

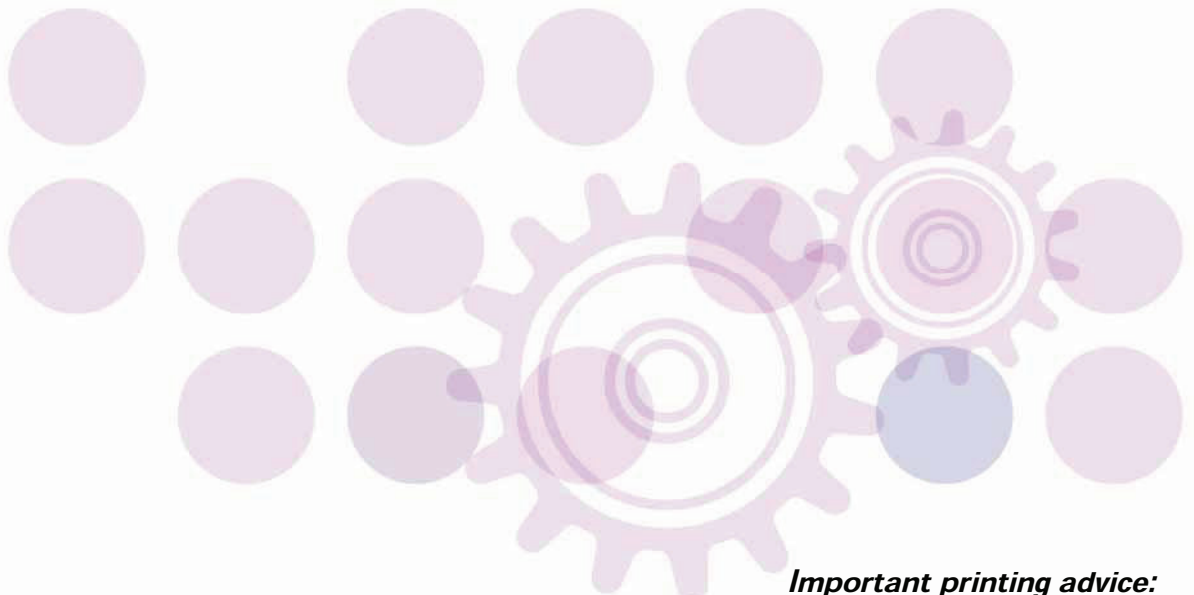
spd

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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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.



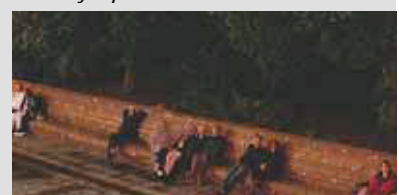
3-D model of masterplan area.



Active frontages in neighbouring North Laine area.



Flexible use public space: Jubilee Library Square



Sharing public space in New Rd.



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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.



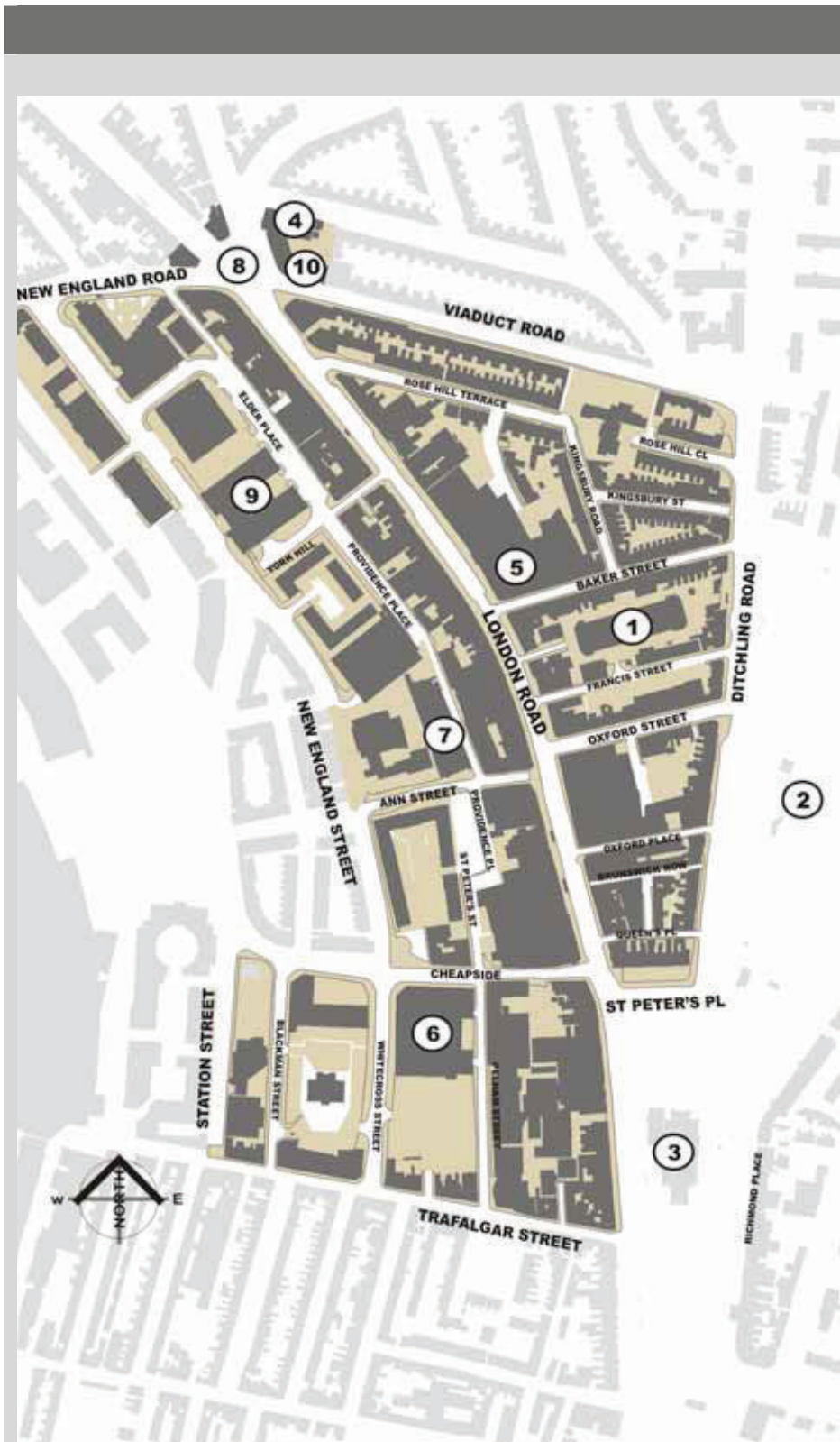
Co-op building.

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.

