

Draft

Seafront Strategy



**Brighton & Hove
City Council**



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Vision

“To develop the unique character areas of the iconic Brighton & Hove Seafront to create attractive, sustainable, high quality environments for residents, businesses and visitors throughout the year”

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Introduction

The Seafront is of vital importance to the economy of the city as a focal point which attracts both residents and visitors in large numbers. The Seafront is a showcase for the city and plays a major role in attracting business visitors to conferences and events.

Although the United Kingdom is experiencing economic difficulties, it is positive that the Seafront is still attracting investment as demonstrated by the Brighton Bathing Pavilion proposal in Madeira Drive, the Brighton Wheel, and the progress made on the I360 project. Regular enquiries into development possibilities on the Seafront mean that it is important that there is clarity on the availability of such opportunities through an emerging Seafront Strategy. In addition, a Strategy would greatly assist when applying for external funding and the allocation of developer contributions.

The scope of the Strategy has been considered from two perspectives. First, the identification of over-arching themes for the Seafront that relate to the whole length of the coast from Hove Lagoon to Saltdean and south of the A259. Secondly, an assessment of the individual character areas that comprise the Seafront to identify potential opportunities for improvement while acknowledging the challenges each area presents.

In 1992 Brighton Borough Council and the South East English Tourist Board commissioned Conran Roche Planning and KPMG Peat Marwick to prepare a development strategy for the regeneration of Brighton Seafront.

The 20th anniversary of the “Seafront Development Initiative” provides an ideal opportunity to review the progress made on the initiative. The Initiative considered the “urban” stretch of Seafront from the Hove boundary to the edge of the Brighton Marina. However, the focus ended up primarily on the King’s Road Arches situated between the West Pier and Palace Pier as the area which suffered the most problems yet offered the most potential.

There is no doubt that the development of the Seafront between the piers has been an outstanding success. Representatives of other British seaside resorts are envious of what has been achieved, but it is essential that continuous

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improvement takes place to ensure the value of the Seafront is not only maintained but enhanced for the city.

An updated Seafront Strategy for the city of Brighton & Hove gives the chance to consider the wider 13km of seafront from Hove Lagoon to Saltdean. Therefore, the intention is to build upon the Seafront Development Initiative by identifying the scope for future areas of priority.

It is interesting to note the parallels today with 20 years ago particularly with regards to the financial climate with the consultants concluding that:

“The recession over the last two years has made developers and investors increasingly cautious about expansion. The Borough Council, faced with having to make expenditure cuts across all its services has also to face an acute shortage of financial resources. An extremely difficult funding environment currently prevails therefore”.

Within this overall context of the financial climate, it is clear that realistic priorities are essential in order that positive progress can continue to be made. These priorities have been formulated by a review of the Seafront in relation to overarching themes and individual character areas, which have informed the vision and will form the basis (after consultation) of a Strategy for the Seafront.

In 1992 the vision for the Seafront was identified as:

“The Seafront – the meeting place of resident and visitor, recreation and business, Town and Sea”

The Seafront Development Initiative has been very successful in achieving this ‘meeting place’ between the Piers and therefore a review of the whole seafront can identify whether this vision can be extended from Hove Lagoon to Saltdean, gives the potential for an extended vision as follows:

“To develop the unique character areas of the iconic Brighton & Hove Seafront to create attractive, sustainable, high quality environments for residents, businesses and visitors throughout the year”

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As the Seafront is an integral part of the city, the emerging Seafront Strategy needs to be linked with other policy documents and initiatives that have a city-wide impact including the following priorities from the council's Corporate Plan:

- Creating a more sustainable city
- Engaging people who live and work in the city
- Tackling inequality

In relation to “creating a more sustainable city”, the ten One Planet Principles will act as a framework to work towards for sustainable development and a sustainable economy for the Seafront. The principles are as follows:

- Zero Carbon
- Zero waste
- Sustainable transport
- Sustainable materials
- Local and sustainable food
- Sustainable water
- Land use and wildlife
- Culture and economy
- Equity and local economy
- Health and happiness

This emerging draft Seafront Strategy introduces the over-arching themes together with objectives and includes some interesting facts which put into context the scale of the Seafront. The proposed themes and objectives will form an important element in subsequent rounds of consultation designed to further refine the content of the Seafront Strategy.

Appendix 1 of the draft Strategy contains a series of maps of the proposed Character Areas with potential development and improvement opportunities highlighted. Appendix 2 sets out the national, regional and local planning policy framework for the regeneration of the Seafront, including some of the policy constraints to development. It is essential that any proposed developments and improvements are consistent with planning policies in order that they are sympathetic to the rich heritage of the Seafront which is predominantly a conservation area.

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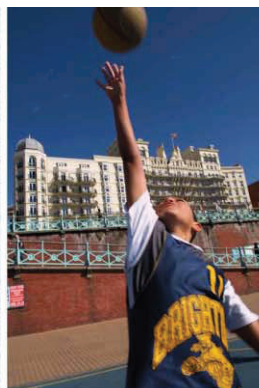
Seafront Theme - Active Seafront

The Seafront can be viewed as the largest outdoor recreation space in the city. There are positive benefits to the physical and mental health of the local population from regular participation in sport, physical activity and cultural events on the Seafront.

The opportunities to be physically active on the Seafront are abundant with a combination of informal casual activities eg walking, jogging, swimming, and more formal structured club and facility based activities Brighton Sailing Club, Yellowwave Beach Sports Centre and Hove Lagoon Watersports Centre. This is a theme that has been developed with the extension of the cycle lane along Madeira Drive and the undercliff from the Marina to Rottingdean now being a very popular route for both walkers and cyclists.

