

**SPGBH22 Brighton Centre:
Area planning and urban design framework**

Results of consultation

Contents	Page
Record of stakeholder consultation for the period of Friday 23 April to Friday 4 June 2004.....	2
Brighton Central Questionnaire Results.....	4
Responses and comments received during the consultation period of Friday 23 April to Friday 4 June 2004.....	9

Record of stakeholder consultation for the period of Friday 23 April to Friday 4 June 2004

15 June 2004

The following stakeholders received written notification of the consultation process and a full copy of the draft SPG to coincide with the start of the six week consultation period.

AAP Partnership	Kingscliffe Conservation Society
Architects Panel	Living Streets Brighton & Hove Branch
Bradford & Thomas Architects	Madeira Drive Traders
BriCEP	Mike Gwilliam
Brighton & Hove Bus Company	Oakley Commercial
Brighton & Hove Chamber of Commerce	Older Peoples Council
Brighton & Hove City Centre Business Forum	Parker Dann
Brighton & Hove Civic Society	Quality Hotel
Brighton & Hove Housing Partnership	Regeneration Partnership
Brighton & Hove Regency Society	RIBA
Brighton City Centre Business Forum	RIBA South East
CABE	University of Brighton School of the Built Environment
Cluttons	SEEBOARD Power Networks plc
Conservation Area Advisory Group	South East England Development Agency
Construction Best Practice Forum	Selma Montford
Countryside Agency	Southern Water
CTC	St James Action Group
Disabled Access Advisory Group	Stiles Harold Williams
DMH Planning	Strategic Rail Authority
EB4U New Deal for Communities	Surrey and Sussex Strategic Health Authority
Economic Partner ship	Sussex Enterprise
English Heritage	SUSTRANS
English Nature	The Architecture Centre, Chatham
Environment Agency	The Graham Whitehouse Practice
Friends of the Earth	The Grand Hotel
Government Office for the South East	Transco
Graves Son & Pilcher	University Of Brighton
Heather Juman Housing Corporation	University Of Sussex
Hilton Metropole	
Kemp Town Society	

Written representations were received from the following organisations and individuals, over and above those written comments which were received on completed questionnaires:

Brighton & Hove Bus and Coach Company	Charles Newman
Brighton & Hove Economic Partnership	Gavin Greenwood
Brighton Society	Ruth Jindal
David Fleming on behalf of Sussex Police	Henry Law
English Heritage	R D Lindsey
Regency Society of Brighton & Hove	Andy and Sue Power
Regency Square Area Society	R E Scott
Sustrans	Marc Sowden
M Brisley	John Warmington
Mr and Mrs A S Cook	Debra Winters

Stakeholder meetings were held during the public consultation period with the following organisations to discuss their comments on the draft SPG. These were organised by Urban Practitioners and were attended by council officers

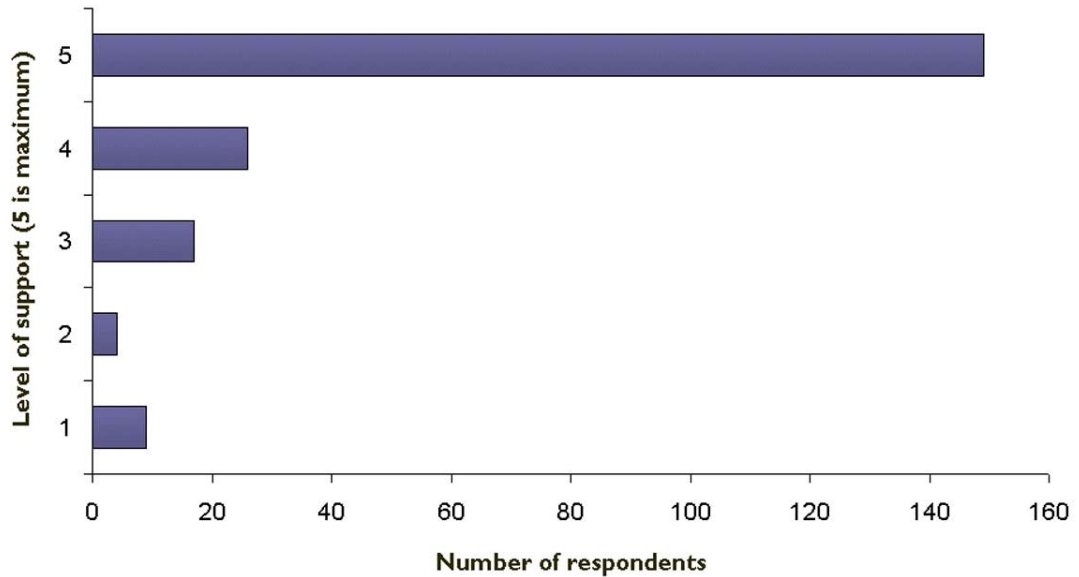
Brighton Metropole
Odeon Cinemas
Standard Life Investments
English Heritage
Churchill Hill Shopping Centre
The Brighton Society
The Regency Society
Hove Civic Society
Regency Square Area Society
Montpelier & Clifton Hill Association

