's own commitment to develop a plan to reduce the city's ecological footprint, associated with the use of energy, water, resources and transport.
- 7.4 Developers of sustainably built new development can contribute towards reducing in the city's ecological footprint by facilitating ongoing sustainability awareness, education and action to reduce impacts. The One Brighton development, for example, employs a 'sustainability integrator' to work strategically with the city and a 'green caretaker' to work with the residential community supporting and extending good practice.
- 7.5 Building on this experience, new development is encouraged to consider opportunities for engaging Sustainability Advisor(s) to promote sustainable living among incoming and existing residents, businesses and visitors to the masterplan area to ensure continuous reduction of the ecological footprint of the area.
- 7.6 As part of an approach to minimise resource impacts, sustainable retrofitting and refurbishment of existing development should be fully explored before adopting a 'demolish and rebuild' approach in the masterplan area.

District heating and Energy Service Companies

- 7.7 Energy Service Companies (ESCOs) have different models but usually develop low carbon solutions for local energy generation by designing, buildings, financing, operating and maintaining energy generating plant, and managing energy services. Solutions are usually based on combined heat and power generation (e.g. district heating) and/or renewable energy technologies.

- 7.8 ESCOs can be applied on the scale of housing and mixed-use blocks, or wider to development areas, with the potential to retrofit district heating to supply existing development in areas of the city. Their primary purposes would be to:
- benefit tenants and owners by offering lower electricity and heating bills as part of a low carbon option;
 - improve social cohesion by reducing fuel poverty; and
 - lower dependence on national / regional energy sources that can be susceptible to volatile pricing and long-term availability and involve transmission losses.
- 7.9 Examples of successful ESCOs include: Southampton District Energy Scheme (Southampton Geothermal Heating Co Ltd); London Borough of Tower Hamlets (Barkantine Heat and Power); Aberdeen Heat and Power; and Nottingham, Renewable Nottinghamshire Utilities Ltd.
- 7.10 New development in the masterplan area is encouraged to explore through feasibility studies the potential to:
- install district heat and power systems and to retrofit for supply to existing buildings; and
 - set up ESCOs to supply heat and power to the sections of the masterplan area.
- 7.11 It is important to consider impacts on Air Quality.
- 7.12 Multi Utility Service Companies (MUSCO's) are currently a theoretical model, which could innovate to supply services such as water, waste and telecommunications in addition to heat and/or power. Exploration of this kind of innovation in the masterplan area, aiming to maximise sustainable supply and financial benefit to tenants and residents, would be welcomed.

Air quality

- 7.13 London Rd is located at the bottom of a valley and the heavily trafficked A23 corridor is bounded by building on both sides contributing to a 'street canyon effect' where the dispersion of traffic emissions and entrainment of fresh air are inhibited. Traffic in the area is frequently congested and slow moving, resulting in elevated concentrations of Oxides of Nitrogen and Nitrogen Dioxide. The figure on the right is indicative of the main road corridors in the masterplan area and shows the original 2004 Brighton & Hove Air Quality Management Area (AQMA - extended in 2008). Within these road-corridors the annual mean for NO₂ (Nitrogen Dioxide) is often recorded above 40 µg/m³.
- 7.14 Continued exposure to these concentrations can be harmful to



Southampton District Energy Scheme: map of site connections.



Barkantine Estate, London: retrofit community energy network using Combined Heat and Power (CHP) to service over 700 dwellings, a leisure centre/swimming pool and primary school.



Fig 7.1: Extract from 2004 Brighton & Hove Air Quality Management Area (AQMA)



Potential green network.

- Masterplan area
- Designated wildlife sites (Core Areas)
- Potential Core Areas
- Areas for biodiversity enhancement linking Core Areas
- Green buffers with potential for incidental improvement for nature



Green walls in Moulescoomb (above) and Madeira Drive (below).



the most vulnerable members of a population (UK Air Quality Standard 2005 and EU standard set for 2010). Preston Circus and York PI are of particular relevance given annual average mean readings close to $60 \mu\text{g}/\text{m}^3 \text{NO}_2$.

7.15 It is therefore important that when opportunities emerge for the re-design of the London Rd area in general and London Rd/Preston Circus in particular, options that enable improved dispersal of pollutants be considered.

7.16 Best practice suggests that, in AQMA pollution hotspots, non-residential uses be placed at lower storeys. Residential use should be placed from the second floor upwards as air quality improves with height and distance away from the road centre/kerbside. The façade of buildings facing roads represent the interface between indoors and outdoors air quality and is the worse location for chronic exposure to outdoor pollution. Moving the building line away from the road can help to reduce residential exposure to air pollution and improve wind flow adjacent to the road.

Green infrastructure

7.17 The emerging Brighton & Hove green network (A Green Network for Brighton & Hove, Draft report, May 2008) comprises interconnected green spaces and features which link key 'nodes' in the urban area with the urban fringe and wider countryside. It includes protected wildlife sites and nature reserves but also promotes the establishment of small pockets of urban green, green road verges, street trees, 'green roofs', 'green walls' and naturalistic urban landscaping. Connecting natural green spaces in this way creates a 'super site' capable of supporting more biodiversity, promoting a holistic view of 'green infrastructure' and recognising the collective role of such spaces to ecological services.

7.18 The masterplan area sits between two segments of the green network: The Level (from the Pavilion to St Peter's Church) and Brighton Station greenway (from Brighton Station to New England Rd and beyond). Redevelopment of the area creates a strategic opportunity to connect these two segments, the most direct route being via York PI and Cheapside. Currently this route is almost entirely hard surfaced. However, improved connectivity could be achieved by taking opportunities to pull back the building line and widen this route to allow for introduction of street trees and planters at street level and 'greening' features such as green walls, facade -mounted nest boxes and green roofs on adjacent buildings.

- 7.19 These measures can also help improve the ecology of the green network and quality of life as well as contribute to climate change resilience and adaptation in this location.
- 7.20 The draft Nature Conservation in Development Supplementary Planning Document (SPD) provides further information and advice on how new development can help to protect existing biodiversity, maximise opportunities for incorporating biodiversity features and connect to green network.

Water quality

- 7.21 The masterplan area overlies a major aquifer, the water quality of which must be protected. Construction works and disturbance of previously contaminated sites can contaminate the aquifer.
- 7.22 Arrangements should be put in place:
- during construction stage to ensure that any contaminants are identified and removed appropriately; and
 - during operational stage through the implementation of sustainable drainage systems, which will help to prevent surface water flooding that could contaminate the aquifer.

Health Impact Assessment (HIA)

- 7.23 An HIA would be required to accompany any application for a significant part of the development area. The purpose of an HIA is to ensure that all strategic new developments take every opportunity to contribute to the health and wellbeing of users and residents and the city as a whole.
- 7.24 An HIA:
- sets out the physical, environmental and social impacts (beneficial and detrimental) of the proposed development and its uses, including impacts during construction;
 - evaluates health impacts against determinants of health and current health evidence in the light of anticipated users / occupiers of the site and adjacent areas; and
 - recommends measures to mitigate against adverse impacts and maximise positive benefits.
- 7.25 In the case of development sites identified in the Land Use section of this document:
- any Environmental Impact Assessment (EIA) carried out for individual sites must pay attention to the health impacts of the development; and/or
 - any development involving more than one site would need to undertake a cumulative HIA.



Nest boxes in New England Quarter.



An urban greenway: artist's impression.



Chicago City Hall: green roof (picture: Mathew Frith)



8.0 Community and funding



8.1 Major development will be required to enter into a Section 106 Agreement to provide for or contribute towards works and community infrastructure measures that are necessary and are due to that development.



8.2 When such contributions are sought there will be a requirement to ensure provision is in place and on time to serve development in accordance with the phasing plan.

8.3 The likely areas where contributions may be sought include:

- Affordable business accommodation;
- Affordable housing;
- Air quality management;
- Arts & Creative Industries;
- Community safety measures and maintenance;
- Education provision;
- Employment, commercial space retention;
- Employment training programmes;
- Highways improvements, site specific accessibility and sustainable transport;
- Other community needs, including engagement, support and community building retention or replacement;
- Phasing Plan;
- Project management monitoring contribution;
- Public realm, environmental improvements & legibility;
- Recreation, play space & sports provision;
- Sustainability and biodiversity; and
- Utilities.



Highway improvements (above): dropped curb in Portland Rd, new cycle lane in York Hill and real-time bus information in North St..Below, raised crossing, High St Kensington, London.





Affordable housing in Sackville Rd.



Biodiversity: sparrow terrace, Hollingdean.



Education provision



Public realm: tree grille, New England Quarter.



Public realm: Fingermaze, Hove Park.



Sport / Recreation: skate half pipe in Preston Park (top) and climbing wall (right) and (www.takepartbrightonandhove.com).





This table contains an analysis of masterplan proposals detailed in Executive Summary (page 4).

9.0 Analysis of strengths, weaknesses, opportunities and threats (SWOT)

9.1 This analysis has been undertaken to provide an assessment of strengths, weaknesses, opportunities and threats of current proposals in the masterplan.

Summary of masterplan proposals		Strengths
Land use	Encourage mixed-use development to distribute footfall and increase passive surveillance within the area. In particular, those incorporating a mix of active uses (ground floor) and commercial floorspace (above).	<ul style="list-style-type: none"> ▪ Can help generate greater footfall that in turn can help improve economic performance, increased perception of safety and general vitality of the area. ▪ Opportunities for local business would keep money in local economy. ▪ No indicative floorspace figures allows for flexibility in terms of development coming forward depending on market conditions.
Movement and access	Facilitate movement in and across the area by removing barriers to movement; improving signage to destinations; and differentiating surfaces to define shared space.	<ul style="list-style-type: none"> ▪ A more pleasant shopping environment should attract more customers to the area, thereby improving its economic performance. ▪ Legibility and navigation of area would be improved.
Urban design	Encourage establishment of a secondary circuit of activities and use of design solutions that deliver improved air quality, safer and permeable, legible streetscape and quality public space with facilities for all users with priority given to pedestrians and cyclists.	<ul style="list-style-type: none"> ▪ Secondary circuit of activities would better integrate London Rd into surrounding area. ▪ Would meet objectives to increase and distribute pedestrian flow, activity, safety and security in the masterplan area. ▪ Proposed environmental improvements would create opportunities for users/visitors to spend more time and enjoy the area improving economic performance. ▪ Improved air quality would have positive health and environmental benefits.
Sustainability	Promote high standards of sustainable building design, improved air quality and sustainable living.	<ul style="list-style-type: none"> ▪ Considerable improvement in air quality and highly sustainable buildings encourages sustainable living.
Public realm	Encourage the development of a more permeable street network, contribute towards establishing an identity for the area and redesign of the bus interchange at junction with Ann St and Oxford St to form a central square/shared space.	<ul style="list-style-type: none"> ▪ Make the area easier to move around for users in their various transport modes. ▪ Introduction of clear east-west route (Ann St/Oxford St) can make area easier to navigate. ▪ Improved environment for people waiting for buses.
Community	Secure public and private funding towards works and community infrastructure measures to support masterplan area regeneration.	<ul style="list-style-type: none"> ▪ 'Shopping list' of contributions towards community improvements should provide greater certainty that these would be addressed in future development proposals.

london road central masterplan

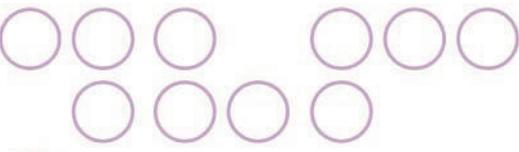
Brighton & Hove City Council's Local Development Framework

This table contains an analysis of masterplan proposals detailed in Executive Summary (page 4).