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Key landmarks and places in the area



City College



St Bartholomew's Church



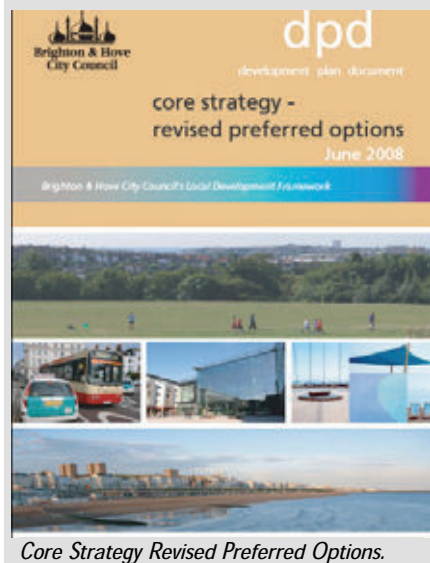
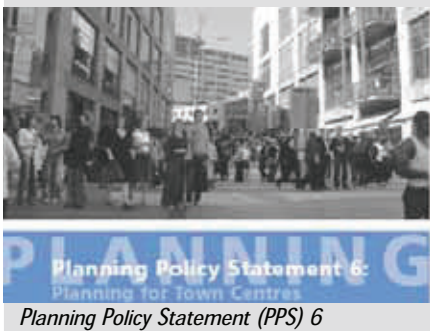
Preston Circus



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)

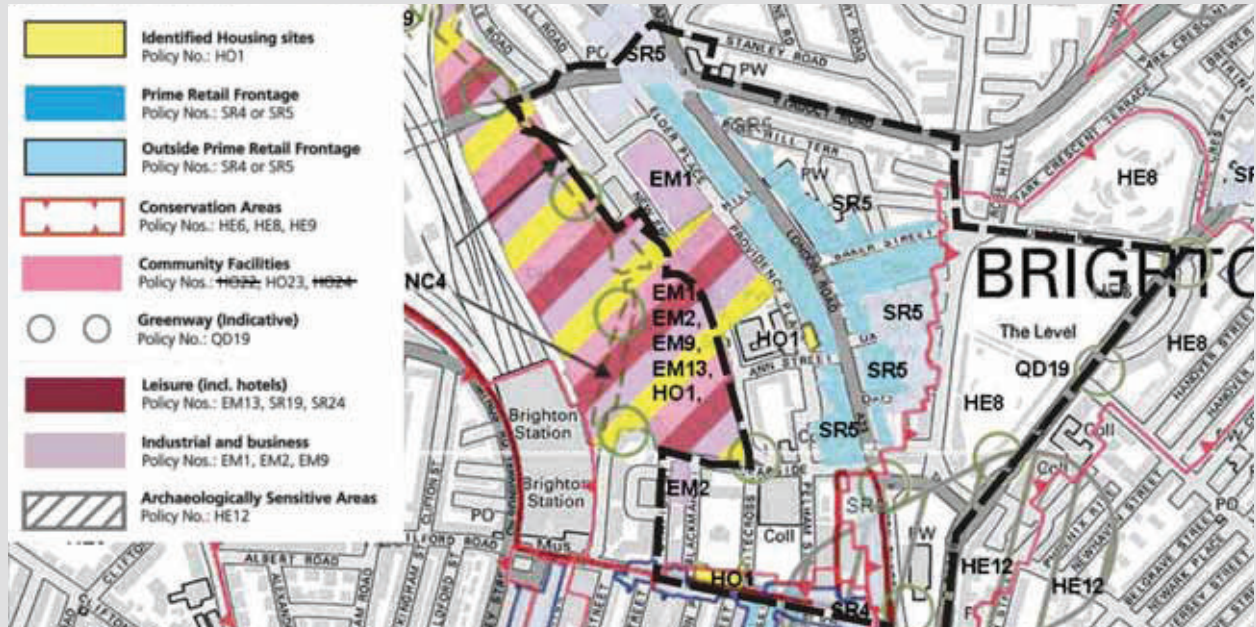
4.4 The majority of Local Plan policies are now 'saved' under the LDF. London Rd is one of two 'town' centres identified in saved Local Plan Policy SR5: Town and district shopping centres (the other being Hove). This policy seeks to maintain and enhance the vitality and viability of both town and district 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

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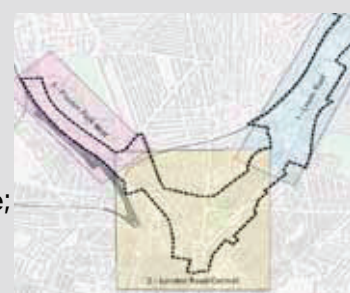
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Extract from the Brighton & Hove Local Plan

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.



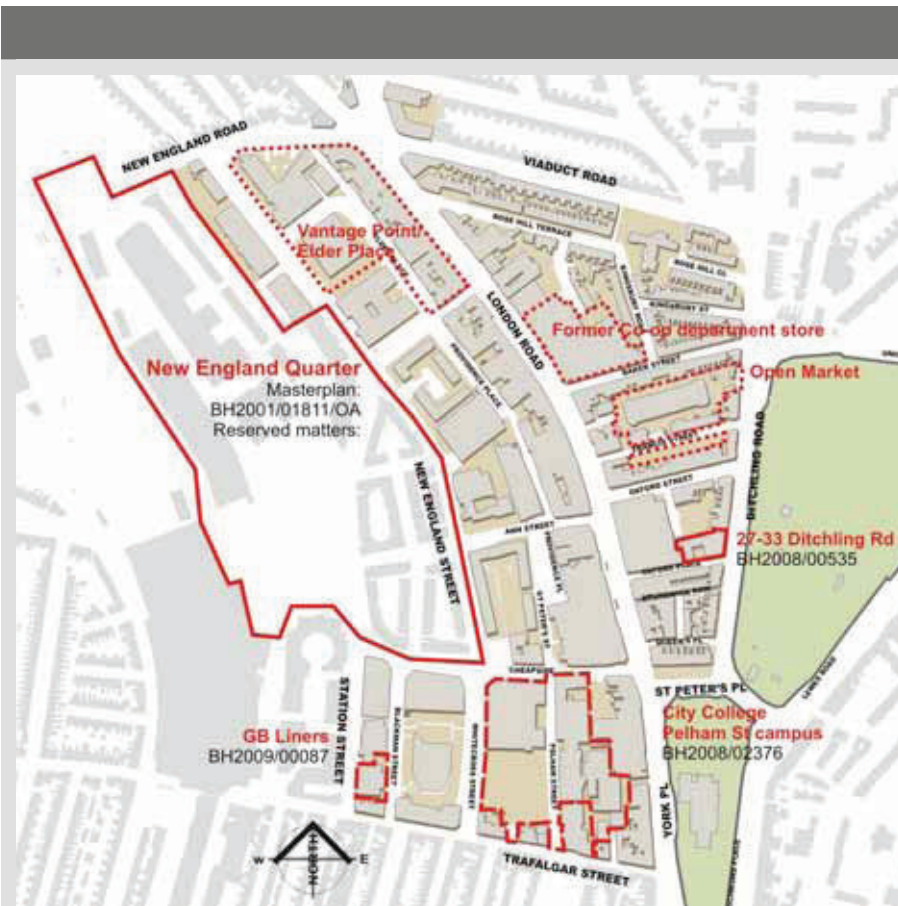
City College, Pelham St Campus

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

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



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



Vantage Point



Former Co-op department store

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.