Friends of Palmeira
The Grand Hotel

Brighton Central Questionnaire Results

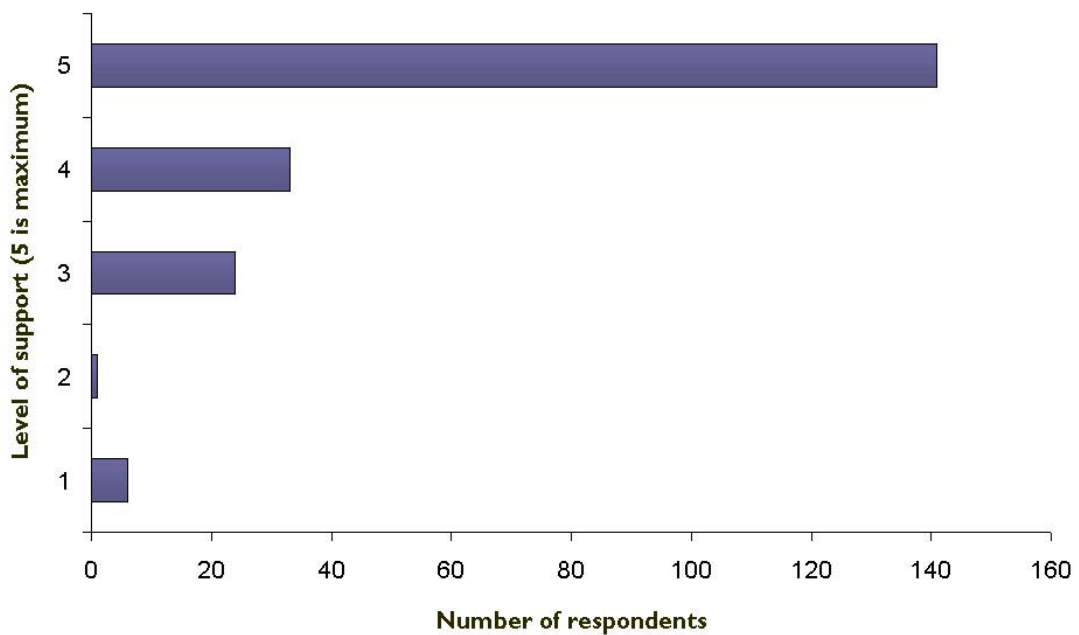
Respondents were asked to grade their response to each question, from a range of 1 to 5 (with 1 representing 'disagree strongly', 3 representing a neutral response to 5 representing 'agree strongly'). The cumulative responses to the questions are shown in the charts below.