9.2 Future versions of this document will be informed by ongoing work relating to the Local Development Framework and strategic transport issues, allowing identified weaknesses to be addressed.

Weaknesses	Opportunities	Threats	
<ul style="list-style-type: none"> Lack of indicative floorspace figures against types of proposed use can result in lack of clarity in respect to what is expected in planning policy terms. 	<ul style="list-style-type: none"> New land uses, attractions and users on key sites with redevelopment potential. Reduction in the number of empty units. 	<ul style="list-style-type: none"> Investment is not forthcoming due to market conditions and area continues to decline. 	Land use
<ul style="list-style-type: none"> Strategic solution for re-routing of traffic to city centre still needs to be addressed. 	<ul style="list-style-type: none"> Work up schemes and apply for funding and future LTP to comprehensively plan for future strategic highway network into city centre and realise masterplan objectives to improve London Rd. Improve air quality in the area by addressing issues of traffic flow. 	<ul style="list-style-type: none"> Danger of adopting a piecemeal approach which could result in missed opportunities including a lack of coherence and legibility in planning changes to road and pedestrian footways. This could also adversely affect strategic traffic flow. 	Movement and access
<ul style="list-style-type: none"> Proposals are dependent on movement and access solutions which have city-wide implications and are undefined in this document. Proposals depend on high levels of funding, (such as Section 106 agreements, Transport Plan and others) the sources of which are uncertain. 	<ul style="list-style-type: none"> Realise improvements in line with city-wide Public Space Public Life strategy. Strengthen links with The Level, residential areas to the east and Brighton Station and New England Quarter to the west. Reduce 'street canyon effect' by widening distance between facades of London Rd in places. 	<ul style="list-style-type: none"> Secondary circuit may not be realised due to land ownership patterns Uncertainty with regards to future developments coming forwards. 	Urban design
<ul style="list-style-type: none"> Lack of indicative floorspace figures could be inadequate in encouraging live and work in close proximity. 	<ul style="list-style-type: none"> New developments support sustainable living on key development sites. 	<ul style="list-style-type: none"> Developers may seek to maximise height/massing and minimisation of 'street canyon effect' may not be achieved. 	Sustainability
<ul style="list-style-type: none"> Re-design depends on key sites in the location coming forward for redevelopment. 	<ul style="list-style-type: none"> New development helps to create key focus within the masterplan area. 	<ul style="list-style-type: none"> Potential conflict between masterplan and developers objectives may not realise the development of the central square. 	Public realm
<ul style="list-style-type: none"> 'Shopping list' may lack details and clarity in respect of what would come forward for specific sites/developments. 	<ul style="list-style-type: none"> Opportunity to create a 'community pot' to realise masterplan objectives. 	<ul style="list-style-type: none"> Uncertainty with regards to future developments may compromise realisation of community improvements. 	Community

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Hove Town Hall
Norton Road
Hove
BN3 3BQ



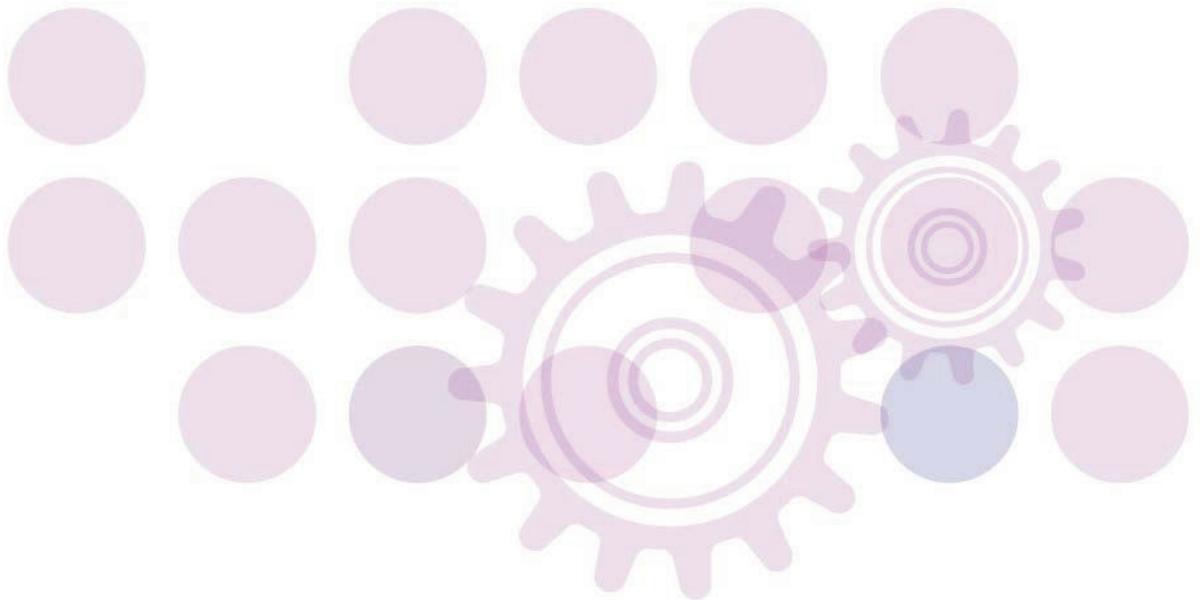
spd

supplementary planning document

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Yet to be adopted

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I. PLANNING POLICY

National Planning Policy

The relevant national planning policy is set out in the various Planning Policy Statements (PPS), Planning Policy Guidance Notes (PPG) and Government Circulars:

PPS1: Delivering Sustainable Development (2005)	PPG16: Archaeology and Planning (1990)
PPI Supplement: Planning and Climate Change (2007)	PPG17: Planning for Open space, Sport and Recreation (2002)
PPS3: Housing (2006)	PPS22: Renewable Energy (2004)
PPS6: Planning for Town Centres	PPS23: Planning and Pollution Control (2004)
PPS9: Biodiversity and Geological Conservation (2005)	PPG24: Planning & Noise (2004)
PPS10: Planning for Sustainable Waste Management (2005)	PPS25: Development and Flood Risk (2006)
PPG13: Transport (2004)	Circular 06/98: Planning & Affordable Housing
PPG15: Planning & the Historic Environment (1994)	Circular 05/05: Planning Obligations

Regional Planning Policy

Regional Planning Guidance for the South East (RPG9) (saved policies)
Emerging South East Plan (Regional Spatial Strategy)

Local Planning Policy

Brighton & Hove Local Plan 2005 saved policies

TR1 Development and the demand for travel	SUI10 Noise nuisance
TR2 Public transport accessibility and parking	SUI11 Polluted land and buildings
TR4 Travel Plans	SUI12 Hazardous substances
TR5 Sustainable transport corridors and bus priority routes	SUI13 Minimisation and re-use of construction industry waste
TR6 Park and ride	SUI14 Waste management
TR7 Safe development	SUI15 Infrastructure
TR8 Pedestrian routes	SUI16 Production of renewable energy
TR9 Pedestrian priority areas	QD1 Design - quality of development and design statements
TR10 Traffic calming	QD2 Design - key principles for neighbourhoods
TR11 Safe routes to school and school safety zones	QD3 Design - efficient and effective use of sites
TR12 Helping the independent movement of children	QD4 Design - strategic impact
TR13 Pedestrian network	QD5 Design - street frontages
TR14 Cycle access and parking	QD6 Public art
TR15 Cycle network	QD7 Crime prevention through environmental design
TR17 Shopmobility	QD8 Shop shutters
TR18 Parking for people with a mobility related disability	QD9 Boarding up of flats, shops and business premises
TR19 Parking standards	QD10 Shopfronts
TR20 Coach parking	QD11 Blinds
TR21 Long term coach and overnight lorry park	QD12 Advertisements and signs
SU2 Efficiency of development in the use of energy, water and materials	QD13 Advertisement hoardings
SU3 Water resources and their quality	QD14 Extensions and alterations
SU4 Surface water run-off and flood risk	QD15 Landscape design
SU5 Surface water and foul sewage disposal infrastructure	QD16 Trees and hedgerows
SU8 Unstable land	QD17 Protection and integration of nature conservation features
SU9 Pollution and nuisance control	QD18 Species protection
	QD19 Greenways

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QD20 Urban open space
 QD22 Satellite dish aerials
 QD23 Telecommunications apparatus (general)
 QD24 Telecommunications apparatus affecting important areas
 QD25 External lighting
 QD26 Floodlighting
 QD27 Protection of amenity
 QD28 Planning Obligations
 HO1 Housing sites and mixed use sites with an element of housing
 HO2 Affordable housing - 'windfall' sites
 HO3 Dwelling type and size
 HO4 Dwelling densities
 HO5 Provision of private amenity space in residential development
 HO6 Provision of outdoor recreation space in housing schemes
 HO7 Car free housing
 HO8 Retaining housing
 HO9 Residential conversions and the retention of smaller dwellings
 HO10 Accommodation for homeless people
 HO11 Residential care and nursing homes
 HO12 Sheltered and managed housing for older people
 HO13 Accessible housing and lifetime homes
 HO14 Houses in multiple occupation (HMOs)
 HO15 Housing for people with special needs
 HO19 New community facilities
 HO20 Retention of community facilities
 HO21 Provision of community facilities in residential and mixed use schemes
 HO26 Day nurseries and child care facilities
 EM1 Identified employment sites (industry and business)
 EM2 Sites identified for high-tech and office uses
 EM3 Retaining the best sites for industry
 EM4 New business and industrial uses on unidentified sites
 EM5 Release of redundant office floorspace and conversions to other uses

EM6 Small industrial, business units and warehouse units
 EM7 Warehouses (B8)
 EM8 Live-work units on redundant industrial and business and warehouse sites
 EM9 Mixed uses and key mixed use sites
 EM11 Mews - mixed uses
 SR2 New retail development beyond the edge of existing established shopping centres
 SR3 Retail warehouses
 SR5 Town and district shopping centres
 SR8 Individual shops
 SR10 Amusement arcades/centres
 SR11 Markets and car boot sales
 SR12 Large Use Class A3 (food and drink) venues and Use Class A4 (pubs and clubs)
 SR13 Nightclubs
 SR14 New hotel and guest accommodation
 SR15 Protection of hotels / guest houses
 SR16 Major sporting and recreation facilities
 SR17 Smaller scale sporting and recreational facilities
 SR20 Protection of public and private outdoor recreation space
 SR21 Loss of indoor recreation facilities
 SR22 Major sporting venues
 HE1 Listed buildings
 HE2 Demolition of a listed building
 HE3 Development affecting the setting of a listed building
 HE4 Reinstatement of original features on listed buildings
 HE6 Development within or affecting the setting of conservation areas
 HE8 Demolition in conservation areas
 HE9 Advertisements and signs within conservation areas and on, or in the vicinity of a listed building
 HE10 Buildings of local interest
 HE11 Historic parks and gardens
 HE12 Scheduled ancient monuments and other important archaeological sites