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

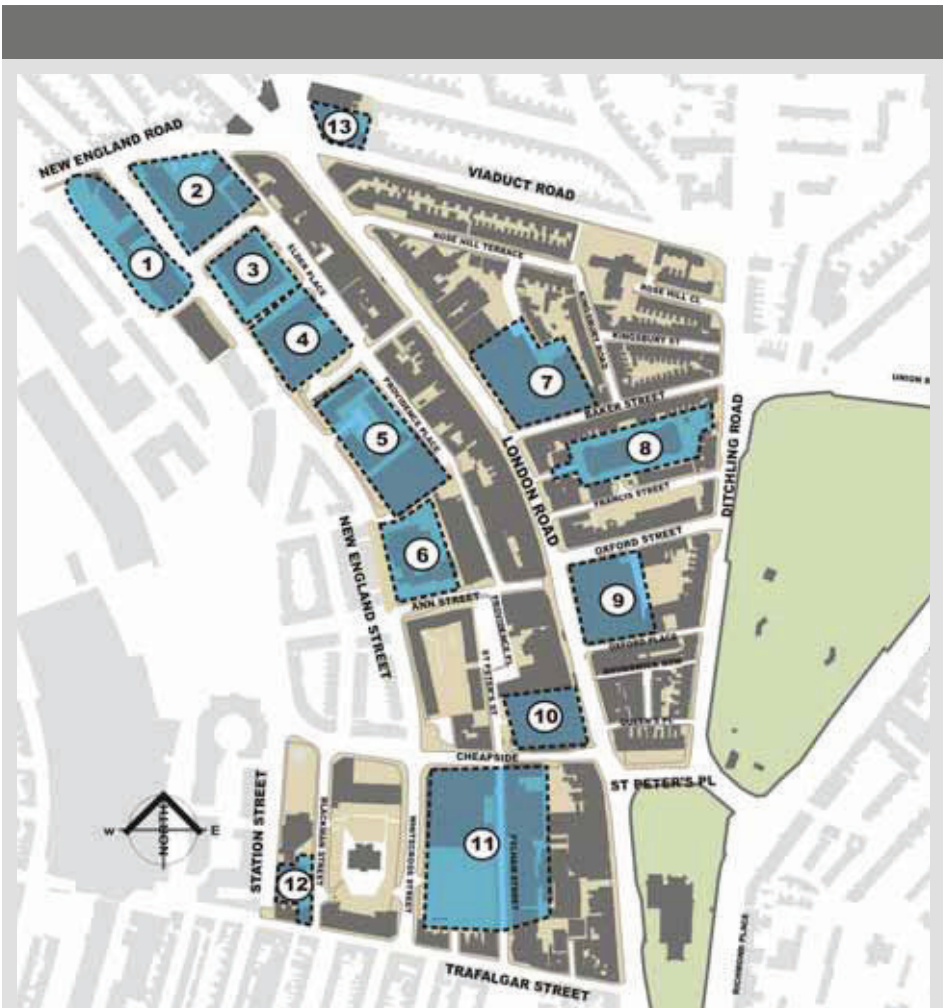


New England House



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

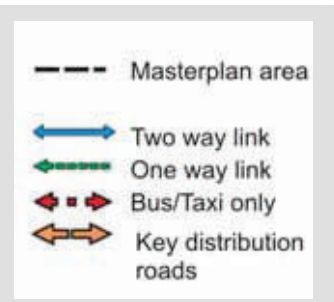
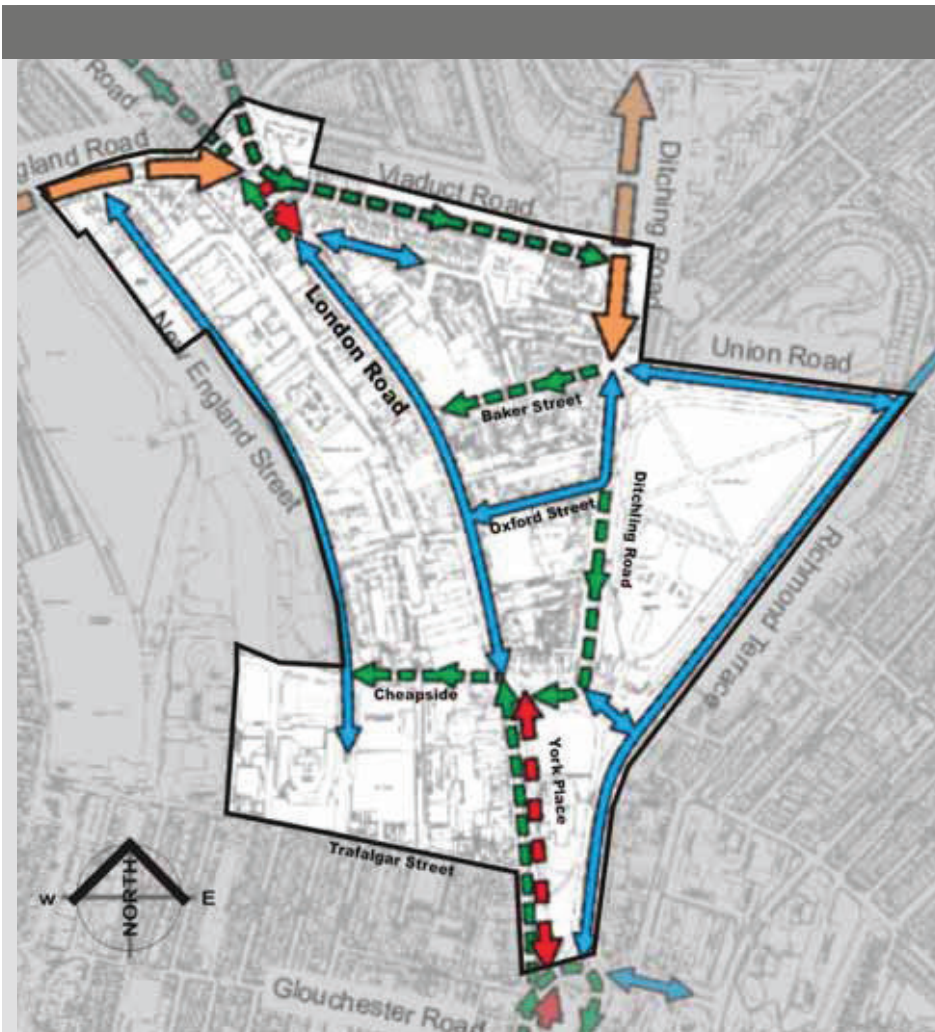
- A detailed plan for Preston Circus junction to keep traffic moving while removing barriers to pedestrian movement and reducing the potential for conflicts between pedestrians and traffic;
- improved pavements, improved 'legibility' through improved signing and de-cluttering of unnecessary street furniture; 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;