SPG22 - Public Consultation Analysis Q1 Landmark Building



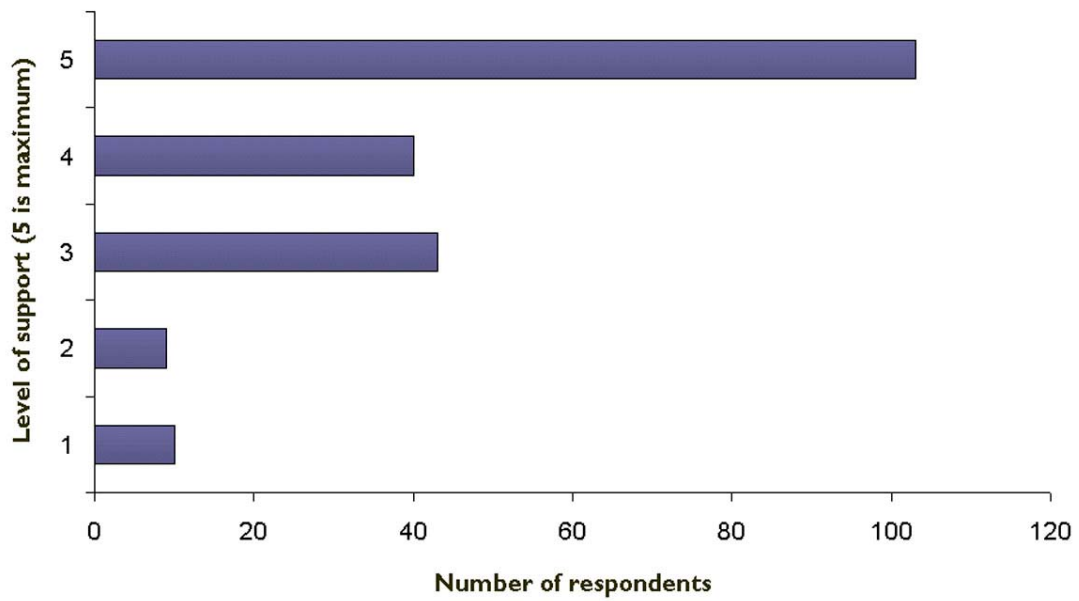
Above: "The new International Convention Centre should be an exciting landmark building of the highest quality."

SPG22 - Public Consultation Analysis Q2 Pedestrian Links



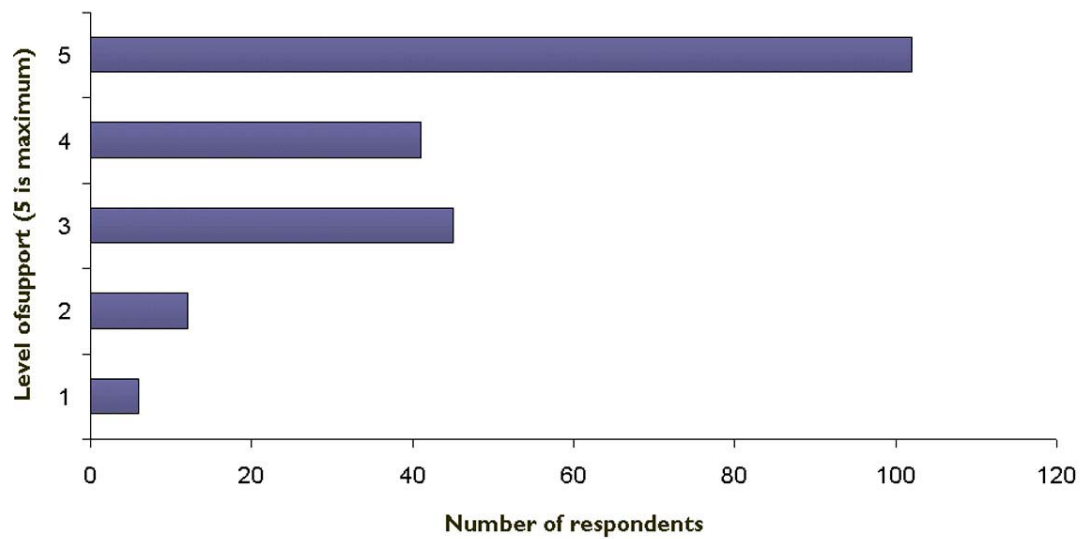
Above: "There should be new and improved pedestrian links from the main shopping area to the seafront."