Emerging Core Strategy policies

Supplementary Planning Guidance Notes (SPGBH) and Documents (SPDBH)

SPGBH 1: Roof alterations & extensions
 SPGBH 2: External paint finishes & colours
 SPGBH 3: Brighton Station Site Brief
 SPGBH 4: Parking Standards
 SPGBH 9: A guide for Residential Developers on the provision of recreational space (draft)
 SPGBH 11: Listed Building interiors
 SPGBH 13: Listed Building - general advice
 SPGBH 15: Tall Buildings

SPGBH 19: Fire Precaution Works to Historic Buildings
 SPDBH02: Shop Front Design
 SPDBH03: Construction and Demolition Waste
 SPDBH06: Trees and Development Sites
 SPDBH07: Advertisements
 SPDBH08: Sustainable Building Design
 Draft SPDBH: Nature Conservation and Development



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Planning Advice Notes

PAN 02: Microgeneration

PAN03: Accessible housing & lifetime homes

PAN05: Design Guidance for the Storage and Collection
of Recyclable Materials and Waste

Supporting strategies, studies and other documents

London Road & Lewes Road Regeneration Strategy 2007

Urban Characterisation Study 2009

Creative Industries Workspace Study 2008

Air Quality Action Plan 2007

Public Space Public Life Study - 2007

Brighton & Hove Retail Study 2006

Employment Land Study 2006

Brighton Station Masterplan 2003



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2. EARLY STAKEHOLDER CONSULTATION REPORT (SUMMARY OF RESPONSES)

Below is the transcript of the 'Conclusions' section of the consultation report issued by the council to all who attended or registered an interest in having access to the report. The report outlines the findings stemming from the three consultation workshops were organised to assess stakeholder views. These took place in City College's Peham Tower, Pelham street, close to London Road, on June 9th (12-2pm), 12th (5.30-7.30pm) and 19th (12-2pm), 2008.

A full version of the report is available by requested via email ldf@brighton-hove.gov.uk or by phone on 01273 292352.

'The early stakeholder consultation on the London Road Central SPD/masterplan set out to assess views and aspirations for the area to inform the development of the Draft SPD/masterplan. What [did] the consultation revealed to that effect?

- Preliminary SPD/masterplan boundary is roughly appropriate as it contains the key areas identified with concentrations of popular destinations identified along London Road and the Elder Place/Providence Place/Pelham Street axis and around the Preston Circus and St. Peter's Church areas;
- The Level is questionably the area's most important asset alongside the diverse range of retail facilities which remains a key element of the area's identity;
- The area is easy to get to/walk into, however it is very poor when it comes to information/signage that can facilitate movement within and through the area; attracting a wide range of social groups (particularly children and seniors); and creating opportunities for visitors/users to stay in the area (poor comfort of places to sit).
- The area's character, architecture and landmarks along with the range of shops and services emerged as two of the most liked features of the area by workshop participants and area users alike.
- Among the list of low-cost, short-term improvements suggested by participants greening, more seating and landscaping emerged as the most popular.
- Review of traffic flows and overall improvement of public realm emerged as the most popular long-term measures.
- As far as area users are concerned improvements in safety emerged as the top priority.
- A range of partners were identified with local businesses topping the list followed by local government and local community/amenity groups.

There was widespread consensus among participants that something needs to be done to the change current trends of decline and that the 'do nothing' option was not sustainable. In terms of the Issues & Options presented the consultation suggests support for an SPD/masterplan that:

- seeks a comprehensive retail redevelopment programme that seeks to attract major new investment into the area while, at the same time, securing opportunities for small, independent retailers;
- explores opportunities for re-use of existing empty office space as well as a range of new, flexible office floorspace in mixed-use developments that include the cheap, affordable accommodation for creative industries currently provided in New England House;



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- *thinks creatively about how pedestrians and cyclists can be more central to the area and how traffic flow can be improved;*
- *contains a public realm strategy that encourages the flexible use of open spaces (considering complementary uses such as art events, food & drink, exhibitions); seeks to remove the barriers to pedestrian movement in general (particularly between The Level and London Road) uses mixture of design techniques to address anti-social behaviour issue; and considers quality versus quantity of open space in new development;*
- *looks at a combination of transport- and design-related solutions to air quality such as park & ride, public transport and height, mass and volume of new development that avoids contributing to existing air quality problem (“canyon effect”); and*
- *encourages better community management initiatives in partnership with other agencies and uses major development sites as opportunities to bring in more diversity while supporting local business to improve/upgrade.’*



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3. SHOP FRONT AND URBAN DESIGN GUIDANCE

The problems

London Road has a mix of architectural styles, including some attractive groups of Victorian buildings, but the standard of the shop fronts is poor. Most of the shop fronts are comparatively modern and are generally standard 'off the peg' solutions that have little visual relationship with the buildings above them. Collectively there is no consistency between adjoining shop fronts and the overall effect is to give the street a disjointed, piecemeal appearance. A particular problem is the size and bulk of shop fascias, which often overwhelm the frontages and which fail to follow a consistent line. Added to this is a clutter of competing signage.



This design guidance sets out the principles for a good shop front, to inform proposals for new and altered shop fronts, with the aim of raising the standards of design in London Road.

Design principles – the 'framework'

A good shop front should respect but not copy the scale, proportion and architecture of the building above it, so that it forms an integral part of the building. Each frontage may therefore be separate with its own individual style, but respecting the form of the building above and frontages to each side. This gives the street rhythm and harmony without monotony.

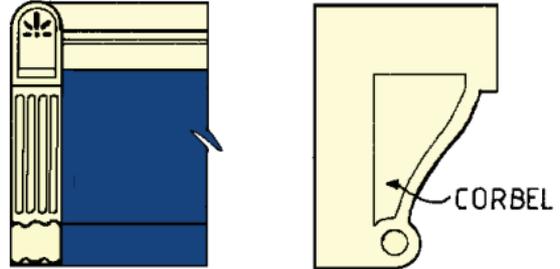




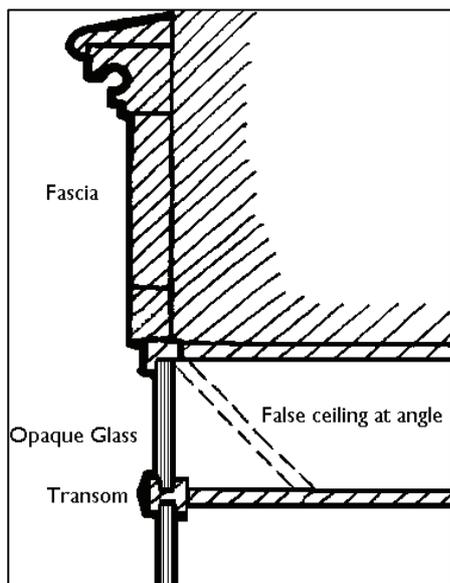
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The key to achieving this is to ensure that the 'framework' of shop front is clear and well-proportioned. The 'framework' is formed by the columns or pilasters at each end, supporting the fascia above. The columns or pilasters should appear as solid supporting elements. In some cases a third pilaster may be used to frame a separate entrance to accommodation above the shop. On larger shop fronts there may be a pair of pilasters framing the shop entrance. The end columns may have corbel brackets at the top, to frame the fascia and to make a clear vertical division between separate shop units.



The fascia is often the most noticeable element of a shop front but is the element with the most potential for causing visual harm if over-dominant. The depth of the fascia should be in proportion to the scale of the shop front and width of the columns. Where corbel brackets exist the fascia depth should match these. A depth of between 400mm and 900mm will generally be appropriate in London Road, depending on the scale of the building, but no existing fascia should be enlarged. No fascia should encroach upon the first floor windows above or the shop window below. Where the replacement of an existing over-large fascia is proposed, the council will expect the new fascia to be reduced in scale to fit the above criteria. In some cases the original fascia may still remain below later over-boarding and in such cases opportunity should always be taken to restore the original fascia.



The relationship between the fascia and the shop window below is also important and deeply projecting fascias that form a substantial overhang should be avoided. The formation of a sub-fascia below the main fascia is also inappropriate. If an internal false ceiling would be visible below the window head it should either be angled upwards to meet the frame head or, alternatively, a transom rail should be inserted into the window with opaque glass to obscure the false ceiling.

Where there is a single occupier of two or more adjacent shop units, the fascia should not span across the units. Each shop front should have a separate fascia, divided by corbel brackets or similar device. The identity of multiple units can be retained through a unified approach to colour and lettering etc.



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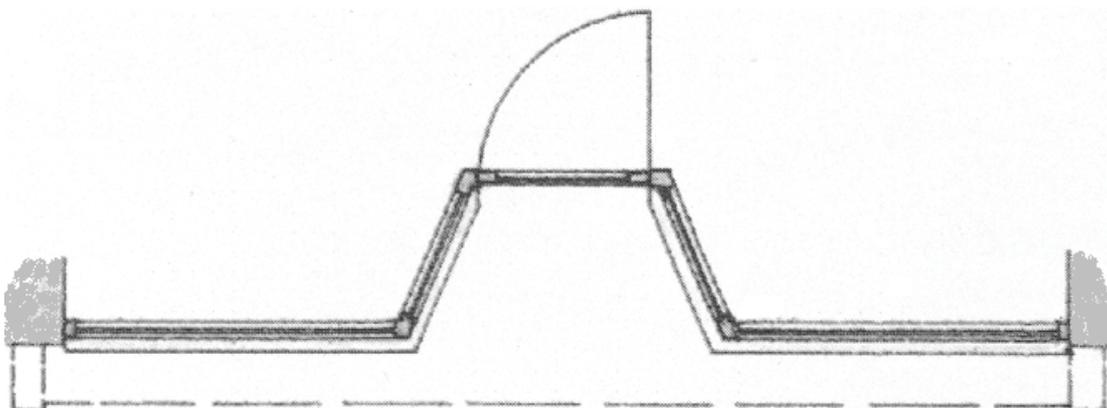
Design principles – the shop window

Within this 'framework' the design of the shop window can then express the individual nature of the use or occupier. The design should take into account the proposed use of the internal floor space so that an active display is maintained to shop window(s) wherever possible. Standard designs should not be imposed and corporate images should be adapted and modified to suit the building. Innovative, contemporary designs will be welcomed provided they relate well to the building and to adjoining buildings and shop fronts.

The shop window should extend full height up to the bottom edge or underside of the fascia. This gives better proportions and allows for greater natural light. The window itself may be divided vertically with mullions to achieve the necessary vertical emphasis, to give rhythm to the frontage and to reflect the proportions of the building above. A horizontal transom rail may also be appropriate, particularly on taller shop frontages. Thick, bulky mullions and transoms should be avoided except on some large scale frontages. A substantial window cill will provide good weathering protection as well as visual interest. Mirrored or heavily tinted glass is generally inappropriate but the careful and limited use of etched glass can be successful where an element of screening is required.