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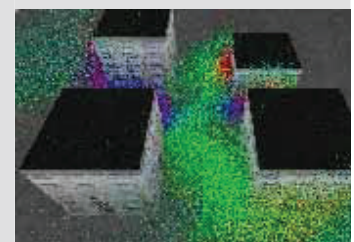
Extract from London Rd & Lewes Rd Regeneration Strategy's movement vision for the London Rd Central area.

- improved arrangements/facilities for transport interchange e.g bus, taxi, cycle in the main corridor, especially at the southern end (Somersfield/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

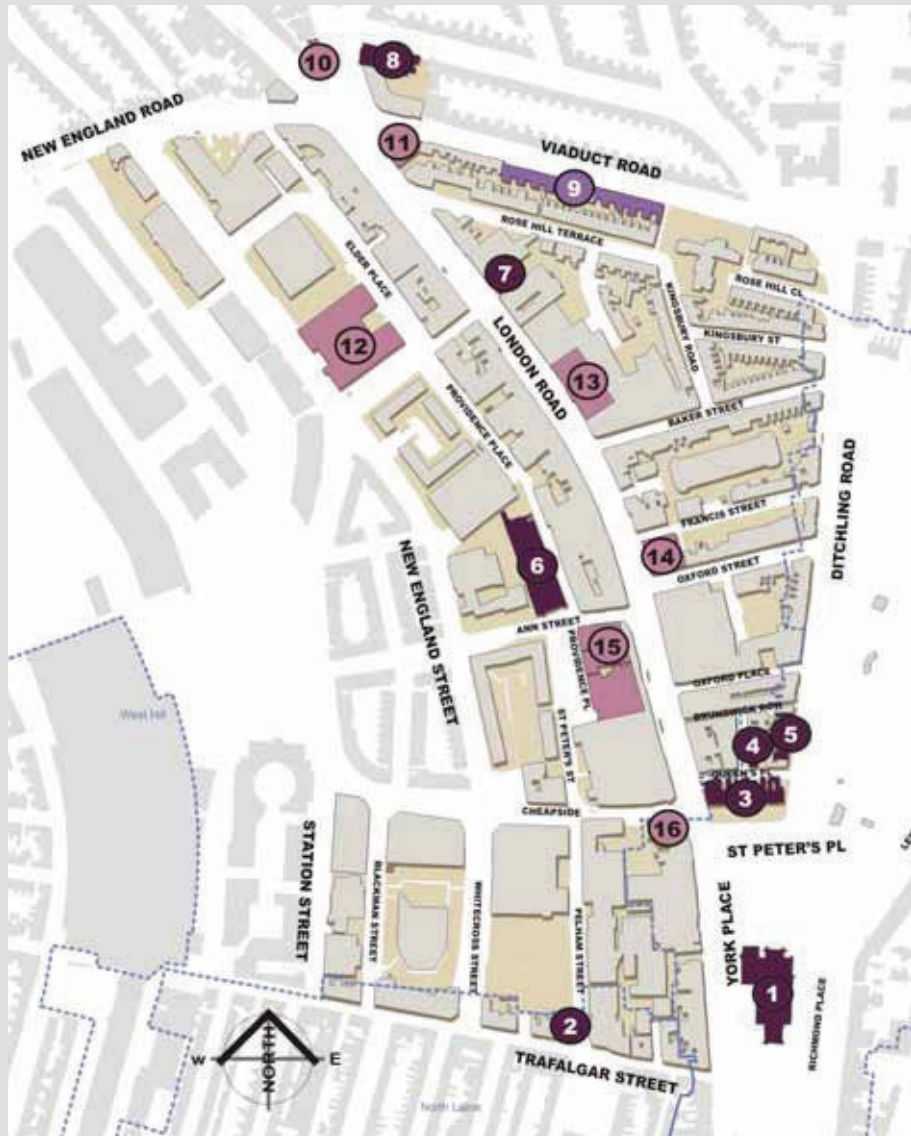
Unprotected

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.

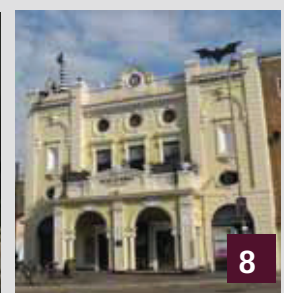
- 10 Circus Circus
- 11 Hare & Hounds
- 12 New England House
- 13 Co-op (original building)
- 14 London Rd/Oxford St set
- 15 London Rd/Ann St set
- 16 Hobgoblin

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.






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 **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