The King Alfred Leisure Centre is the city's largest indoor sports facility and is also located on the Seafront. The Centre is in need of replacement in order to provide a facility to a modern day standard to meet local demand. The development of further opportunities for physical activity is becoming even more important with the growing negative impact of increasing obesity levels. In addition, the mental health benefits of a relaxing stroll with plenty of opportunities to sit and enjoy the surroundings should not also be under-estimated.

The Seafront is a location for world class art, photography exhibitions and events which all provide areas of interest to draw people to the area. In particular, Madeira Drive comes alive with the Outdoor Events Programme of sporting, heritage and cultural events which draw thousands of people and creates a focus for the area to become active.



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Objectives

- To identify new sport and recreational facilities for people to be physically active on the Seafront to improve health and well-being.
- To attract new events to the Seafront to promote participation in sport, recreation and cultural activities.
- To identify new cultural attractions on the Seafront to encourage more people to visit the area.
- To support the location of the Seafront as a base for sports clubs.
- To encourage participation in active recreation through the provision of improved recreational trails.



Did you know?

- There are over 40 sporting and recreational events being held on the Seafront in 2012 which encourage people to be physically active.
- There are 12 sports clubs already located on the Seafront
- The Seafront has 2 items of sculpture that are by internationally renowned artists including the Afloat pictured above by Hamish Black.
- There are 21 cultural events being held on the Seafront during 2012.

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Seafront Theme - Seafront Management

The council's Seafront Operations Team patrols the 13km of the Seafront from Hove Lagoon to Saltdean. While there is a small core team on duty throughout the year, this is extended in the summer season with the team of beach lifeguards and the opening of the Hove Seafront Office.

The importance of the role of the Seafront Team should not be under-estimated with key tasks including:

- Beach and water safety
- Enforcement of Seafront bye-laws
- Liaison with seafront businesses
- Incident management in conjunction with emergency services
- Promoting a positive image of the council to seafront visitors and residents
- Co-ordination of reactive maintenance works

There are also key roles undertaken by City Clean / City Parks in respect of waste collection including recycling, grounds maintenance and provision of toilets which have a combined cost of approximately £1.2 million per annum. The collection of waste in an area which sees such a dramatic influx of users (in particular the beach) is important to ensure the positive image of the Seafront. Grounds maintenance of the lawns and recreational areas such as those in Hove is undertaken by City Parks which are well used areas for informal leisure activities.



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Objectives

- To ensure that a safe environment is provided along the whole length of the Seafront including for water borne activities.
- To ensure that a clean environment is provided to reflect the Seafront as the city's shop window with a review of the waste management operation.
- To ensure suitable quantity and quality of toilet facilities along the Seafront.
- To ensure that a safe and secure Seafront is provided in conjunction with the Police service e.g. improved CCTV, bye-law implementation.
- To consider ways of improving the culture of behaviour of Seafront users e.g. messaging / signage



Did you know?

- The Seafront Operational Team and Beach Cleansing Operatives are on duty every day of the year from 6 am including Christmas Day.
- Approximately 23 tonnes of refuse is collected on the most busy summer days (equivalent to 2.5 refuse vehicles).
- The Seafront has currently has 2 International Blue Flags and 3 National Quality Coast Awards.
- In 2011 the Seafront Operational Team attended 179 first aid incidents and gave safety advice to the public on 8309 occasions.

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Seafront Theme - Tourism Development

The Seafront is the main tourist attraction for the city with the sea, beach and iconic attractions all providing a huge draw to the majority of the 8 million visitors each year.

An estimated quarter of a million visitors are attracted to the area between the piers on a sunny summer weekend. The importance of the Seafront is all too apparent to the city's tourism economy which contributes an estimated £732 million to the city's economy each year and sustains 17,500 jobs (13,000 FTEs).

However, the potential to broaden and enhance the main draw of the tourism appeal both spatially (wider than the prime location between the piers) and in time (with an extended all year round season) are both key to retaining and developing the importance of the Seafront.

Brighton & Hove has a prime advantage in being within an easy travel distance of a large population area including London. However, more and more towns and cities are developing tourist attractions and therefore to sustain the tourism offer of the city, the Seafront needs to be continually developing rather than just maintained to the current standard.

One way in which to promote the Seafront and the city is to attract filming. At present filming does take place on an occasional basis, but a proactive approach to attracting film companies to use the Seafront would more effectively exploit this potential opportunity to generate publicity and obtain income.



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Objectives

- To develop further the areas of attraction for tourists wider than the prime tourist destination between the piers. A prime focus being Madeira Drive including the Black Rock site as a link all the way to the Marina.
- To extend the tourist season so that the city is an all year round tourist destination by developing activities e.g. events, as well as year round attractions.
- To refresh the existing tourist offer e.g. improve Volk's Railway as well as capitalise on new opportunities e.g. eco-tourism.
- To increase the number of nights that tourists stay in the city.
- To proactively seek filming on the Seafront to promote the city.
- To continue to grow the number of visitors arriving by public transport (currently 55%) and to ensure parking for both coaches and cars is easy to locate and of high quality.



Did you know?

- Of the 8.5 million visitors an estimated 20 % come from overseas.
- Of UK visitors, 20% come from London.
- Staying visitors spent 4.5 million nights in the city in 2011.
- Around 14% of all employee jobs in the city are in tourism-related sectors.

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Seafront Theme – Seafront Economy - Property Management

The council owns a considerable Seafront Property Portfolio ranging from beach chalets and seafront arches to nightclubs and restaurants. The way this Portfolio is managed (i.e. the nature of the uses of these properties) has a fundamental impact on the character of the Seafront.

Support and encouragement is given to small independent businesses to grow on the Seafront. e.g. artists arches which contribute so much to the vibrancy of the area.

The management of these properties is in conjunction with the Seafront Operational Team, in order to create a synergy between the day to day operation of the businesses and the on-going operation of the wider Seafront.