SPG22 - Public Consultation Analysis
Q3 Added Public Transport



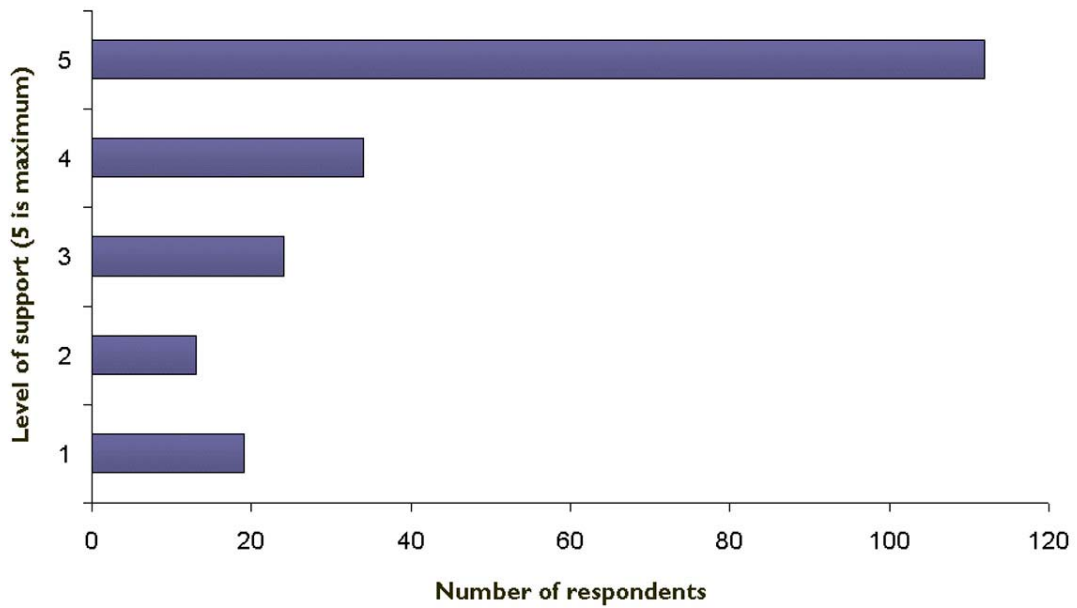
Above: "There should be better public transport links to the new International Convention Centre, especially from the railway station."

SPG22 - Public Consultation Analysis
Q4 Improved Beach Access



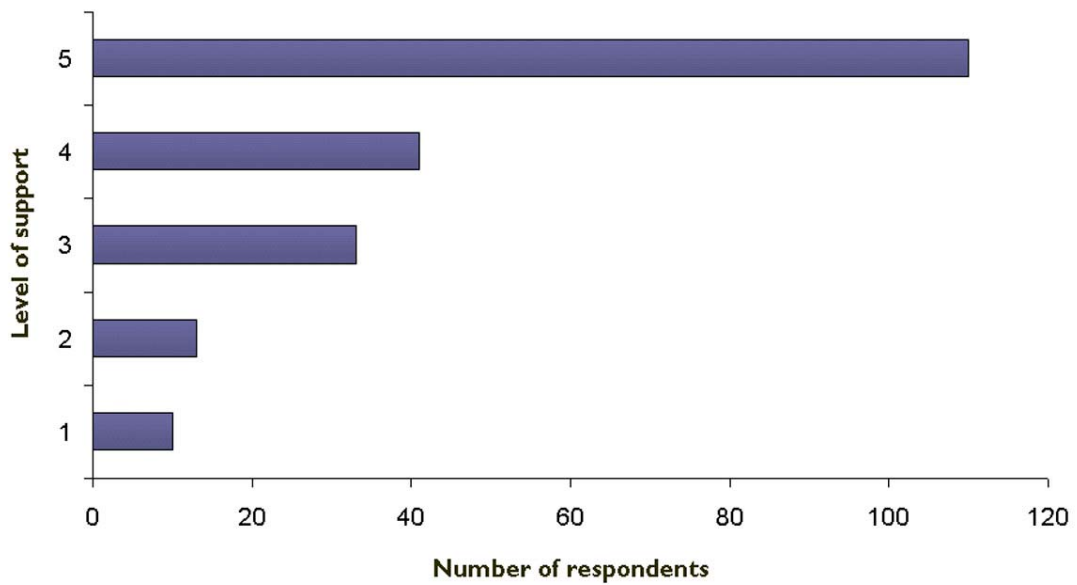
Above: "There should be better access from the north side of King's Road to the beach."