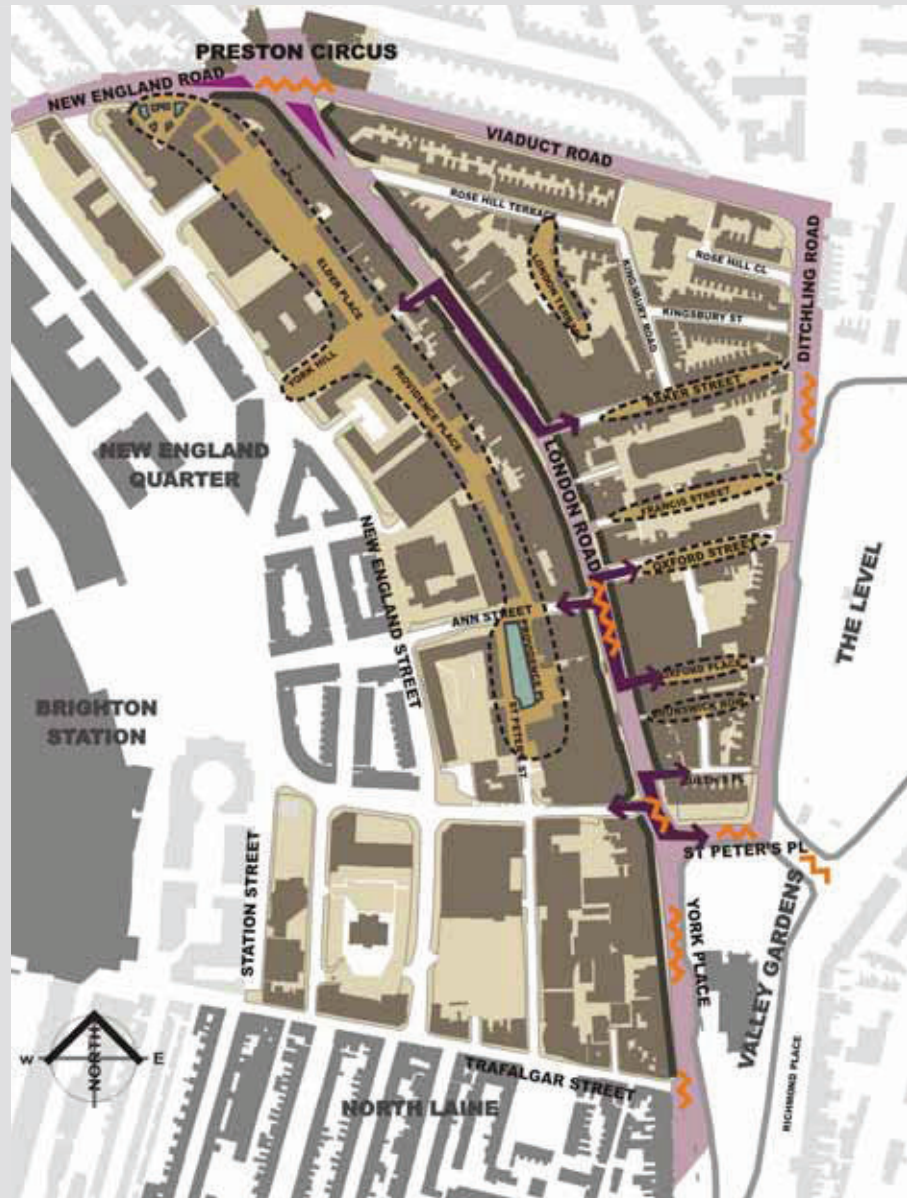
 **Pedestrian / vehicle conflict** arising from existing road layout which prioritises vehicle and bus movements with poor facilities for pedestrians and cyclists.

 **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.












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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;



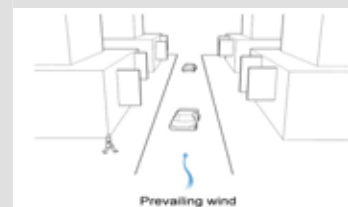
Jubilee Library: award winning new community facility that is also one of most sustainable public buildings in the UK. Its design that relies on and is a show case for low resource consumption and low embodied energy solutions.

- 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.

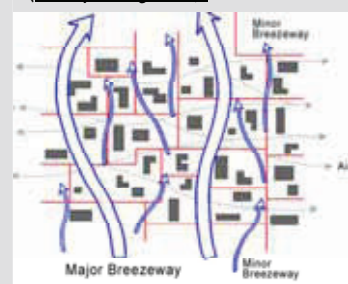
6.14 Additionally in the **Elder PI Zone** new development is expected to demonstrate how flexible, affordable facilities currently offered in New England House are provided for and opportunities for expansion considered.



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)

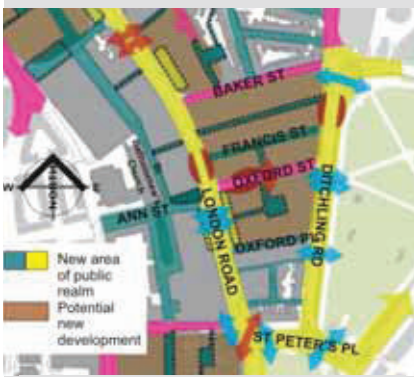


Large development sites facing narrow urban street canyon offer unique opportunities to address air quality issues. Building setback along prevailing wind direction (above) and disposition of amenity areas, buildings and minor roads connecting to major ones (below) can help wind flow and pollution dispersal.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



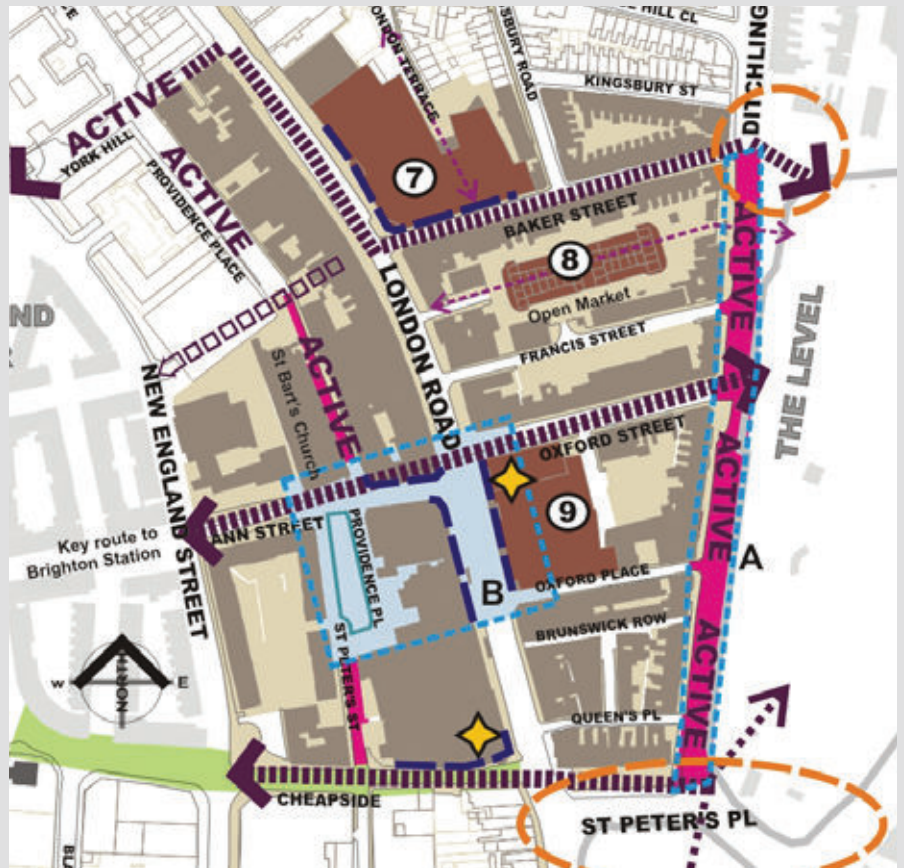


3-D model of the development area.