The diversity of the Seafront is reflected in the wide range of property uses and it is important that those uses are complementary to the character of the area of the Seafront in which they are located. This is the key driver of the identification of the Character Areas that are attached in appendix 1.

The Seafront Property Portfolio generates a significant income to the council (over £1.2 million pounds per annum) and consideration could be given to allocating that income to the maintenance of the Seafront.



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Objectives

- To attract a diverse mix of independent businesses to achieve a unique vibrant Seafront.
- To identify Character Areas all along the Seafront in order that the prime nature of use is clear for each area and compatible attractions / businesses provided.
- To manage the council's Seafront Property Portfolio to achieve income generation from commercial properties on an individual basis relative to the location, commercial value, community benefit and nature of use of each property.
- To attract businesses that are open all year to reduce seasonality and consider the suitability and role of markets on the Seafront.
- To encourage innovative attractions to ensure the Seafront offer continues to be vibrant and seek improvements to existing businesses e.g. wi-fi.
- To discourage mobile trading to ensure that existing tenants are not adversely affected.



Did you know?

- The council owns over 200 properties along the Seafront from beach chalets and artists arches to nightclubs.
- The Beach Huts are owned by individuals who pay to the council a ground rent. Beach Chalets are owned by the council and individuals pay an annual fee.
- There are 28 different artist workshops who are required to sell products made on the premises to support the development of local artists.
- The Carousel on the Seafront is 124 years old having been constructed back in 1888.



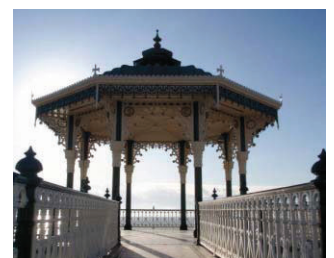
Seafront Theme - Seafront Architecture and Coastal Protection

The condition and quality of the Seafront can create a lasting impression and significantly influence people's views about the city. Maintaining the infrastructure of the Seafront including railings, shelters, benches and lighting is a massive challenge. In addition, there is the structural and load-bearing infrastructure, such as the Kings Road Arches, the Marine Parade Retaining Wall and the Madeira Drive Structures which support the main A259 road and the Terraces. A comprehensive on-going maintenance programme is essential to ensure a quality environment is provided resulting in a positive image for the Seafront.

The combination of the harsh corrosive seafront environment together with heritage requirements makes the challenge to resource an on-going maintenance programme extremely difficult. Various community initiatives have been utilised to undertake some maintenance work and the assistance is greatly appreciated. However, due to the difficult access to many areas such initiatives can only provide limited support.

Coastal protection is also a key issue that forms part of the overall maintenance of the Seafront. As sea levels are predicted to rise it will become even more critical to ensure that sea defences and all new developments are designed and built to prevent or avoid the impacts of flooding. The coast and sea in Brighton & Hove is included in the Biosphere Reserve bid, and includes a national geological Site of Special Scientific Interest (SSSI) in the cliffs east of Brighton Marina

Without a fully funded on-going maintenance programme buildings can fall into disrepair with a full scale restoration project then being required. For example, the restoration of the Western Bandstand cost in the region of £1 million.



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Objectives

- To identify and prioritise the long-term maintenance needs of the Seafront.
- To secure adequate planned and reactive maintenance budgets for the foreseeable future.
- To seek sources of external funding to improve the Seafront.
- To ensure that coastal protection measures are planned to meet future requirements.
- To ensure the implementation of capital restoration projects.
- To identify opportunities to improve lighting and CCTV on the Seafront.



Did you know?

- The cost to paint the Seafront railings is approximately £500,000 which should ideally be undertaken every two years.
- There are 9.5Km of Seafront railings in Brighton & Hove including the Madeira Terraces.
- A single white shelter on the Seafront can cost between £10,000 to repair and £35,000 for a full restoration.
- To paint the 7.5Km of railings in Brighton takes 2500 litres of paint.



Seafront Theme - Regeneration Projects

While the maintenance of the existing heritage of the Seafront contributes greatly to its character, it is vital to the continuing success of the Seafront and the city as a whole, that new developments take place. Delivering some of these in a difficult financial climate remains a challenge for the council, particularly if it is to continue to make sure that proposals from developers at sites such as Black Rock and the King Alfred will deliver significant benefits to the community as well as making financial sense.

Black Rock Site

This site offers much potential for developers and could help to make an important link for the Marina to the city. However, the location also has constraints which require a creative approach from developers seeking to make use of it. The location below the cliff requires low scale development. It also requires good transport links and the rapid transport route will need to be retained to offer sustainable transport direct to the site. There are important heritage and conservation issues to address.

King Alfred Site

The site occupies an outstanding seafront location in Hove and is suitable for a major mixed-use development a means of replacing the sports centre. The provision of new sports facilities instead of the current King Alfred Leisure Centre remains the council's aspiration. Given the obvious potential development value afforded by the site's seafront location, emerging planning policy provides a continued basis for residential development as part of a mixed use development of the site.

Brighton i360

Planning permission has been granted to build an observation spire together with heritage centre and retail units. This project will make a significant contribution to sustaining the economy of seafront by creating a new and exciting destination at the site of the old West Pier and is due to be completed in Spring 2015.

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Objectives

- To make best use of the remaining seafront development sites and ensure they deliver balanced high quality development which meets the needs and aspirations of the City.
- To ensure that the development of council sites located on the Seafront are complementary to the character areas of the Seafront and the Vision of the Seafront Strategy.
- To use these significant sites to deliver jobs to meet the needs of the City Skills and Employment Plan.
- To make best use of existing transport infrastructure while ensuring that the developments deliver new solutions for additional demand.

Did you know?