**SPG22 - Public Consultation Analysis
Q5 Modern Architecture**



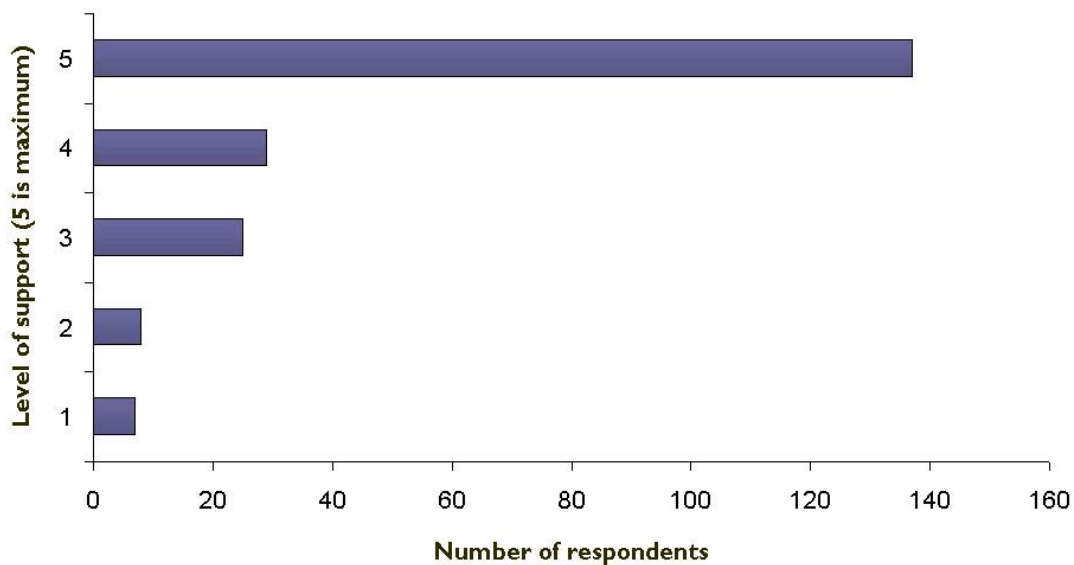
Above: "The council should promote high quality modern design for all new buildings and public spaces in the highlighted area."