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)

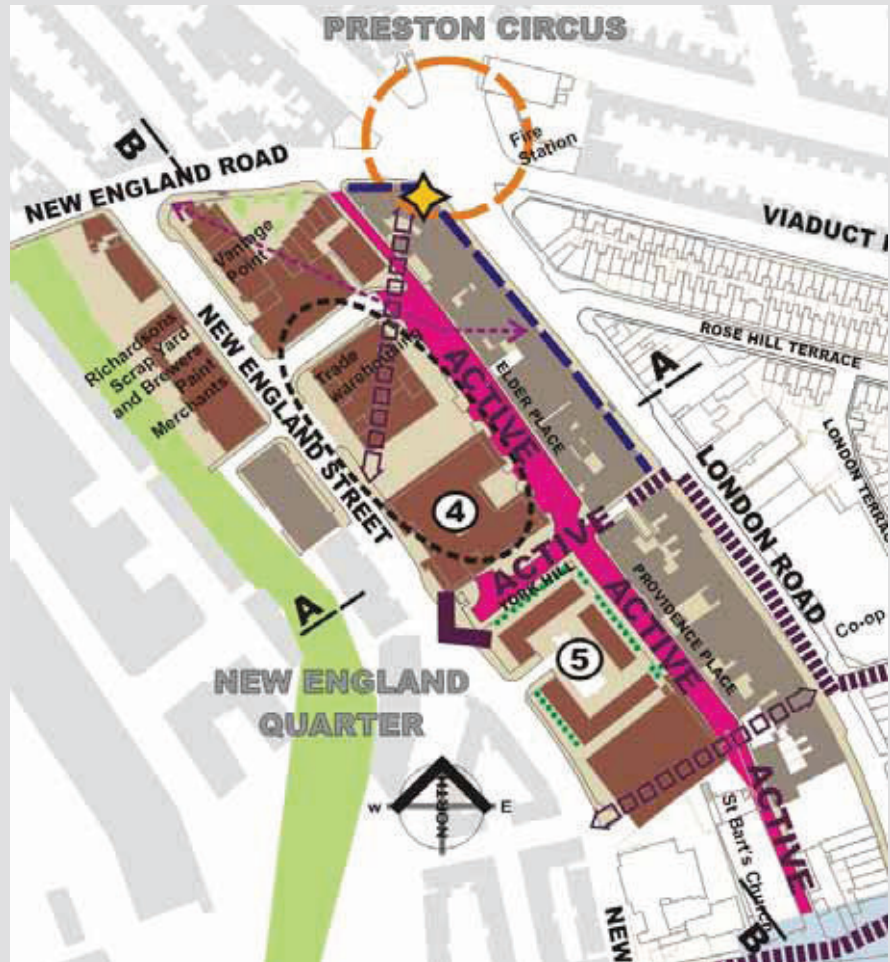
Height and massing

- 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


Brighton & Hove City Council's Local Development Framework

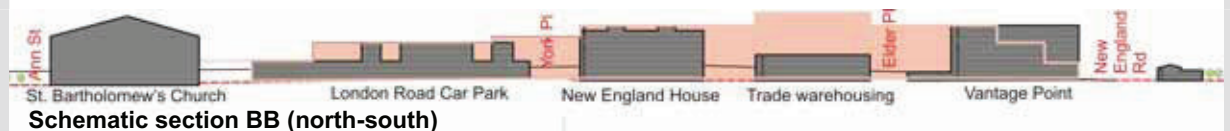
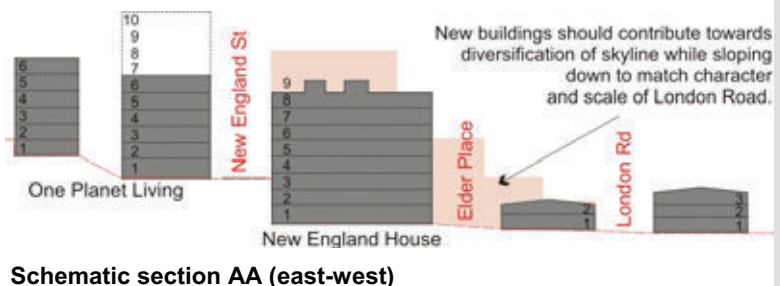
Urban design priorities

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

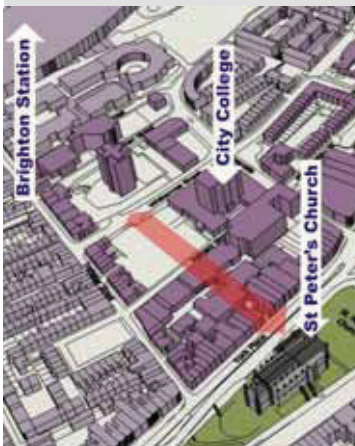
 Preferred location for tall buildings. These are expected to fall within the range an 8-15 storey 'Tall' building as set out in the in Tall Building Study and to form a distinct cluster. Height lines should slope down towards New England Rd and London Rd to match current height and scale of buildings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



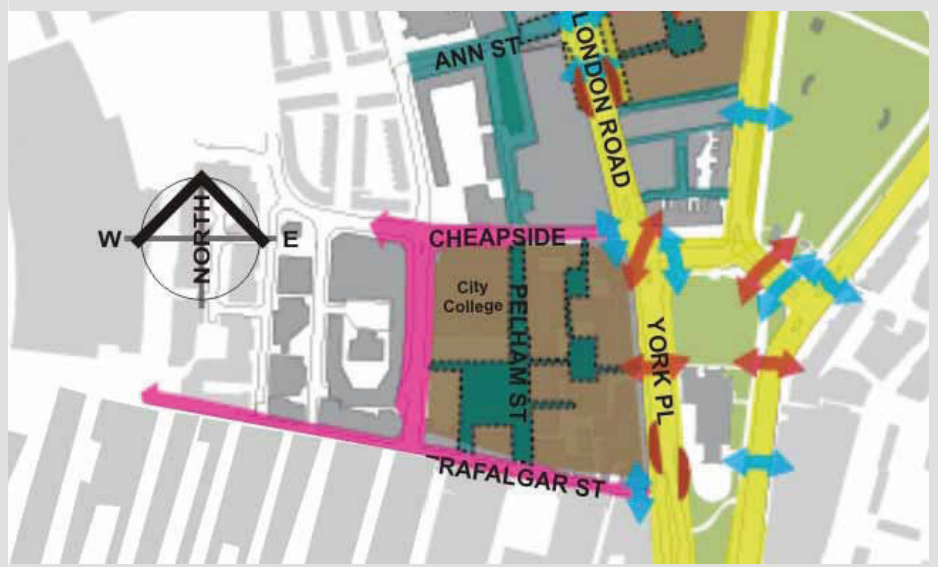
Urban design: Pelham St Development Zone



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).