There should be a stall riser to form a solid visual base to the shop front. Stall risers will vary in height depending upon the style and proportions of the building as a whole, the use of the shop itself and the prevailing stall riser height of neighbouring shop fronts. In the case of a uniform group of buildings the stall riser height will be expected to be consistent.

In most cases the entrance should either be located centrally within the shop front or at one end. Where the shop front forms a pair with an adjoining one the entrance will be expected to match its neighbour. The entrance should ideally be recessed from the shop window; this not only gives visual relief to the frontage and breaks down its scale but extends the display space, allows easier access for all and gives protection from the weather.





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Materials

The choice of materials and finishes is a major factor in determining the long-term attractiveness of a shop front. The materials and finishes should be carefully chosen on the basis of their; their visual sympathy with the building above; their long term durability; and their environmental sustainability. For the 'framework' it will generally be appropriate to establish a common set of materials for each group of buildings – smooth painted render for the columns and timber for the fascias will usually be most appropriate.

For the shop window, a painted timber frame will be encouraged where the parent building is Victorian. Standard modern framing materials such as extruded aluminium and UPVC, which are smooth, flat textured and plain in section, will rarely look good on Victorian buildings. Powder-coated cast aluminium, stainless steel and frameless glazing can all suit contemporary designs.

Access for All

Provision should be made for easy access to all shops for disabled people. This will also aid access for people with pushchairs and elderly people.

Level access through the door should be provided, with no threshold step, and the approach from the back edge of the pavement should also preferably be level but certainly at a maximum gradient of 1:12.

The entrance door should be visually distinct from the rest of the shop front and a recessed entrance achieves this. Where the entrance is not recessed the door should be designed so as to clearly distinguish it. A door should have a minimum clear opening of 775mm, which will mean a single doorset of 1000mm width. In the case of double doors it will be necessary for a wheelchair user to be able to obtain access without having to open both doors. Apart from being of adequate width, doors should be easy to open by those with limited strength. Automatic sliding doors are welcome on large modern shop fronts and are preferable to automatic revolving or swinging doors. Frameless glass doors can be dangerous as people with visual impairment and children may not see them, while wheelchairs may damage the glass. They should therefore be clearly marked with contrasting bands and provided with kick plates.

Shop Security

Shop security measures may be needed to address break-ins, vandalism, exclusion of rough sleepers from recessed entrances and insurance requirements. Such measures should always be carefully considered at the design stage of a new shop front. Where an existing shop front requires additional security this should be limited to the minimum measures necessary; should as far as possible be integral to the shop front; and should be chosen on the basis of aesthetics, the need to retain a visible display, long-term durability and ease of maintenance.

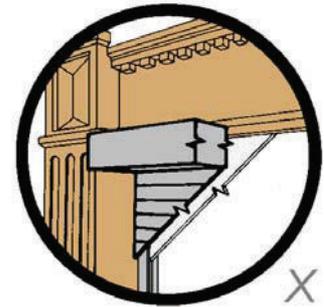


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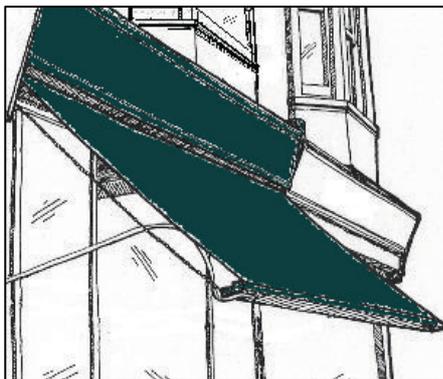
Laminated glass provides security without generally affecting the appearance of the property and is the first solution that should be considered and can be combined with internal grilles. Removable or demountable external grilles, consisting of steel mesh construction in a square grid or lattice pattern are generally an acceptable alternative to internal ones.

External roller grilles may be acceptable but only where they allow a clear view through to the display and where the roller box housing is concealed behind the fascia or set back beneath it. Solid roller shutters obscure the shop front and window display when down, creating an unattractive, dead appearance to the frontage. They also attract graffiti and the bulky box housings often protrude in front of the fascia and columns and spoil the appearance of the shop front (see illustration.) Solid roller shutters of any type or design will therefore not be acceptable.



All external security grilles and their fixings should be painted or colour finished to match the shop front colour scheme.

Blinds



If erected with care and consideration, blinds and awnings can add interest and vitality to London Road and provide protection from sunlight. Blinds should be of the flat awning type and be retractable, either manually or electrically, into a recessed area at the head or base of the fascia. They should normally be the same width as the fascia. Canvas, woven acrylic or reinforced PVC are appropriate materials and should match the colour scheme of the shop front but glossy finishes are unacceptable.

In all cases blinds should be at least 2.4m above the footway level at their lowest point and should not be erected in such a way that would cause obstruction, annoyance or danger to passers-by. They should not include side panels.



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Signage

The fascia is generally the appropriate location for the main sign. It should be contained within the dimensions of the existing fascia and individual letters or symbols should not extend the full height of the fascia but should leave a space above and below. The sign, or individual letters or symbols, should not project further forward than any cornice and generally not more than 150mm. Where illumination is desired, individual internally illuminated letters or 'halo' lit letters on an unlit background are often the best approach, provided that bulky box housings are avoided. External illumination should be by discreetly sited light fittings that illuminate the lettering/symbols only. A single slim trough light per sign, colour finished to match the fascia, will generally be the best option. A small spotlight at each end of the fascia is an alternative acceptable solution.



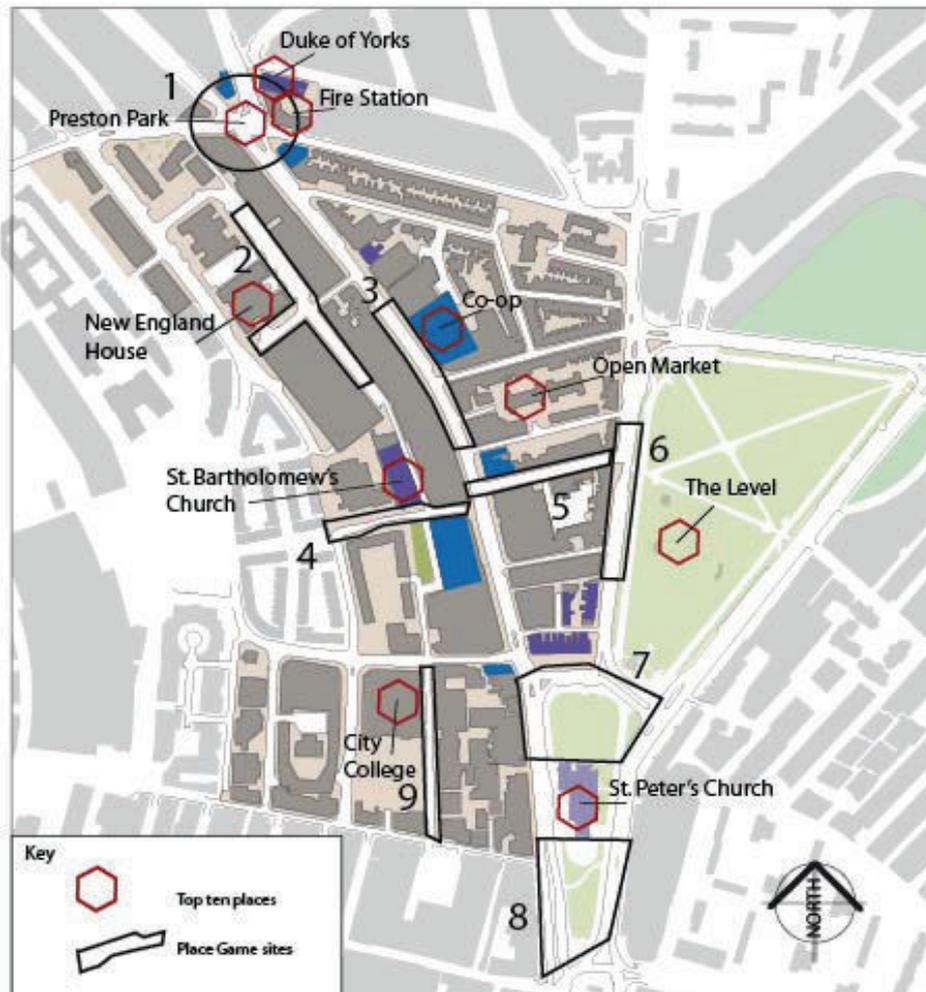
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4. PUBLIC REALM STRATEGY

London Road Masterplan: public realm strategy

Public consultation



A series of public consultation events were carried out in June 2008. Three main tasks were carried out at these events including identifying the ten most important places in the area, and on-site 'Place Game', and a discussion on the proposed issues and options paper. The Place Game involved groups going out to one of nine different areas, and rating them with a prepared form. The most important places are identified above, as are the place game areas. The main findings for each place game area, relating to public realm, can be summarised as follows:

1. Preston Circus- busy area, unattractive, strong character. Suggest signage and facilities for pedestrians, including seating.
2. Elder Place / York Hill- unattractive, graffiti and rubbish, poor signage, good access to parking. Suggest tidy up.
3. London Road (retail centre) - shops, busy, strong character, good ease of walking, poor signage. Suggest new shopping developments and greening of public realm. Improve lighting, seating and reduce traffic.

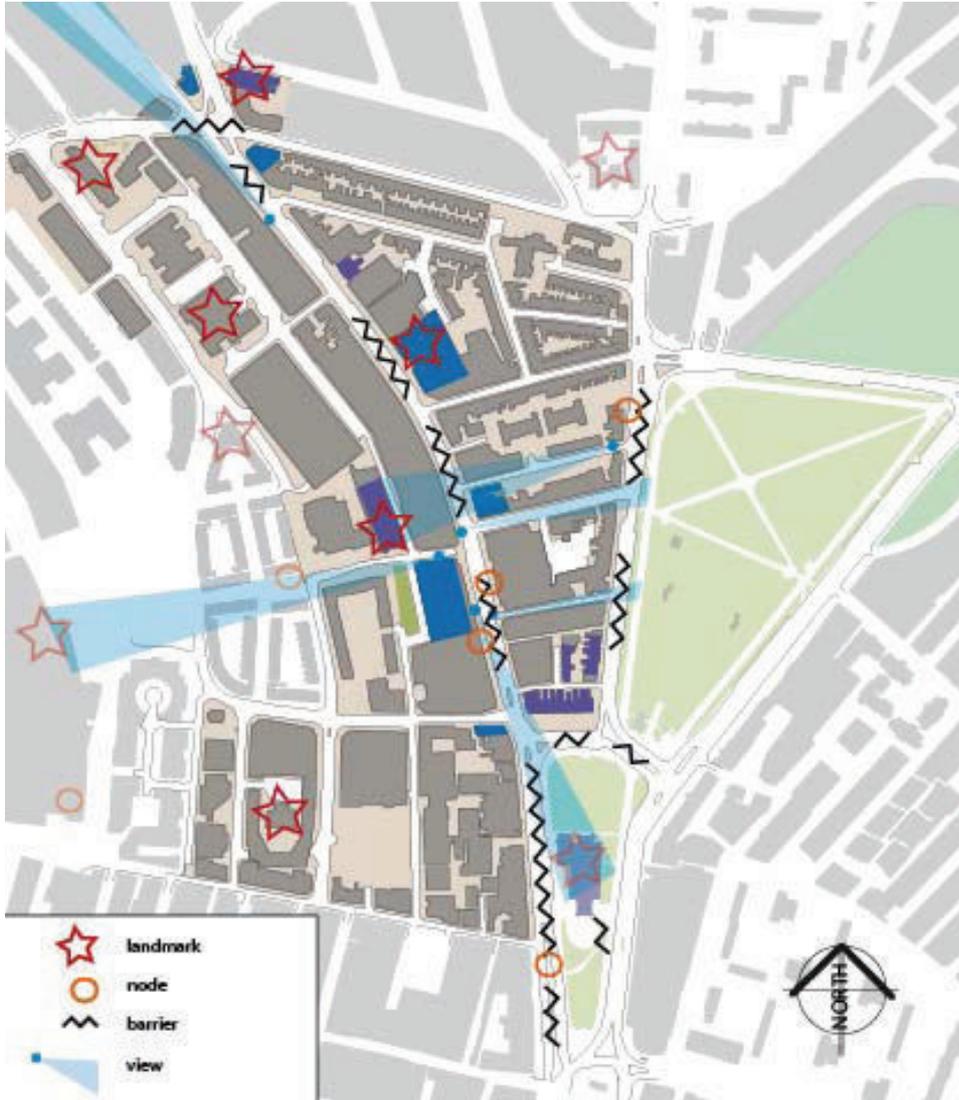


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London Road Masterplan: public realm strategy