**SPG22 - Public Consultation Analysis
Q6 Cannon Place Redesign**



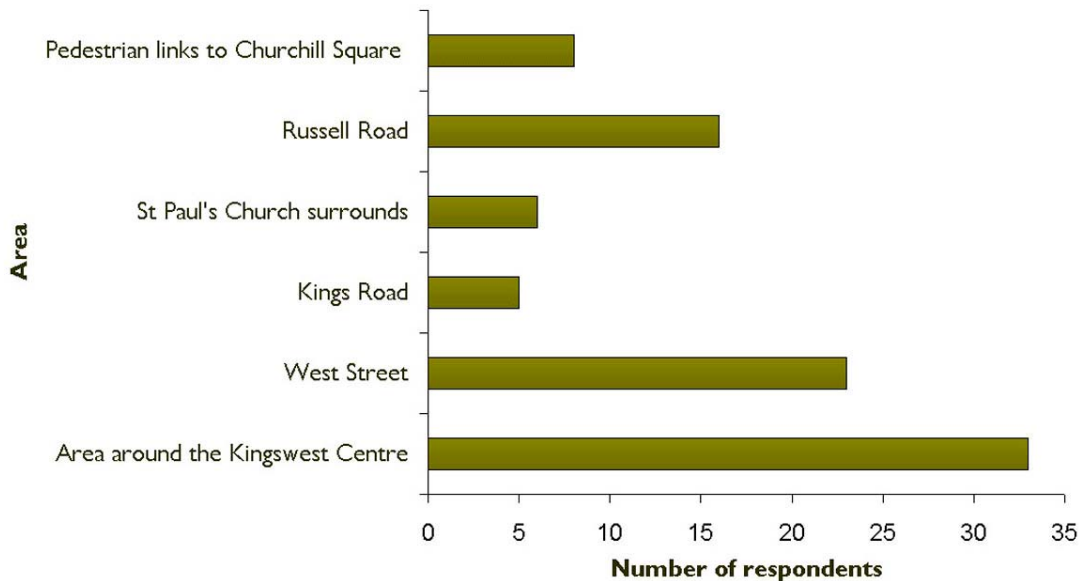
Above: "Cannon Place (between the Metropole Hotel and Grand Hotel) should be improved through better streetscape and active frontages such as shop fronts."

SPG22 - Public Consultation Analysis Q7 Pedestrian Safety



Above: "The area needs to be made safer and more secure for pedestrians."

SPG22 - Public Consultation Analysis Responses to Q8: Areas nominated for improvements



Above: "Which other public spaces or streets in the area shown on the map do you think should be improved".

Profile of respondents

Respondents' Postcodes	Total
BN1	68
BN2	47
BN3	52
Other BN	22
Outside BN	8
Not provided	23
TOTAL	220
Age of Respondents	
up to 18	13
18-34	64
35-64	106
65+	27
Not provided	10
TOTAL	220

SPGBH22 Brighton Centre: Area planning and urban design framework

Responses and comments received during the consultation period of Friday 23 April to Friday 4 June 2004

15 June 2004

Comments/Objections	Number of Representations	Proposed response
Built form		
1. Support redeveloping Kingswest Centre (Odeon and Event nightclub) site, giving new frontages.	14	Agree. This option is open within the SPG, and is included as one of the development option studies in Annex C
2. Oppose redeveloping Kingswest Centre.	1	No comment
3. Support development that is architecturally sensitive to adjacent buildings, both in design and materials used, to blend old and new.	22	Agree. The SPG promotes high quality design and emphasizes the architectural value of the site context
4. Support traditional style buildings.	13	Whilst this is understandable, given the high profile of the project as a landmark development, and the council's policy of encouraging high quality modern design for new buildings, it is considered that traditional building styles would be inappropriate for new landmark buildings
5. Support modern, innovative design for the building.	11	Agree. See response to 3
6. Support modest and practical design.	4	The design will be driven by a commercial development partner working with the council, using enabling development to fund the new Brighton Centre. It will therefore be subject to normal commercial limitations.
7. Support mix of modern and traditional buildings.	2	Agree. See response to 3

Comments/Objections	Number of Representations	Proposed response
8. Support use of local materials for the buildings.	3	Agree. Affordable locally sourced materials can help to place a new building in its context. They also improve the overall sustainability of the scheme by reducing road haulage.
9. Support use of sustainable materials and renewable energy.	6	Agree. The SPG recommends that the building comply with the council's existing sustainability policies and an innovative sustainability audit of these proposals has been undertaken
10. Support tall buildings for redevelopment.	4	Agree. The council's tall buildings strategy has identified this as a suitable node for new tall buildings
11. Oppose construction of tall buildings.	21	Disagree. The council has previously carried out public consultation on tall buildings as part of preparing the tall buildings strategy. This has been approved, and highlights the study area as one of the few possible nodes for future tall buildings. Any proposals for tall building, however, would need to be very carefully assessed and justified with regard to the detailed criteria set out in the Tall Buildings SPG.
12. Support roof-top public space on top of new Brighton Centre.	3	Agree. This is one of the options included in the SPG, Annex C: Urban design opportunities
13. Oppose overdevelopment of the site, such as shopping mall style development.	9	The Urban White Paper emphasizes the need for high-density mixed-use schemes that create a critical mass of activity. Making the best use of brownfield land and central urban sites is a key aspect of sustainable development, especially for Brighton & Hove where further expansion of the built up area is effectively severely constrained by physical and environmental considerations.
14. Support residential development and affordable housing (1).	3	Agree. The SPG promotes residential development as a way of improving the overall sustainability of the area and improving long term safety and security
15. Support for development of an ice rink.	2	No comment
16. Support construction of a pier to complement the Palace Pier.	1	The SPG leaves this option open, subject to other comments which have been made regarding the suitability of development south of the King's Road
17. Support consideration of distant views of the site.	1	Agree.