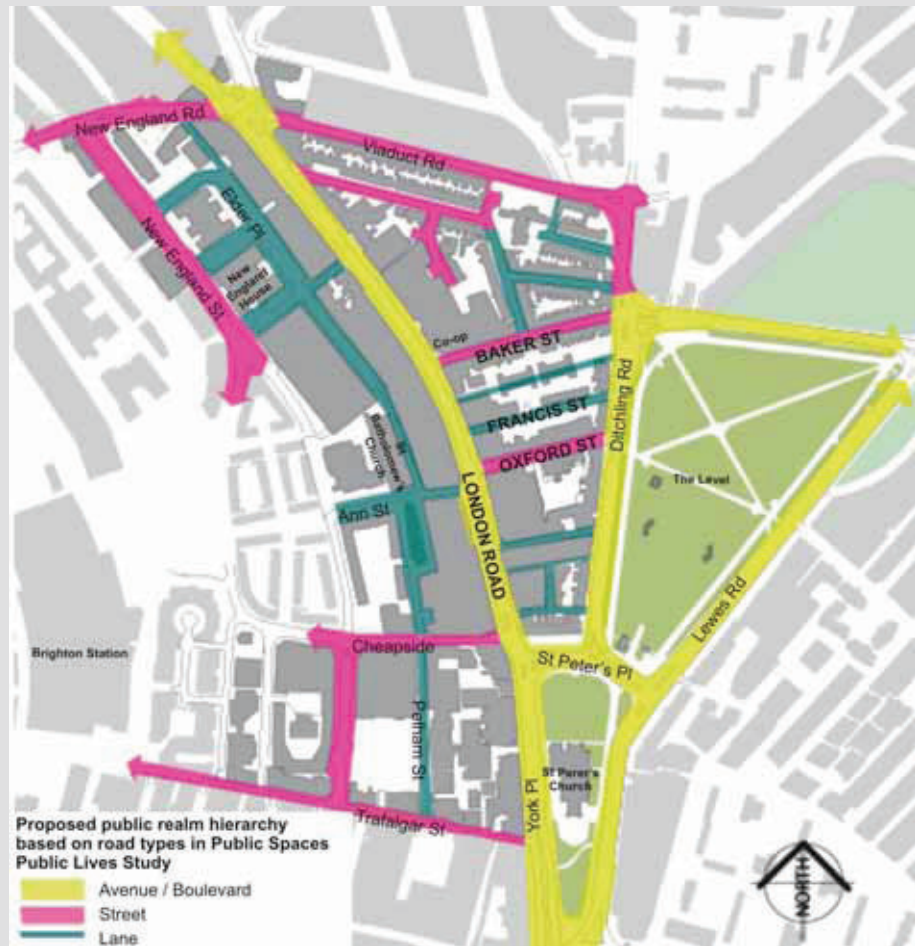


Baker St: Street category (proposed).



Queen's Pl: Lane category (proposed).

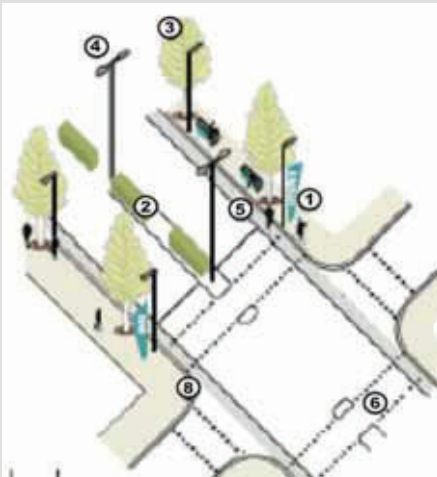
Public realm



- 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.

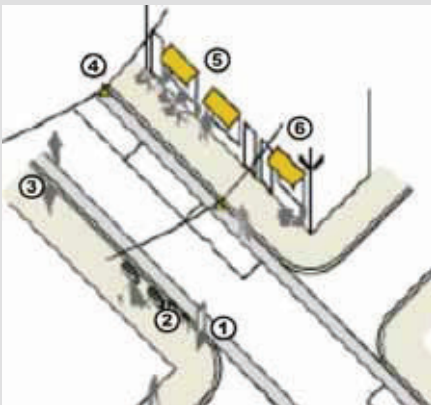
Public realm: illustrated design principles by road type

Avenue / Boulevard



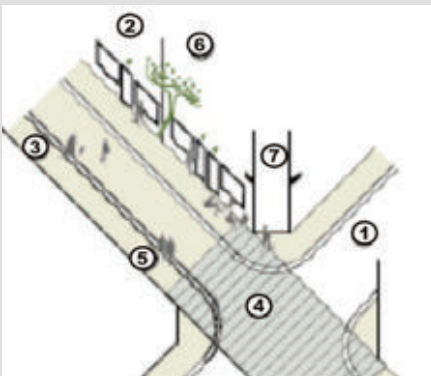
1. Provide welcoming signage on all arrival routes.
2. Signage should be developed in consultation with artists and graphic designers.
3. Consider using central reservations for lighting and planting to soften the wide street and provide a glare free, more pleasant environment.
4. Where deemed feasible 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.

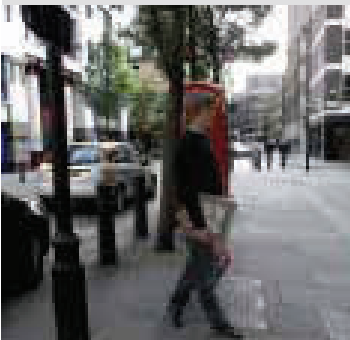
Lane



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.