Townscape analysis



4. Ann Street- feeling of safety, clean, poor signage, local landmark, anti-social behaviour. Suggest removing graffiti, greening and landscaping including art.
5. Oxford Street- feeling of safety, ease of walking. Suggest public realm needs de-cluttering, seating, greening. Traffic flows need reviewing.
6. Ditchling Road- Feeling of safety, trees, busy, community activity. Suggest traffic needs reviewing, public realm needs de-cluttering, seating and greening,
7. St Peter's Church north- feeling of safety, strong landmark, poor maintenance, seating and signage, few children and elderly. Seating and improved planting suggested.
8. St Peter's Church south- clean, ease of walking, busy. Poor seating, signage and community events. Few children and elderly. Retail or service activity, and improved safety suggested.
9. Pelham Street- feeling of safety, ease of walking, busy. Poor places to sit, maintenance, and poor sense of ownership. Few children and elderly. Landscaping, seating, pedestrian priority and reduction of car park suggested.

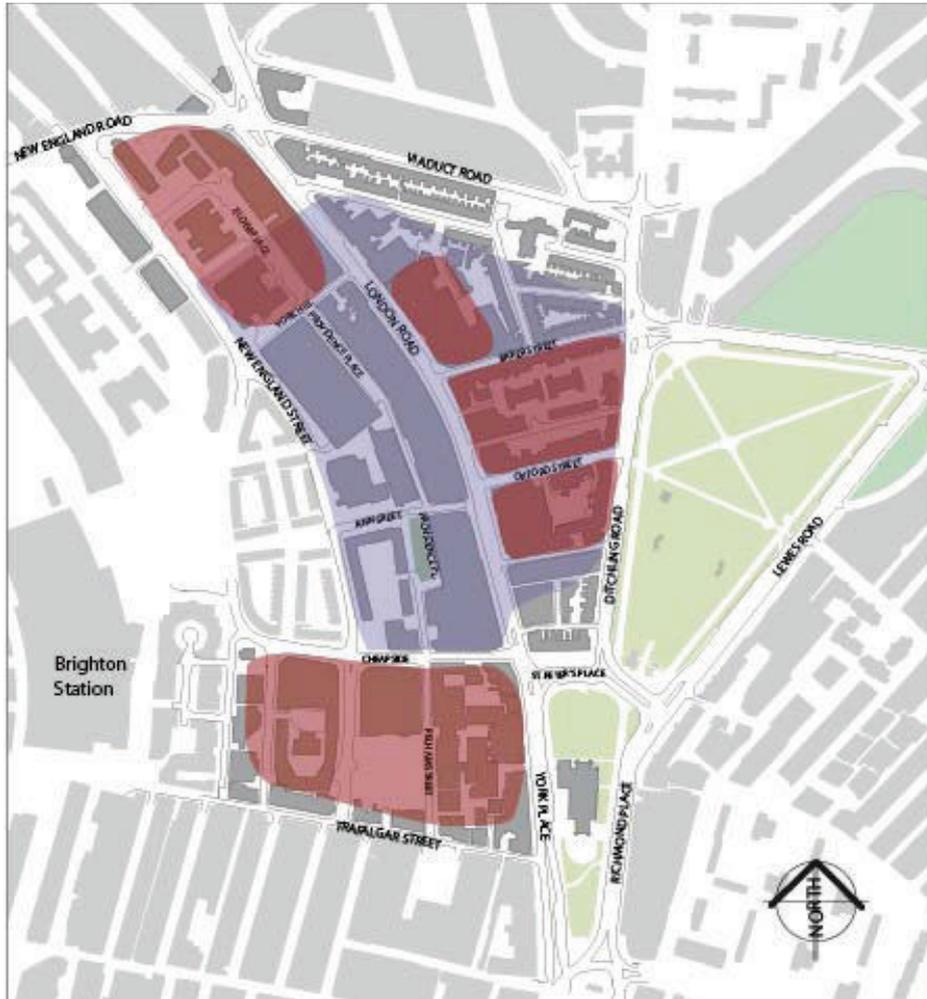


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London Road Masterplan: public realm strategy

Key development sites



Former Co-op department store



Under-used public space at Vantage Point



City College building, mostly due for redevelopment.

A thorough analysis of the public realm within the London Road study area has been carried out. This has informed the strategy, and has included identifying:

- building footprint and the urban form
- distinct character of the area
- distinct hierarchy of streets
- potential development sites
- public and private realm
- green spaces
- routes and connections to the wider area
- landmarks
- important buildings
- destinations
- traffic directions, controlled crossings
- public transport routes and nodes
- barriers to movement
- eyesores
- pedestrian accident hotspots

The analysis has identified opportunities for change, which include:

Distinct areas along the main London Road shopping corridor:

- the area in front of the open market
- the block opposite Ann Street, below Oxford Street
- Oxford Street

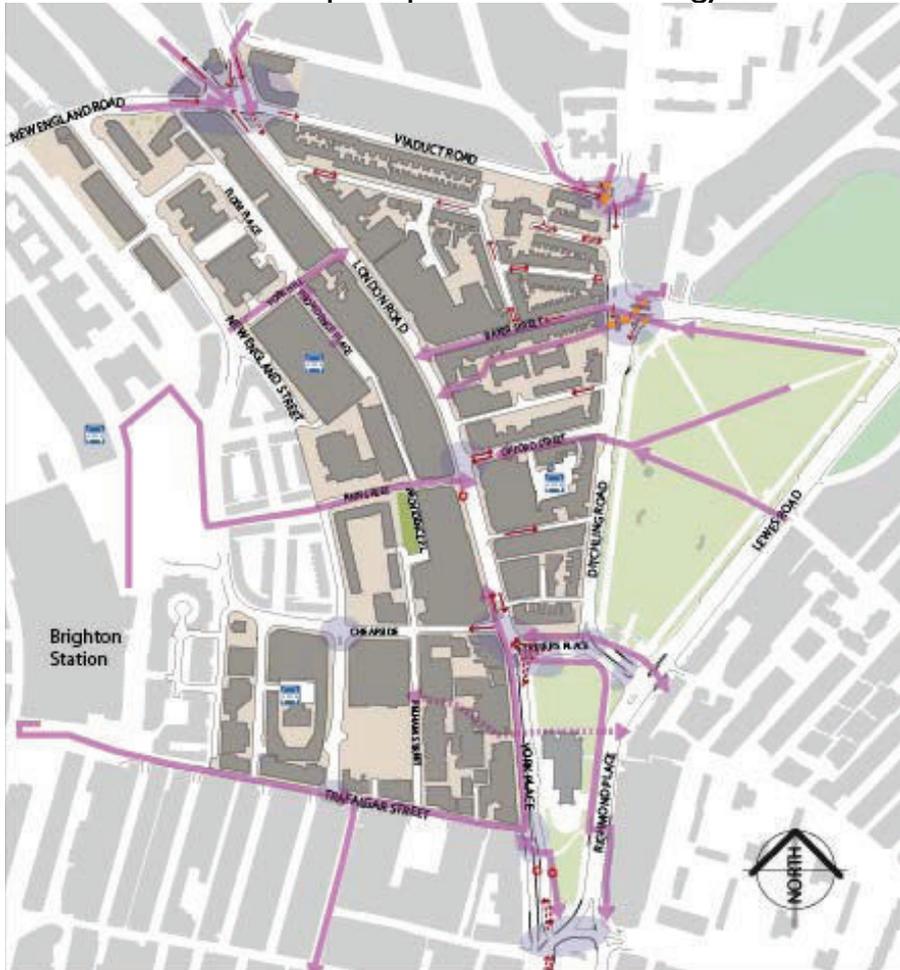


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London Road Masterplan: public realm strategy

Movement



The Open Market has redevelopment plans.



The Level is cut off by road

Connections to surrounding areas:

- Valley Gardens and the east of the city

- Brighton Station and the city centre

Areas of pedestrian/ vehicular conflict:

- Seven dials
- The Level is cut off by road
- City College buildings, mostly due for redevelopment

- The Open Market has re-development plans
- under-used public space at Vantage Point
- empty former Co-op department store
- Viaduct Road/ Ditchling Road

Potential development sites, to include:

- Open Market,
- The former Co-Op
- Buxtons, (27-33 Ditchling Road),
- New England Street and Vantage Point to Ann Street

- City College, Pelham Street
- the former Sainsbury's
- the vacant site to rear and
- Theobald House, New England House.