- The i360 will be 175m tall which is higher than the Spinnaker (170m) and the London Eye (135m).
- Sir Alec Guinness and Jon Pertwee were based at HMS King Alfred during the second world war as naval officer trainees.
- The Brighton Marina at the time of construction was considered to be the largest Marina in Europe with over 2000 berths and needed an Act of Parliament to go ahead.





Seafront Theme - Connectivity

While the Seafront is a classic linear recreation destination that draws people and activities to it especially in the summer, it is also an important corridor for people travelling along the coast, either within the city or through it.

The transport network therefore has to accommodate a number of needs and demands throughout the year that vary in terms of their impact on the city as a whole or a more localised area. These include :

- Daytime and night-time use / weekends and weekdays
- Seasonal attractions / events / leisure and business
- Potential conflicts between people and vehicles
- Connecting the city centre and local residential areas across the A259
- Linking the upper and lower promenades

Connecting the busy city centre area with the Seafront in a way that is safe, convenient, direct and easy to navigate is key to making the Seafront as accessible for everyone as possible. Direct access onto the Seafront has to cross the very busy, A259 dual carriageway. This is made possible by subways (West Street and the Regency Square Car Park), and a significant number controlled pedestrian crossings, and refuges/islands, at road level.

Linking the Seafront with other key central destinations and attractions as well as the road, rail and bus networks is also important. Measures are already being planned to improve arrival points in the city centre, such as the Brighton Station Gateway Project, as well as identifying opportunities to link other stations with the coastal strip, such as those stations near to the Shoreham Harbour Regeneration area.

The importance of physical activity by walking and cycling as a means of moving along the Seafront has already been highlighted. The heritage of the Seafront also plays an important role in attracting people and providing access, with the Volk's Railway travelling from the Aquarium to Black Rock and the Madeira Lift enabling access from Marine Parade to Madeira Drive.

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There are a number of existing bus services along the Seafront that are successful and well-used, although they are not fully integrated and do not run along the entire length of the coast road. Previous attempts to secure funding for a high frequency, limited stop Seafront (east-west) bus service to link key development sites such as the Brighton Centre/Churchill Square, i360 and King Alfred were unsuccessful owing to lack of government funding, despite being recognised as a priority scheme in the south-east region.

Objectives

- To improve the accessibility both along and to the Seafront.
- To support the strategic objectives of the Local Transport Plan including:
 - To enable greater access to a wide range of goods, services, and places, including the city's natural environment.
 - To encourage and enable greater levels of active and healthy travel, such as cycling and walking, especially for shorter journeys.
 - To improve access to job opportunities, shopping areas and cultural and visitor attractions.
- To improve the “pinch-points” on the Seafront where pedestrians, cycles and cars interact.
- To review the Legibility Report ie signage/access routes in relation to the Seafront to improve the connectivity of the Seafront.

Did you know?

- The roundabout by the Aquarium was the first in the United Kingdom.
- Madeira Drive was first developed as a motor racing track.
- Major access points to the Seafront for tourists used to be by ships mooring at the piers.
- The Seafront cycle lane is used approximately 3000 times per day.



Next Steps

Subject to the approval of this draft Seafront Strategy by the Culture & Economic Development Committee of the city council, a consultation exercise will be undertaken over the winter of 2012/13.

The consultation exercise will enable a wide range of stakeholders with interest in the Seafront to give their views on the future of this important area including:

- Ward members whose wards include the Seafront.
- Public Consultation.
- Stakeholders external to the council such as city wide partnerships, seafront businesses including the operators of the main attractions along the Seafront, and voluntary organisations e.g. sports clubs based on the Seafront.
- External agencies such as Southern Water whose operation directly impacts on the Seafront.

The views received during the consultation will then be used to inform a final version of the Seafront Strategy for consideration by the Policy & Resources Committee in spring 2013.

The draft questions that follow have been drawn from the themes that have been identified previously in this draft Strategy. They are intended to give an indication of the nature of the consultation that is proposed.



Draft Consultation Questions

What do you think of the Vision?

What are the key issues on the seafront for being active?

What is missing and what is needed?

Which areas present the best opportunity for being active and why?

What do you think of the key services on the seafront?

- Toilets?
- Waste?
- Safety?

What changes would you like to see?

How safe do you feel on the seafront? Which areas feel most safe?
Which areas require a greater focus?

What do you think of lighting on the seafront?

What role do or could markets have on the seafront?

What attractions would support seafront regeneration?

How do we improve the seafront for visitors?

How do we improve the seafront for residents?

How do we increase the benefits of visitors to the City?

What are the priorities in terms of maintenance?

How can we reduce the impact of vandalism?

How can we improve connectivity between the city and the seafront? Where on the seafront is this most important?

What else should we be considering in reviewing the seafront strategy?