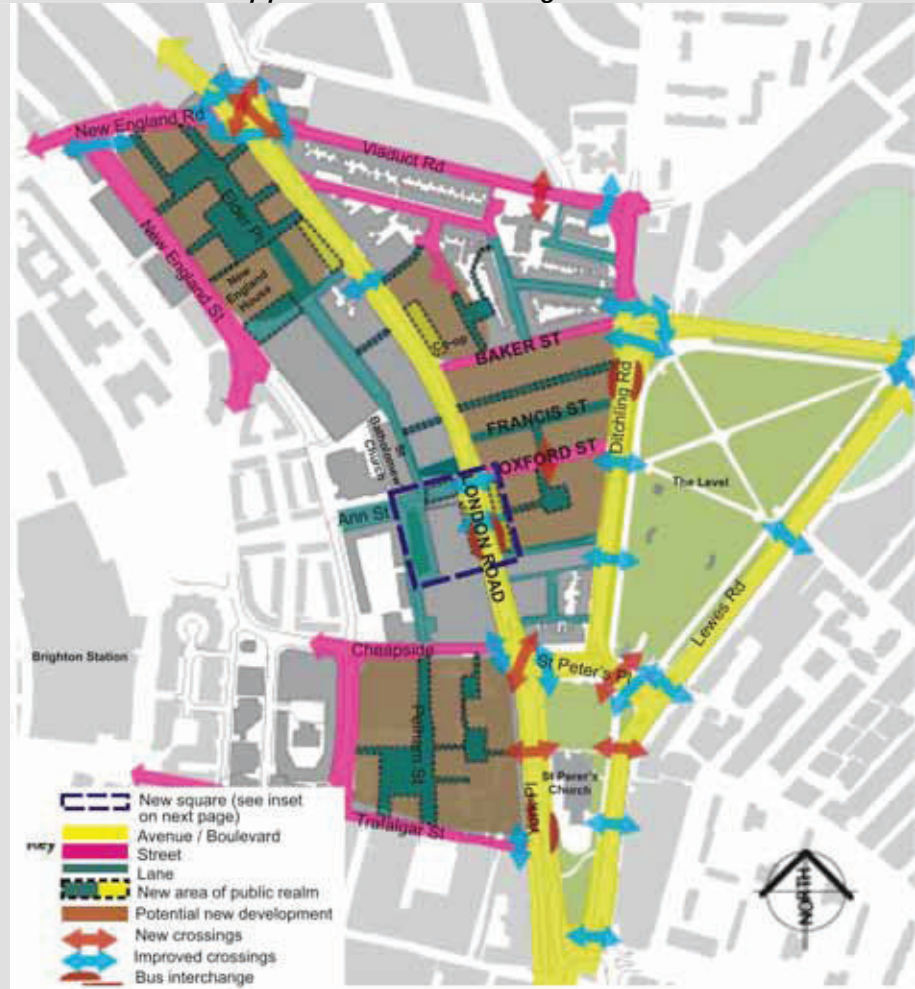


Provide signage to fit in with the city-wide legibility strategy



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

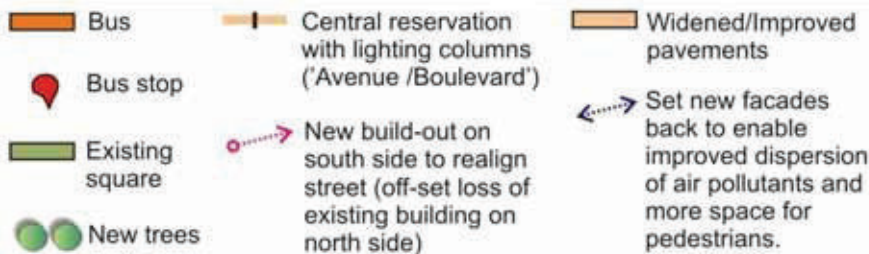
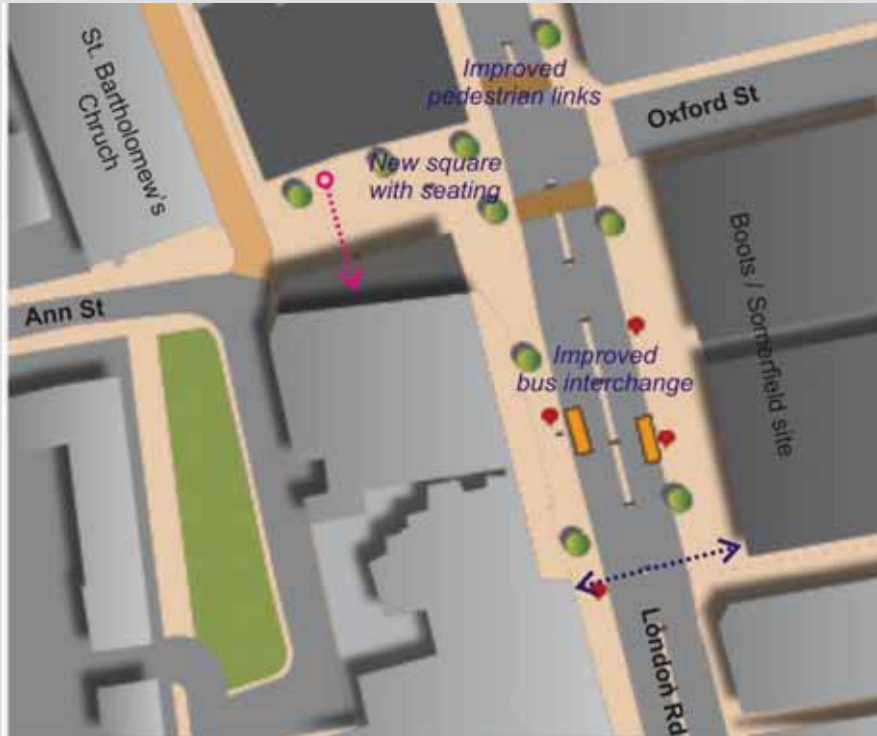
Public realm: opportunities for change



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;

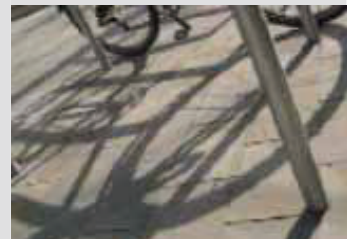
Public realm: schematic proposal for new central square



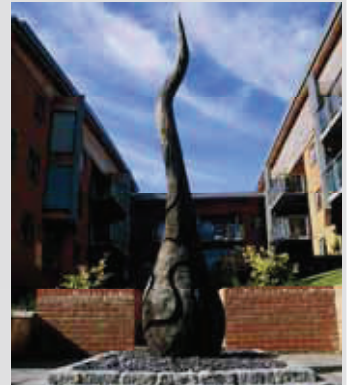
- ensuring that all streets and spaces are accessible and negotiable for all users;
- encouraging off-street rather than on-street parking;
- providing opportunities for sitting in the sun, or shade, and spaces for outdoor activities;
- using attractive, robust, high sustainability rating, minimal maintenance, 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.



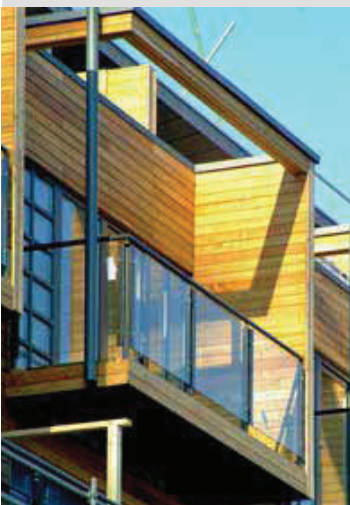
7.0 Sustainability



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.

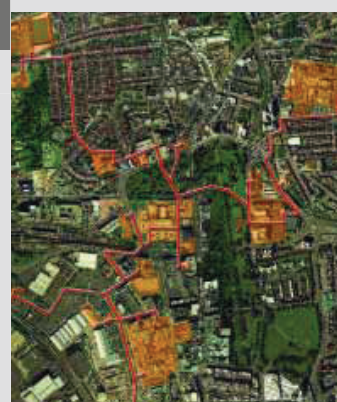
District heating and Energy Service Companies

- 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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