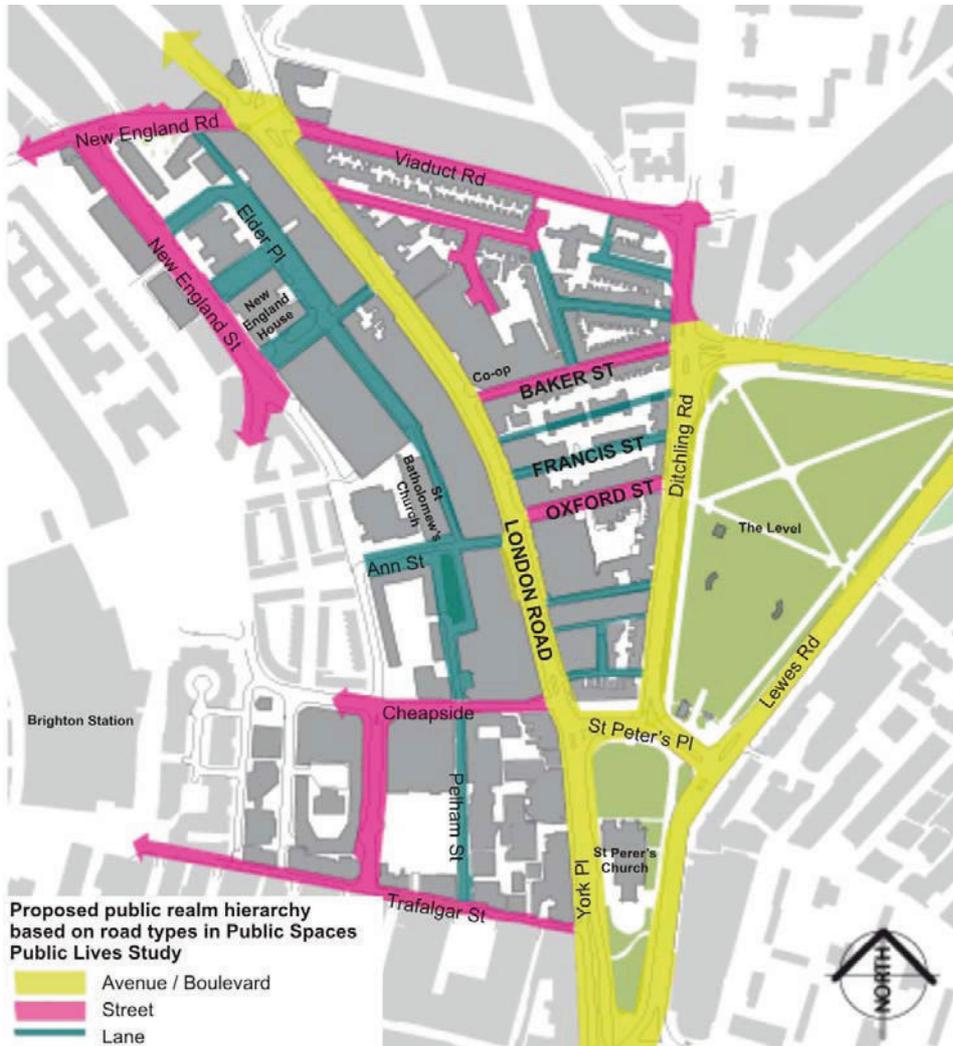
All new developments have the opportunity to provide quality new places, squares and routes.



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London Road Masterplan: public realm strategy



Hierarchy of routes



London Rd: Avenue/Boulevard category (as proposed in Public Space Public Life Study).



Baker St: Street category (proposed).



Queen's Pl: Lane category (proposed)



Poor quality street level obstructions and pavements on London Road

Public Space. Public Life Toolkit

The Council has produced a public realm strategy, Public Space Public Life, which includes London Road as part of the study area. This strategy, and the Toolkit that accompanies it, seeks to create a more legible streetscape across the city and guide new public realm improvements.

New public realm improvements would be expected to follow the recommendations in this document Public Space Public Life defines the main London Road shopping street as 'Avenue/Boulevard'.

Baker Street, and Oxford Street, which run off the London Road, are smaller in scale and fit with the typology described as 'Street', Oxford Place and the residential streets north of Baker Street are tighter in scale, have less traffic and fit into the 'Lane' category. The study gives guidance on design principles for these different types of street, which are shown in extracts from this study in the next page.



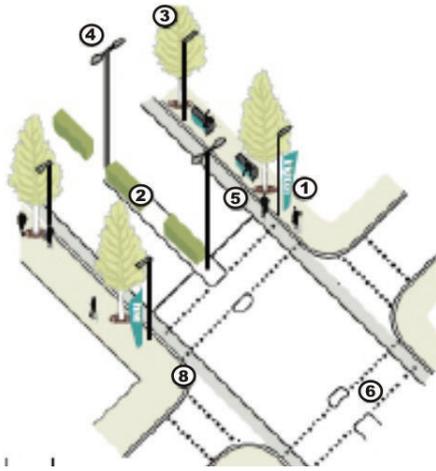
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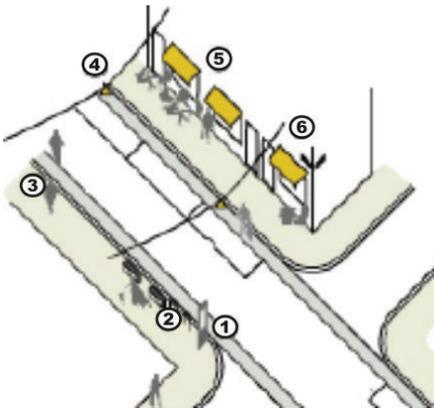
Hierarchy of routes

Avenue / Boulevard



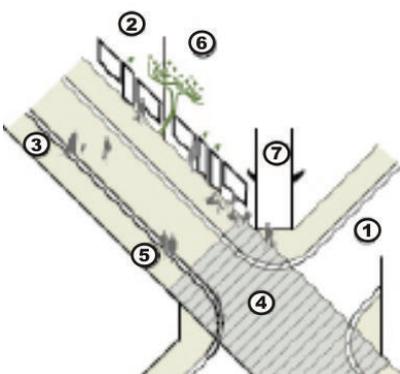
1. Provide welcoming signage on all arrival routes.
2. Signage should be developed in consultation with artists and graphic designers.
3. Consider using central reservations for lighting and planting to soften the wide street and provide a glare free, more pleasant environment.
4. Where deemed feasible line avenues and large trees such as Lime, Oak, Elm or Plane at a spacing of approx. 10-12m.
5. Elegant columns and lanterns which are robust, in order to minimise maintenance, should be selected.
6. Footways should be sheltered from traffic and noise.
7. Maximise the use of straight zebra crossings rather than staggered Pelican, Puffin or Toucan crossings.
8. Avoid any form of continuous barriers since this restricts pedestrian movement and encourages dangerous jaywalking.

Street



1. To minimise traffic signage consider introducing central zone with one set of driving and parking rules with entry and leaving signs only.
2. Use trees, benches, and cycle parking in street furniture zones to increase perception of low speed areas to drivers.
3. De-clutter footways and particularly remove any bollards and other furniture and signs which do not contribute to a clear, functional streetscape.
4. Where streets are narrow assess the possibility of attaching lighting lanterns to building facades and walls.
5. Work with shop keepers to develop attractive, active frontages and eliminate obstructions such as A boards in the main footway.
6. Increase activity at night by encouraging mixed use developments with residential accommodation.

Lane



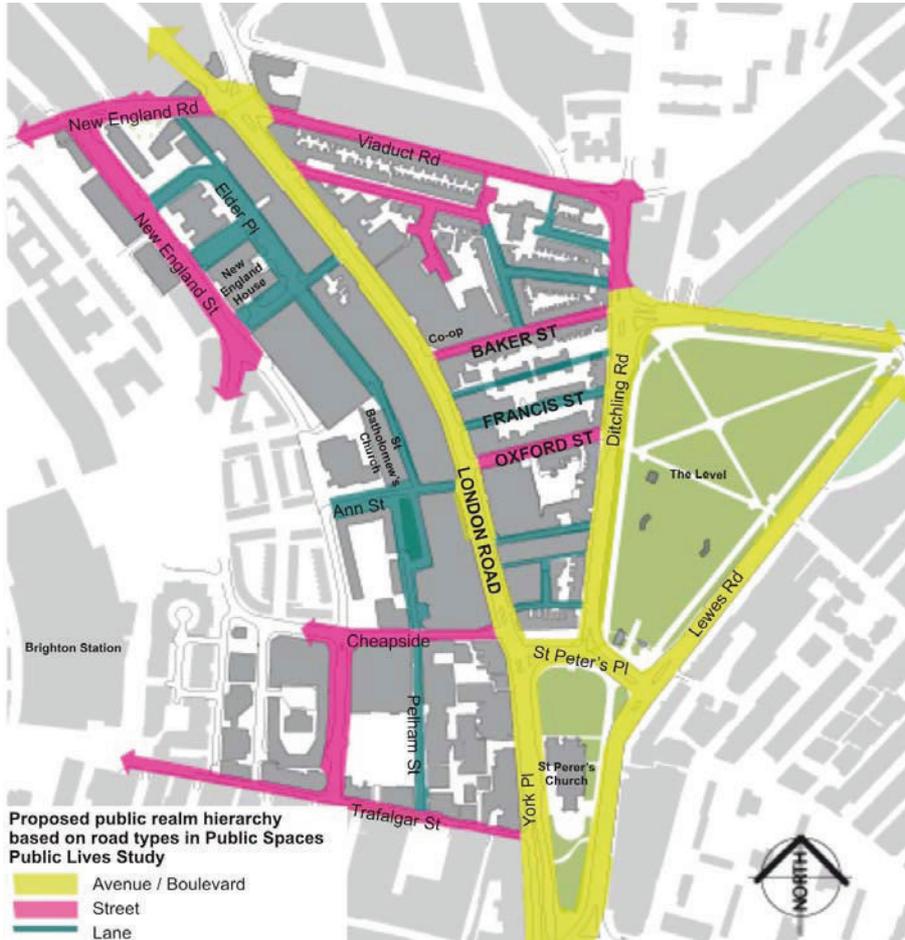
1. Increase permeability wherever possible by opening and extending yards, alleyways and mews.
2. Work with shopkeepers to avoid use of window shutters, and encourage them to leave low energy window display lights or outdoor lanterns on into the evening to make the Lane feel safer and avoid unnecessary lighting columns in narrow streets.
3. Design streets with long lasting, quality materials which should be carefully detailed.
4. Highlight important junctions with special surface treatments and consider how wayfinding information, including tactile clues, can be incorporated into the ground to minimise clutter.
5. Avoid street furniture on footways less than 2m.
6. Consider extending activities after dark by providing places for lighting, performances and other temporary events.
7. To help wayfinding, make sure lanes have sufficient (but not too many) street name plates at each junction.



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London Road Masterplan: public realm strategy



Opportunities for change



Wayfinding monoliths

The analysis of the London Road area has identified opportunities for changes to the public realm, which include:

- creating additional pavement space and/or new public spaces and routes within and adjacent to development sites, including a new central square and spaces resulting from widening parts of London Rd to improve the air quality;
- improving links to landmarks in and around the masterplan area and other parts of the city by providing signage to fit in with the city-wide legibility strategy and improving the quality of and signage to car parks;
- making streets and spaces safer with more active frontages, busier routes and better lighting;
- making more pavement space available, particularly in busiest spots, by removing unnecessary clutter and rationalising the position of bus stops and other items;
- ensuring that all streets and spaces are accessible and negotiable for all users;
- encouraging off-street rather than on-street parking;
- providing opportunities for sitting in the sun, or shade, and spaces for outdoor activities;
- using attractive, robust, high sustainability rating, minimal maintenance, quality materials and components that are appropriate to the climate and match the distinct character to the area;
- retaining views to important landmarks;
- seeking to find new markers to aid legibility;
- engaging artists early to influence the public realm and successfully incorporate artistic elements; and
- increasing the number of trees.

