

Subject:	Medina House Planning Brief		
Date of Meeting:	19 September 2013		
Report of:	Geoff Raw, Executive Director for Environment, Development & Housing		
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Ward(s) affected:	Central Hove		

FOR GENERAL RELEASE

1. SUMMARY AND POLICY CONTEXT:

- 1.1 This report seeks formal approval for a planning brief that has been prepared for Medina House and its adjacent, associated plot on Hove seafront, in order to help guide future development proposals relating to the site.
- 1.2 The brief builds upon a previous draft approved for a public consultation exercise by a meeting of this committee in March 2013. The consultation process has now been completed and has informed the preparation of 'Medina House Planning Brief' attached as Appendix 1. A copy of the Consultation Summary is attached as Appendix 2.
- 1.3 The Brief was prepared in response to a petition to the council to set out its planning requirements for the site, following a number of earlier refusals of planning permission and related appeals that were dismissed by the Planning Inspectorate. Planning briefs are recognised as useful tools for improving the quality and the consistency of advice provided to developers, as well as enhancing the efficiency of the planning process and the quality of the built environment.

2. RECOMMENDATIONS:

- 2.1 That members of the Economic Development & Culture Committee note the results of the Consultation Report (Appendix 2) and approve the Medina House Planning Brief as a material planning consideration in the assessment of development proposals and planning applications relating to the site.

3. RELEVANT BACKGROUND INFORMATION/CHRONOLOGY OF KEY EVENTS:

- 3.1 Medina House is a locally listed building and heritage asset which forms part of a wider development site on Kings Esplanade within Cliftonville Conservation Area. Planning and conservation area consent applications to demolish Medina House and redevelop this site were refused by the council as Local Planning Authority in December 2010 (BH2009/03120 and BH2009/03105) and the subsequent appeals to the Planning Inspectorate were dismissed in November 2011.
- 3.2 Following a petition to the Planning Committee of 8 August 2012 that a planning brief be prepared to guide future development on the Medina House site, the petition was forwarded to the meeting of the Economic Development & Culture Committee on 20 September 2012, where the Chair confirmed the council's intention to prepare such a brief. Following this, a draft planning brief was taken to the Economic Development & Culture Committee of 7 March 2013 which agreed that this draft brief could be used as the basis of a public consultation exercise.
- 3.3 Public consultation was subsequently undertaken between 18 March - 30 April 2013. A number of minor revisions have been made to the brief in response to certain issues raised. These are shown in the tracked changes version of the brief (Appendix 1 of this report).
- 3.4 In order to ensure that the draft brief's requirements were financially viable the council commissioned Cluttons to undertake a viability assessment of the draft brief in January 2013. Following the consultation process the viability assessment was updated, refined and retested to take on board a number of concerns raised by the landowner of the site. The revised assessment concludes (as did the earlier assessment) that it should be possible to achieve a financially viable development that follows the planning guidance as set out in the brief.

4. COMMUNITY ENGAGEMENT AND CONSULTATION

- 4.1 Key stakeholders were notified of the brief's availability and invited to make comments. These included businesses and residents in the local area, other interested parties, statutory bodies, groups and societies. A meeting was held with the landowner, and public notices were displayed around the site, in line with Aim 2 of the Community Engagement Framework. The draft brief was displayed on the council's online consultation portal, along with images of the public exhibition panels. A public exhibition was held at Hove Town Hall between the days of 17 – 24 April 2013 (inclusive).
- 4.2 Comments and responses are analysed within the Medina House Consultation Report (Appendix 2).
- 4.3 In total, 42 external consultation responses to the draft planning brief were received:
 - 22 comments received online via the council's consultation portal;

- 9 submitted written comments on feedback forms provided at the public exhibitions;
- 9 comments via email or letter;
- 1 Stakeholder Representation (Landowner); and
- 1 Statutory Consultee Representation (English Heritage).

4.4 The results of the consultation demonstrated a very high level (76%) of support either for the retention and refurbishment of Medina House and/ or expressed agreement with the overall direction of the draft brief. English Heritage welcomed preparation of the brief and its support for the retention and reuse of Medina House.

5. FINANCIAL & OTHER IMPLICATIONS:

Financial Implications:

5.1 There are no direct financial implications arising from the recommendation in this report. The costs of the consultation have been met from revenue budgets.

Finance Officer Consulted: Jeff Coates Date: 08/08/13

Legal Implications:

5.2 Although the proposed brief does not have the status of a statutory planning document it will be a material planning consideration in the determination of any planning application for the Medina House site and will be accorded appropriate weight.

It is not considered that any adverse human rights implications arise from this report.

Lawyer Consulted: Hilary Woodward Date: 13 August 2013

Equalities Implications:

5.3 An Equalities Impact Assessment (EQIA) of the service provided by the Planning Projects team was undertaken in 2010. This included an assessment of good practice in relation to the preparation of Planning Briefs. Officers have followed this advice to ensure that the consultation on the brief is inclusive.

Sustainability Implications:

5.4 The retention and reuse of a locally listed but vacant heritage asset should potentially make a sustainable and positive contribution to the character of Kings Esplanade and Cliftonville Conservation Area.

Crime & Disorder Implications:

5.5 The brief advocates the retention and reuse of Medina House which will result in this previously squatted, vacant and boarded up site being brought back into

active use. The redevelopment of this important site should therefore help to deter future crime and disorder at this location.

Risk and Opportunity Management Implications:

- 5.6 There is a risk that planning briefs may advocate development options which are unviable to develop and thereby fail to meet the requirements of the National Planning Policy Framework. To mitigate this risk, the opportunities and principles of development contained within the planning brief have undergone independent viability testing by Cluttons.

Public Health Implications:

- 5.7 The Brief seeks that new residential units be built to lifetime home standards where appropriate.

Corporate / Citywide Implications:

- 5.8 The preferred option contained in the brief allows the reuse and retention of a locally listed heritage asset and seeks to enhance the site's positive contribution to the character of Cliftonville Conservation Area, as well as improving the wider seafront promenade.

6. EVALUATION OF ANY ALTERNATIVE OPTION(S):

- 6.1 An alternative option is to not produce a planning brief. This option has been discounted as the site has been the subject of a number of development proposals and planning applications over the last few years that have not received the support of the local planning authority.

7. REASONS FOR REPORT RECOMMENDATIONS

- 7.1 This brief is intended to provide clarity and guidance to developers concerning the appropriate scale, potential land use and other planning issues with regard to any future development proposals for the site in order to encourage and promote development proposals and planning applications that can receive the support of the local planning authority.

SUPPORTING DOCUMENTATION

Appendices:

- Appendix 1. Medina House Planning Brief
- Appendix 2. Medina House Consultation Report

Documents in Members' Rooms

None

Background Documents

1. Brighton & Hove Local Plan 2005
2. Proposed Submission City Plan Part 1 Feb 2013
3. National Planning Policy Framework 2012
4. Medina House Viability Assessment, Cluttons, Jan 2013 and update June 2013