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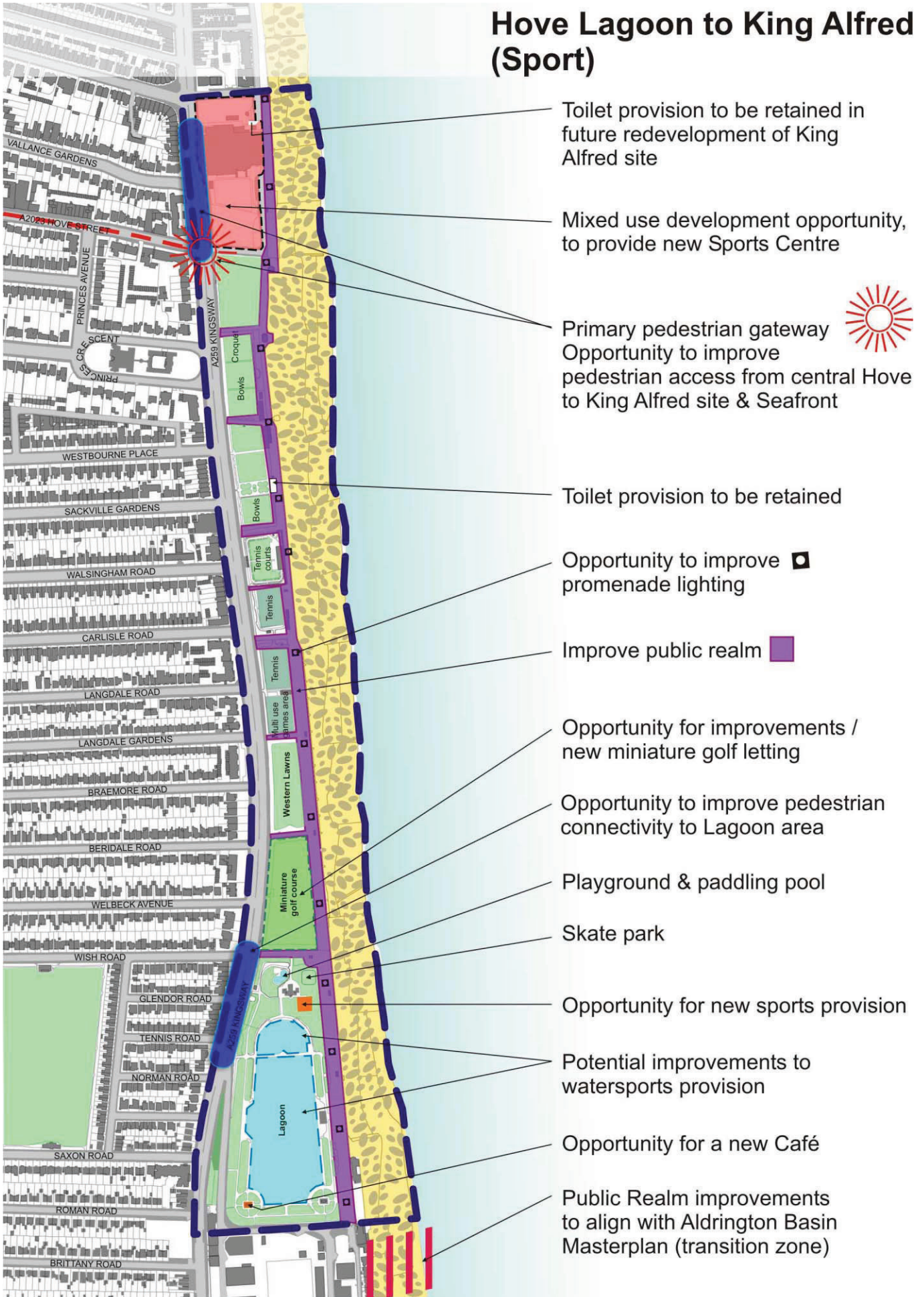
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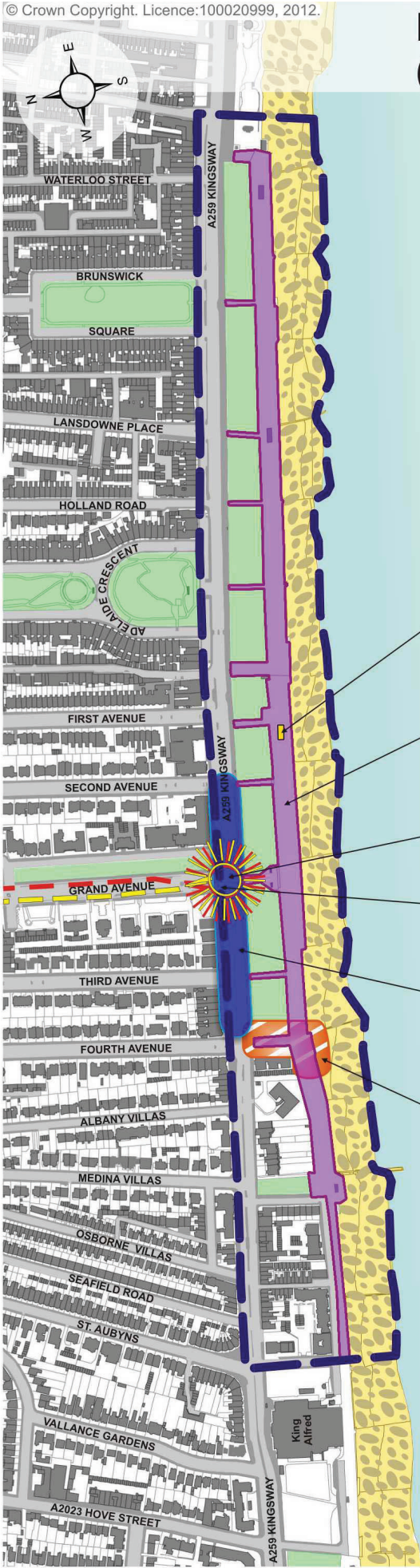


Appendix 1 Seafront Character Areas

Hove Lagoon to King Alfred (Sport)



King Alfred to Peace Statue (Informal recreation / outdoor events)