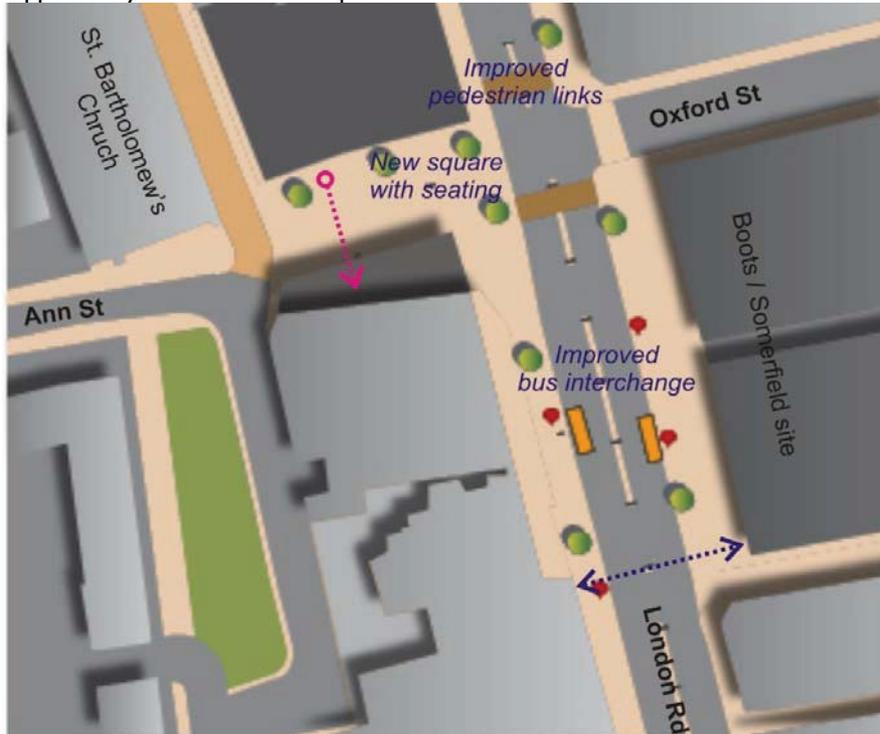


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London Road Masterplan: public realm strategy

Opportunity for new central square



- Bus
- Bus stop
- Existing square
- New trees
- Central reservation with lighting columns ('Avenue /Boulevard')
- New build-out on south side to realign street (off-set loss of existing building on north side)
- Widened/Improved pavements
- Set new facades back to enable improved dispersion of air pollutants and more space for pedestrians.

Seating areas can be informal art can enrich the street scene.



Trees and street furniture can provide a buffer from the traffic.



Opportunities for change



Careful detailing of quality materials can encourage investment in the area.



Overlooked and secure cycle parking enables sustainable travel.



Natural stone and granite remain attractive over time.



Quality materials in the carriageway give pedestrians more priority in side streets.





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5. SAFE PLACES STATEMENT

The following statement has been prepared by jointly by Sussex Police and Brighton & Hove City Council Public Safety Division to inform the London Road Central masterplanning process, specifically concerning the potential for delivering crime reduction through design. It recommends that all major developments within the London Rd Central masterplan area will be required to submit a 'Safer Places Statement' to accompany any application for planning consent.

The intention is that – to avoid duplication – an acceptable Safer Places Statement accompanied by defined targets and evidence of achievement would satisfy the crime reduction requirements contained within PPS1 and Local Plan Policy QD7, however without a satisfactory Safer Places Statement, requirements under these headings would be deemed not to be met, however articulated and may be considered grounds to refuse planning consent.

In evaluating Safer Places Statements, there is an expectation that all proposals will adopt the principles and practices of the Secured by Design Award scheme appropriate to development proposed.

5.1. The London Road Masterplan area in context

Although the precise boundaries have not at this time been identified, it can be assumed that the Masterplan area will include the area bounded by (and including) the Level to the east, Brighton Station to the west, Preston Circus to the north and St Peters Church to the south. All elements within this area fall within the Brighton Central policing District, and specifically within the St Peters and North Laine Neighbourhood Policing area.

The London Road area as defined above has, and continues to experience significant levels of street crime and antisocial behaviour much relating to street drug use and dealing, street drinking and rough sleeping. As well as the presence of adult substance misusers, high levels of youth disorder – often in connection with alcohol misuse, is also an issue.

Although a range of factors can be viewed as contributing toward disproportionate levels of street crime and substance misuse within this area, a key theme that links them together is the quality of the streetscape and the potential for the physical layout of the area to provide a wide range of permissive venues for street crime and antisocial behaviour.

The regeneration opportunities for London Road Central offer real potential for a design led approach which may help to resolve longstanding street safety problems associated with poor landscape and streetscape layout and management, and the approach within this document aims to ensure that crime reduction and public safety concerns are considered at an early stage in the process and that potential developers have a clear understanding of requirements likely to be placed on them in this respect.

5.2. PPS1 Delivering sustainable development



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PPS1 sets out the overarching planning policies on the delivery of sustainable development through the planning system. Good design plays a fundamental role in achieving this. PPS1 paragraph 1 states:

Planning shapes the places where people live and work and the country we live in. Good planning ensures that we get the right development, in the right place and at the right time. But poor planning can result in a legacy for current and future generations of run-down town centres, unsafe and dilapidated housing, crime and disorder, and the loss of our finest countryside to development.

Furthermore, in paragraphs 36 & 37 the importance of robust planning policies on design and access is emphasised and they stress the need to create safe and accessible environments where crime and disorder or fear of crime does not undermine quality of life or community cohesion. 'SAFER PLACES' is referenced as a good practice guide in paragraph 37.

'SAFER PLACES' is also highlighted in PPS3 HOUSING paragraph 18 and PPS12 LOCAL DEVELOPMENT FRAMEWORKS paragraph 1.13 as good practice guidance. Whilst, PPS6 TOWN CENTRES paragraph 2.19 reminds Local Authorities that they must have regard to their duties under Section 17 of the Crime and Disorder Act.

5.3. STATUTORY INSTRUMENT 062 OF 2006

This introduced the requirement for Design and Access Statements.

Design and Access Statements must demonstrate the steps taken to appraise the context of the development, and how the design of the development takes that context into account in relation to its proposed use. As PPS1 clearly includes addressing crime risk as part of the creation of safe sustainable places, this will invariably form part of the context within which any development is set, and therefore crime prevention should be dealt with within the Design and Access Statement.

5.4. PARAGRAPH 87 OF CLG CIRCULAR 01/06

This Circular, which introduced DAS's, states;

"PPS1 makes clear that a key objective for new developments should be that they create safe and accessible environments where crime and disorder or fear of crime does not undermine quality of life or community cohesion. Design and access statements for outline and detailed applications should therefore demonstrate how crime prevention measures have been considered in the design of the proposal and how the design reflects the attributes of safe, sustainable places set out in Safer Places – the Planning System and Crime Prevention".

5.5. CABE 'DESIGN & ACCESS STATEMENTS – HOW TO WRITE, READ AND USE THEM'

This guidance document was updated in spring 2007 to address how crime prevention should be included in a DAS. The extract below can be found on page 8;

'Statements should demonstrate how development can create accessible and safe environments, including addressing crime and disorder and fear of crime. These may be particularly relevant to address under layout and landscaping themes. Early consultation with police will help identify key issues in your local area, and measures to help address these. Safer places - the planning system and crime prevention (ODPM/Home Office, 2004) contains more information.



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References to crime prevention and the delivery of safer places can be found throughout the rest of the document under LAYOUT, LANDSCAPING and ACCESS. On page 33 under GOOD DESIGN PRINCIPLES it highlights SAFER PLACES and lists the seven attributes along with a short explanation for each.

5.6. BRIGHTON & HOVE CITY COUNCIL LOCAL PLAN:

Policy QD2 Design - key principles for neighbourhoods, states that the development should take the opportunity to minimise the opportunities for crime to take place, through the integration of its design into the neighbourhood.

Policy QD5 Design - street frontages, states that Significant expanses of blank facades ... reduce those opportunities for casual surveillance and increase the opportunities for crime to occur. With few visitors attracted into a street, the area may become perceived as being unsafe resulting in 'no-go' areas that deter investment (see also Policy QD8).

Policy QD7 Crime prevention through environmental design states; Where large scale developments are proposed (defined as 10 or more houses or 1,000 m² of commercial floorspace), planning permission will only be granted for proposals where the applicant can demonstrate clearly how crime prevention measures have been incorporated into the layout and design.

5.7. CRIME AND DISORDER ACT 1998

Section 17 of this Act (as amended by Schedule 9 of the Police and Justice Act 2006) imposes an obligation on every police authority, local authority (which includes Planning Authorities) and other specified bodies to consider crime and disorder reduction in the exercise of all their duties. It states:

Without prejudice to any other obligation imposed on it, it shall be the duty of each authority to which this section applies to exercise its various functions with due regard to the likely effect of the exercise of those functions on, and the need to do all that it reasonably can to prevent,

(a) crime and disorder in its area (including anti-social and other behaviour adversely affecting the local environment); and

(b) the misuse of drugs, alcohol and other substances in its area.

5.8. PLANNING INSPECTORATE

In 2005 the Home Office wrote to the planning inspectorate 'reminding' them that Local Planning Authorities must have regard to Section 17 of the Crime and Disorder Act, in exercising their functions as a planning authority, and have to take into consideration crime and disorder in their area. As a result, the Planning Inspectorate issued PINS note 953 in June 2005, replacing PINS note 717, and have concluded that when Inspectors are dealing with an appeal. Quoting from Pins 953:

"Where a LPA has referred to S17 as the basis for, or as one of the reasons for, reaching its decision, Inspectors should continue to make their decisions in accordance with S38 (6) of the Planning and Compulsory Purchase Act 2004 but they should take crime prevention into account as a material consideration (where this is relevant) and should show that they have dealt with the issue on the basis of the advice in PPS1: Delivering Sustainable Development and Safer Places: The Planning



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System and Crime Prevention.”

It is also important to note a recent appeal dismissal decision APP/D3830/A/07/2048498 dated 7 December 2007 involving Mid-Sussex District Council. Reason 9 of the decision notice issued by the Inspector was: *“I have to determine the appeal in light of all the material considerations, having regard to current planning policies and national advice. The appellant’s design and access statement did not respond to advice in paragraph 87 of DCLG Circular 01/2006 Guidance on changes to the Development Control System that such statements should demonstrate how crime prevention measures have been considered in the design of the proposal.”*

5.9. CONCLUSION

For the reasons set out above it is recommended the London Road Central Masterplan SPD include the requirement that all Major Applications be accompanied by a 'Safer places statement' setting out how crime prevention measures have been considered in the design of the proposal and how the design reflects the attributes of safe, sustainable places set out in *Safer Places – the Planning System and Crime Prevention”*.

This recommendation supports national, regional and local planning policies and additionally conforms to the guidance set out in the CLG publication 'THE VALIDATION OF PLANNING APPLICATIONS - GUIDANCE FOR LOCAL PLANNING AUTHORITIES'. Appendix A (attached) for information a guidance document to assist applicants in compiling a suitable statement.

5.10. SAFER PLACES STATEMENT CHECKLIST

A Safer places statement should show how community safety and crime prevention have been considered in the design of the proposal and how the design reflects the attributes of safe, sustainable places set out in *Safer Places – the Planning System and Crime Prevention”*.