Comments/Objections	Number of Representations	Proposed response
18. Concern over buildings blocking views towards the sea.	6	Agree. The SPG will be revised to highlight this issue to ensure that key views towards the sea will be maintained.
19. Support a City focus on the seafront, from end to end.	1	Agree. The SPG includes an analysis of the site within the context of the whole seafront
20. Support design that builds on the City's strong self image.	1	Agree. The city has a long-standing reputation of innovation and bold architecture and should continue to build on this tradition
22. Support for Brighton Centre and Kingswest centre options to be considered as one comprehensive plan.	2	Agree. This option would be a significant advantage in any scheme, and is considered in the SPG
23. Support for a supermarket to be included in the plans.	1	No comment
24. Support preservation of views of St Paul's church tower and its contribution to the streetscape.	3	Agree. St Peter's Church is one of the few listed buildings in the study area, and is already surrounded by large volume buildings. Several key views along West Street have already been identified, and the study supports the need for them to be retained in any scheme. This point will further strengthened in the text.
25. Support for a building that relates to the seafront.	1	Agree. The SPG highlights the possibilities for development along the seafront to relate more directly to the sea than the existing buildings.

Comments/Objections	Number of Representations	Proposed response
Public Space		
26. Support part pedestrianisation of Kings Road (perhaps with a car tunnel beneath).	2	No comment
27. Support improved pedestrian links between the town centre, the Brighton Centre and the beach.	18	Agree. This is a central aim of the SPG
28. Support consideration of safety and security issues.	6	Agree.
29. Support for pedestrianisation of West Street.	2	Disagree. West Street is a key vehicular access within the study area. The SPG also recommends that a new bus route should run down West Street linking the station with the Brighton Centre
30. Support more greenery in the area.	5	Agree. The SPG highlights the potential for tree planting to be included in the area, particularly on Cannon Place
31. Would like to see plazas/features in the area.	1	The Annex 3: Urban design opportunities demonstrates how new public spaces might be created in the area
32. Support the redevelopment of Cannon Place	3	Agree. The SPG already highlights the potential for improvements to Cannon Place to ensure that it provides an attractive and safe pedestrian link between the shopping area and the sea front
33. Support the redevelopment of Russell Road.	2	Agree. The SPG already highlights that Russell Road provides a poor pedestrian environment and needs to be improved
34. Oppose plans to enclose end of Russell Square	3	Disagree. A building to close the end of Russell Square would significantly improve the setting of the existing listed buildings, provide greater privacy to the garden, and improve the level of activity on Russell Road

Comments/Objections	Number of Representations	Proposed response
35. Oppose construction of a pedestrian bridge over Kings Road.	1	No comment.