Opportunity for improvements to toilet provision

Potential opportunity for improved Public Realm

Primary transport route

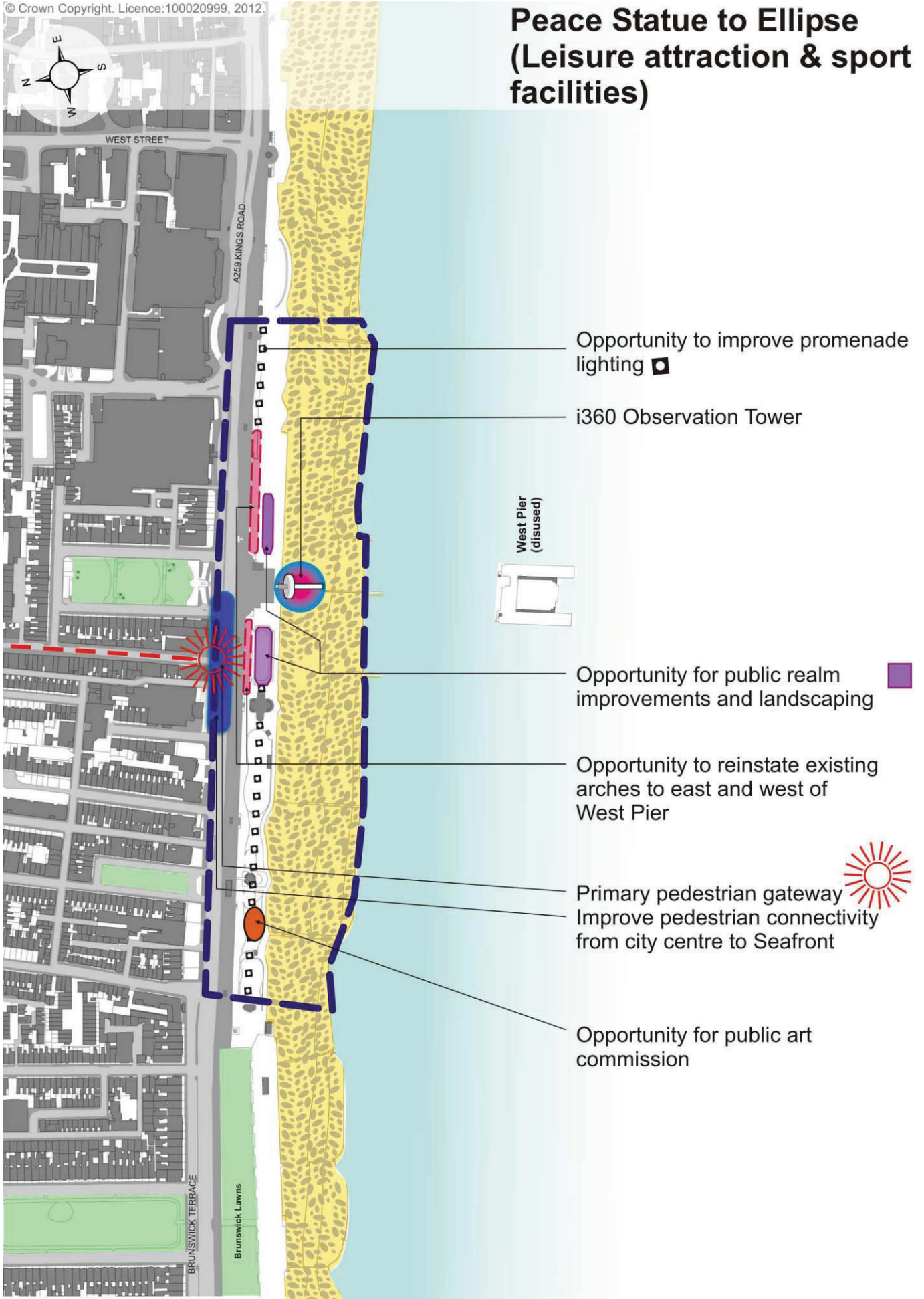
Primary pedestrian gateway

Improve pedestrian connectivity to Seafront

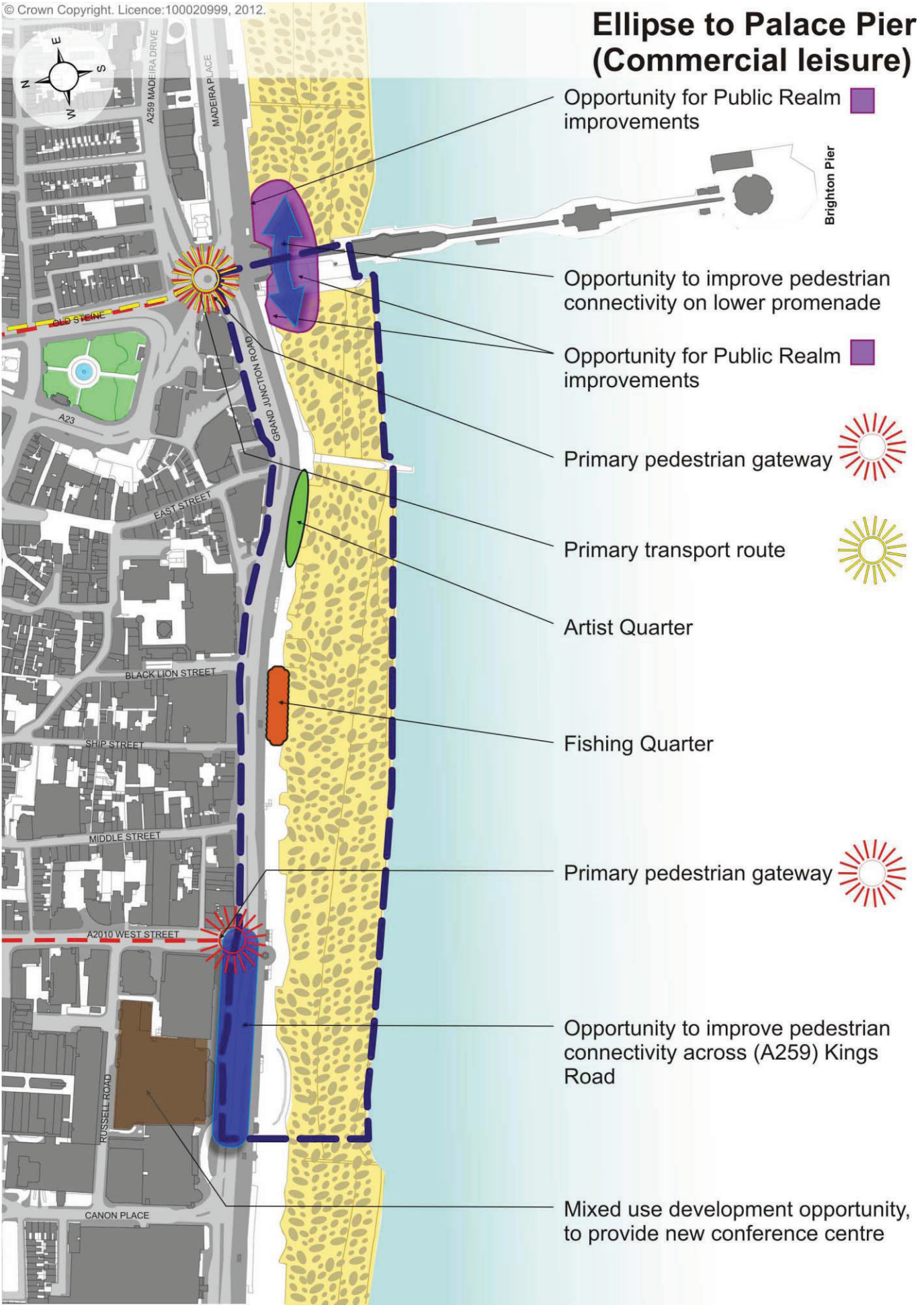
Opportunity for improvements to cycle route & cycle infrastructure