The level of detail required will depend on the scale and complexity of the application, and the length of the statement will vary accordingly. Statements must reflect local circumstances and be proportionate.

Development proposals that are not based on a good understanding of local physical, economic and social context are often unsympathetic and poorly designed. The statement should provide an explanation of how local context has influenced the design and reflect as appropriate the contents of BHCC LDP Policies QD2 Design – Key principles for neighbourhoods, QD5 Design – Street Frontages and QD7 – Crime Prevention Through Environmental Design. A good quality statement will aid decision making and assist in the delivery an effective and efficient planning service.

Sussex Police Crime Prevention Design Advisor is available through BHCC Development and Building Control to offer pre-planning advice. Sussex Police are able to offer a free professional service, advising on all aspects of crime prevention, including possible local causes of crime and the desirability of certain facilities, features or linkages and detailed design considerations.



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A Safer Places Statement should explain the design principles and concepts adopted, appropriate to each of the seven attributes. One way of envisaging how the particular configurations of existing and planned features in a location might affect the quality of life is to **'think criminal'** – or, more formally, to think how criminals or disorderly people might react to, or exploit, the use, layout and development of land.

To assist in completing your Safer Places Statement the seven attributes of sustainable communities linked to crime prevention are detailed below. In addressing these there is an expectation that all proposals will adopt the principles and practices of the Secured by Design Award scheme appropriate to development proposed.

ACCESS & MOVEMENT

Definition: Places with well defined routes, spaces and entrances that provide for convenient movement without compromising security.

Introduction: The success or failure of a place as part of a sustainable community is influenced by the nature and quality of its connections, particularly to local and wider services and amenities. Too few connections can undermine vitality. Whilst too many – and especially too many under-used or poorly thought out connections – can increase the opportunity to commit crime. The right level and type of access, resulting in places that are both well connected and secure, is achieved through careful and creative design based upon local assessment.

Think criminal: Crime and anti-social behaviour are more likely to occur if;

- Pedestrian routes are poorly lit, indirect and away from traffic;
- Streets, footpaths and alleyways provide access to the rear of buildings;
- There are several ways into and out of an area — providing potential escape routes for criminal activity;
- It is easy for people to become lost or disorientated; and
- Streets and spaces are unwelcoming or underused by capable guardians.

Checklist: In designing and considering development proposals, the following points should be borne in mind;

- Have the consequences of the number and nature of all connections been considered?
- Do all routes lead to somewhere people want to go? Are all routes necessary?
- Do routes provide potential offenders with ready and unnoticed access to potential targets?
- Are routes for different users segregated when they could be integrated?
- Will pedestrians, cyclists and drivers be able to understand which routes they should use?
- Is it easy to understand how to travel through an area?

STRUCTURE

Definition: Places that are laid out so that crime is discouraged and different uses do not cause conflict.

Introduction: The layout and structure of a place — how the buildings, spaces, uses and activities relate to one another — affects its safety and sustainability. Some uses are incompatible with one another. Some dwelling or layout types are safer than others. Much



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depends on the local context. Safe and sustainable places are also either robust enough to cope with changing requirements, or they are flexible enough to evolve. Crime prevention should be 'planned in' to developments from the outset. However, this may not always be possible and there is sometimes the need for a degree of post-completion adaptation in response to unforeseen situations or new opportunities. Careful planning will help keep this — and the consequent 'running-cost' solutions such as site management and maintenance — to a minimum.

Think criminal: Crime and anti-social behaviour are more likely to occur if;

Buildings and private and communal spaces have a large number of sides exposed to the public realm;

- The way that buildings, streets and spaces are laid out allows criminals to move around and operate undetected;
- A place tends to bring together people who are likely to offend and suitable targets;
- Capable guardians are not present;
- Places become derelict or underused;
- Under- and unused buildings and spaces that have become vulnerable to crime are not remodeled or removed.

Checklist: In designing and considering development proposals, the following points should be borne in mind;

- Have the types of building been selected and designed with security in mind?
- Is the layout of the development appropriate for the identified crime risk, as well as to meet wider planning objectives?
- Will all uses in an area be compatible and have potential conflicts been thoroughly thought through?
- Does all public space serve a purpose and support an appropriate level of legitimate activity?
- Has the remodelling, removal or re-use of buildings and spaces that are vulnerable to crime been considered?
- Have the potential benefits for crime prevention of restoring historic environments been considered?

SURVEILLANCE:

Definition: Places where all publicly accessible spaces are overlooked.

Introduction: Many of the other attributes — particularly access and movement, ownership and structure — are underpinned by the theory that places are safer if they are overlooked. However, the notion of safety by surveillance is reliant on the assumption that, at all times, those who overlook will be a deterrent because they will act if they see a crime. Whether it is 'natural', organised or electronic, facilitating effective surveillance should be a core part of planning out crime. But it should not be relied upon as the sole strategy for tackling crime and disorder.

Think criminal: Crime and anti-social behaviour are more likely to occur if;

- Criminals can operate, including traveling to and from the location, without fear of being seen;



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- Criminals or their activities do not attract attention — or they are confident that no one will take any action;
- All sides of buildings and all parts of spaces are not overlooked by surrounding users or passers-by;
- Buildings and spaces are not designed to allow surveillance 'outside' from 'inside' and vice versa.

Checklist: In designing and considering development proposals, the following points should be borne in mind;

- Are opportunities for surveillance from the subject and adjacent buildings maximised?
- Will those most likely to observe any criminal or anti-social behaviour respond appropriately?
- Are both of the above true at all times of the day, week and year?
- Have efforts been made to eliminate 'inactive' frontages and corners?
- Where appropriate, such as in public buildings, does the design allow for high visibility into the building or site?
- Are parked cars highly visible but secure?
- Has lighting been a primary consideration in planning out crime?
- Is the standard of lighting and its maintenance regime adequate and is it resistant to vandalism and damage? Is it well designed and well sited?
- Is CCTV the best way to solve the particular problem and is it the most effective use of resources?
- Is the CCTV part of a wider package of crime prevention measures?
- Will the resources be in place to maintain the CCTV system, including staff to monitor and respond to the pictures, in future years?

OWNERSHIP

Definition: Places that promote a sense of ownership, respect, territorial responsibility and community

Introduction: Encouraging residents and users of places to feel a sense of ownership and responsibility for their surroundings can make an important contribution to crime prevention. This can be facilitated by clarity in where public space ends and where communal, semi-private or private space begins. Uncertainty of ownership can reduce responsibility and increase the likelihood of crime and anti-social behaviour going unchallenged.

Think criminal: Crime and anti-social behaviour are more likely to occur if;

- It is unclear whether space is public or private, and
- What behaviour is expected in each;
- Private space is easily accessible to people who have no right to be there;
- An offender's presence in the area does not attract attention;
- A place feels like it is not under the supervision of local residents, businesses, organisations or other users.

Checklist: In designing and considering development proposals, the following points should be borne in mind;



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- Will it be clear to users — including potential offenders and capable guardians which space is public, communal, semi-private and private?
- Are the boundaries between public, communal and private space signified in the most appropriate manner, be it a physical barrier or a psychological barrier such as changes in paving, surface texture/colour, landscaping and signage?
- Will the place have an identity of its own?
- Are all those who should feel ownership involved in defining the place's identity?
- Are barriers of a high quality of design in their detailing and appropriate to their local context?

PHYSICAL PROTECTION:

Definition: Places that include necessary, well-designed security features.

Introduction: This attribute concerns 'target hardening' and other measures that make it more difficult to commit offences and instill a feeling of safety in users. The Secured by Design initiative offers in-depth advice on physical protection as part of a broad approach to designing out crime. It also sets out technical standards for building security. Full details of the Secured by Design award scheme can be found at www.securedbydesign.com.

Think criminal: Crime and anti-social behaviour are more likely to occur if;

- The target hardening measures for doors, windows and gates etc., set out by Secured by Design are not selected to be appropriate to the building and to the crime risk faced: not integrated; not properly installed; and not properly used;
- It is easy to enter and exit properties illegitimately;
- It is easy to remove property.

Checklist: In designing and considering development proposals, the following points should be borne in mind;

- Have the 'target hardening' principles of Secured by Design been addressed?
- Has the potentially negative visual impact of crime prevention measures been addressed and, where these cannot be ameliorated by good design, have the advantages been weighed against their adverse impacts?

ACTIVITY

Definition: Places where the level of human activity is appropriate to the location and creates a reduced risk of crime and a sense of safety at all times.

Introduction: Crime can be deterred through the 'eyes on the street' of people going about their everyday business. However, too much activity risks anonymity and can also lead to increases in the opportunity to commit particular types of crime, such as pick-pocketing, and anti-social behaviour. Decisions about which levels and types of activity are appropriate need to be made for the local context.

Think criminal: Crime and anti-social behaviour are more likely to occur if;

- An area is either very quiet or very busy, depending on the local context and the type of crime;



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- Different groups of people feel that there is nothing to do;
- Criminals can go about their business unnoticed;
- Places become devoid of activity at certain times of the day or night, whilst remaining accessible to offenders;
- Potential offenders and/or victims are concentrated in the same place at the same time, such as bus stops, taxi ranks or fast food outlets after pubs close, or areas of the town centre throughout the evening.

Checklist: In designing and considering development proposals, the following points should be borne in mind;

- Will as many law abiding people as possible be attracted to use the public realm?
- Is there a strategy for encouraging residential population in town centres?
- Should the evening economy be nurtured, and, if so, is it diverse and inclusive?
- Will what attracts people to the public realm uphold its attractiveness?
- Are all uses in an area compatible and have potential conflicts been thoroughly addressed?
- Are mixed uses successfully integrated with one another?

MANAGEMENT AND MAINTENANCE

Definition: Places that are designed with management and maintenance in mind, to discourage crime in the present and the future.

Introduction: Management and maintenance embrace both how a place looks and how it functions over time. Whilst getting the physical design and build of areas right is paramount, management and maintenance will remain important factors in the creation of safer places. It is crucial to address these concerns at the outset of a development proposal so as to minimize running costs and the requirement for maintenance effort (which may not always be available).

Think criminal: Crime and anti-social behaviour are more likely to occur if;

- Places are untidy or unattractive, giving the impression of not being cared for or that crime and disorder is tolerated;
- Signs of disorder and neglect, such as broken windows, abandoned vehicles or graffiti, are not removed at the earliest opportunity;
- An organised human presence, such as police, security guards, street wardens or concierges, is absent.

Checklist: In designing and considering development proposals, the following points should be borne in mind;

- Has care been taken to create a good quality public realm?
- Are appropriate facilities management systems in place? Does the design and layout support these?
- Are users, businesses and residents involved in management?



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6. LONDON ROAD & LEWES ROAD REGENERATION STRATEGY - LONDON RD CENTRAL PROPOSALS

The 'London Road Central' area is part of the London Road & Lewes Road Regeneration Strategy that was adopted by the council in 2007.

An executive summary of this strategy and contact details for the council's Economic Development team is available on www.brighton-hove.gov.uk/index.cfm?request=c|145688.

For full strategy and supporting documents, please contact the council's Economic Development team.

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