Comments/Objections	Number of Representations	Proposed response
Transport		
36. Support increased provision for cyclists.	3	Agree. The SPG promotes cycling as a sustainable means of transport. It will be strengthened in this respect with new text to highlight the existing cycle network along the seafront
37. Oppose provision of increased parking space in the design.	2	Agree. The SPG promotes a static or reduced amount of parking in the area, coupled with a significant improvement in sustainable modes of transport
38. Support decrease in parking provision.	1	Agree. See above
39. Support increased parking provision in the design.	7	Disagree. This conflicts with government guidelines on transport strategy and would potentially increase traffic congestion in the area
40. Support investment in the Park and Ride scheme.	3	Agree
41. Would prefer to hide car parks in the new scheme. (e.g. underground, covered in ivy).	4	Agree. The SPG promotes ways in which the impact of the existing car parks on the public space can be reduced
42. Support improved car links to the site.	3	Disagree. There should be a focus on improving access to the site via more sustainable modes of travel
43. Support measures to ease traffic congestion.	9	Agree. This should be achieved by promoting sustainable alternatives to car travel
44. Support improved public transport routes to the site and nearby from outlying areas.	5	Agree
45. Support widening of Western Road carriageway for buses if retail space is increased.	1	Agree

Comments/Objections	Number of Representations	Proposed response
46. Oppose dedicated bus service from train station/coach station to new Centre on the grounds they are too close.	3	Disagree. The train station is approximately one mile away from the Brighton Centre, and there is currently no direct bus link. The provision of a rapid shuttle service would provide a highly sustainable option
47. Support increased taxi facilities including enlarged taxi rank.	3	No comment
48. Oppose narrowing of Kings Road or West Street.	1	No comment
49. Support development of bus interchange on Churchill Square forecourt.	1	Disagree. This is a valuable public space in a key location
50. Support developing a tram system.	3	No comment
51. Support narrowing of Kings Road.	1	No comment
52. Support cycle parking by Centre entrances	1	Agree. This will be added to the SPG

Comments/Objections	Number of Representations	Proposed response
Development		
53. Support for the Centre to be more accessible to the public, making it a key civic building.	3	No comment
54. Suggest investigating best practice for new conference facilities.	1	This work would form part of the tender and design process for the new centre
55. Support consideration of 'Black Rock' Centre in the plans so the two centres don't undermine each other.	5	This work would form part of the tender and design process for the new centre
56. Would like the conference centre to double as an entertainment and gallery space.	2	No comment
57. Support greater provision for disabled users – access and parking.	2	Agree. This work would form part of the tender and design process for the new centre
58. Support for commission of high quality public art for the area.	1	Agree. Any development on the site should follow the council's existing strategy for public art
59. Suggest involving local artists/architecture schools.	2	Agree. This work would form part of the tender and design process for the new centre
60. Support an international competition for the design.	1	Agree. This work would form part of the tender and design process for the new centre
61. Oppose the inclusion of a hotel within the site.	1	Disagree. Hotel use within the area is regarded as economically significant and relates well to the conference facilities
62. Support for the Conference Centre to remain in the same location when redeveloped.	2	The SPG retains this possibility
63. The replacement Centre should be capable of attracting visitors, regardless of the weather.	1	No comment
64. Support a swift redevelopment to avoid extended temporary sites	2	No comment

Comments/Objections	Number of Representations	Proposed response
and suspended services.		
65. Support flexibility in Centre seating arrangements and clear space.	1	This work would form part of the tender and design process for the new centre
66. Support increased retail space	2	The SPG incorporates the possibility of increased retail use within the study area as part of an overall mix of uses
67. Highlight need for provision of new 'primary substation' to cover increased demand for power supplies to the site.	1	This is a technical constraint which would need to be made clear during the design phase of any scheme

Comments/Objections	Number of Representations	Proposed response
Miscellaneous		
68. Oppose redevelopment of the Brighton Centre altogether.	5	The council is committed to redevelop the Brighton Centre to ensure that it remains a competitive facility and continues to make a vital contribution to the city's economy
69. Would like an environmental impact assessment.	1	The SPG highlights the need to consult the council regarding an EIA for large proposals.
70. Support for the consultation process to be ongoing.	2	Any design proposals for the site will be subject to the council's public consultation procedure for planning applications
71. Potentially support locating Police 'Airwaves' communication mast on the Centre's roof.	1	This is a technical constraint which would need to be made clear during the design phase of any scheme