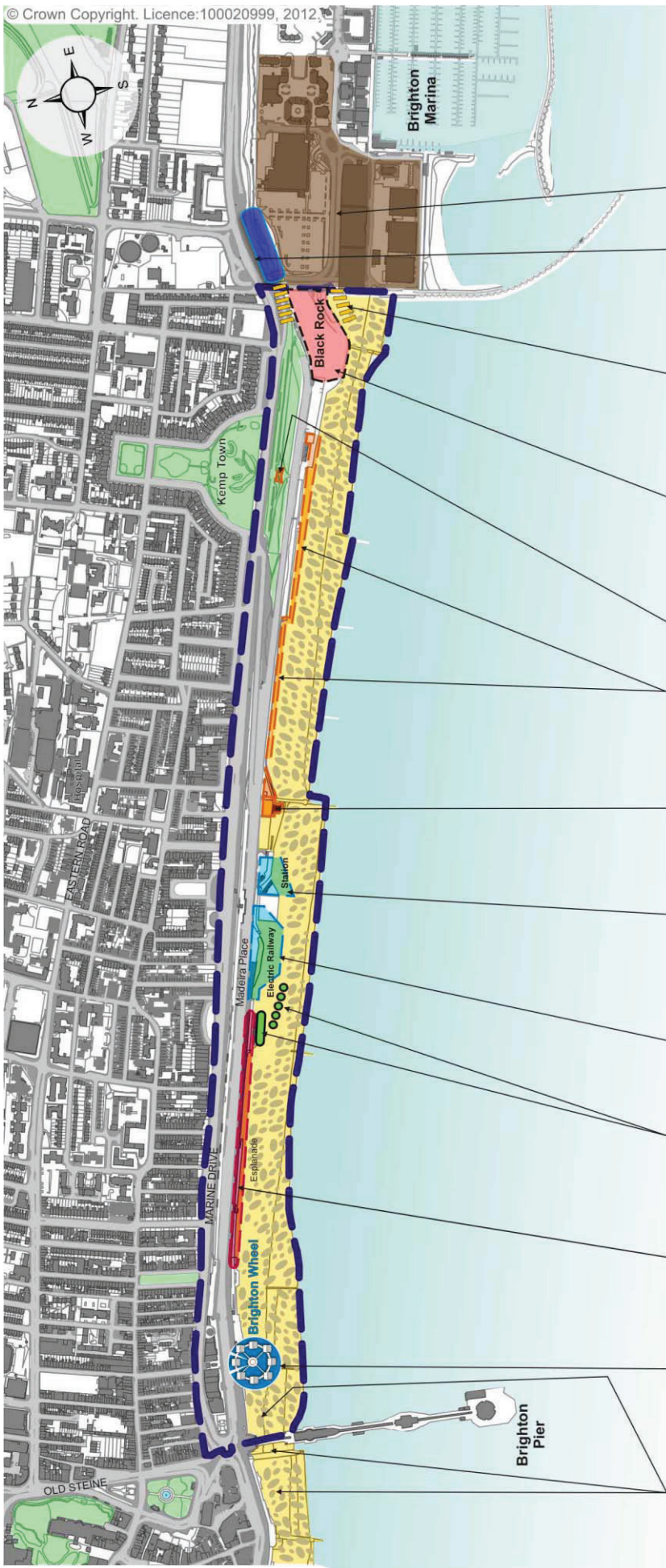


Peace Statue to Ellipse (Leisure attraction & sport facilities)



Ellipse to Palace Pier (Commercial leisure)

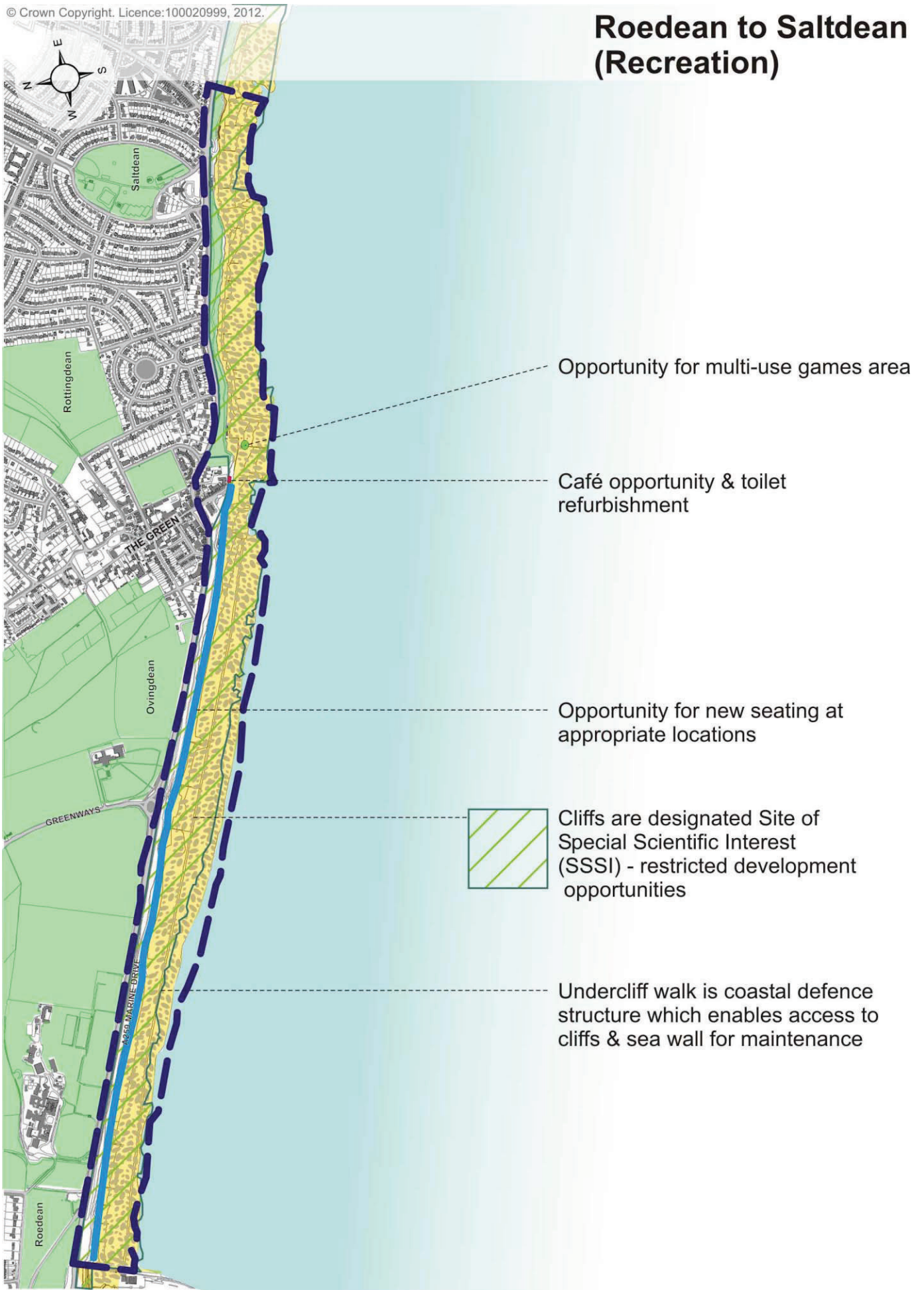




Palace Pier to Brighton Marina (Family leisure attractions & facilities)

- Mixed use development opportunity
- Potential to improve pedestrian connectivity to undercliff walk & Black Rock (behind ASDA)
- Potential to create a vehicular/ pedestrian knock through to improve connectivity
- Opportunity for leisure & recreation development
- Opportunity for new use
- Potential for improvements to public realm & connectivity to Black Rock
- Opportunity to improve Volks Railway visitor attraction
- Opportunity to realign Volks Railway line to enhance development potential
- Opportunity for leisure use development
- Potential to review location and appearance of boat lockers & chalets
- Potential for exhibitions & public art
- Potential for leisure use beyond the period of the existing planning permission
- Opportunity for Public Realm improvements

Roedean to Saltdean (Recreation)



Appendix 2 – National, Regional & Local Planning Context

This section provides a brief outline of the national, regional and local policy framework that will inform the preparation of the Seafront Strategy.

National Planning Policy Framework (NPPF)

The NPPF, published in March 2012, sets out the Government's planning policies for England and how these are expected to be applied. The framework requires each authority to work together with local communities to produce local and neighbourhood plans that reflect the needs of local communities.

The most prominent objective in the NPPF is for local authorities to positively plan for and support sustainable growth in all three aspects of the physical, economic and social environment, which it acknowledges is mutually dependent. The following NPPF principles and objectives are crucial elements in the effective delivery of the Seafront Strategy:

Achieving Sustainable Development

Para 7 - There are three dimensions to sustainable development: economic, social and environmental. These dimensions give rise to the need for the planning system to perform a number of roles:

- an economic role – contributing to building a strong, responsive and competitive economy, by ensuring that sufficient land of the right type is available in the right places and at the right time to support growth and innovation; and by identifying and coordinating development requirements, including the provision of infrastructure;
- a social role – supporting strong, vibrant and healthy communities, by providing the supply of housing required to meet the needs of present and future generations; and by creating a high quality built environment, with accessible local services that reflect the community's needs and support its health, social and cultural well-being; and
- an environmental role – contributing to protecting and enhancing our natural, built and historic environment; and, as part of this, helping to improve biodiversity, use natural resources prudently, minimise waste and pollution, and mitigate and adapt to climate change including moving to a low carbon economy.

11. Conserving and enhancing the natural environment

Para 109 - The planning system should contribute to and enhance the natural and local environment by:

- protecting and enhancing valued landscapes, geological conservation interests and soils.
- recognising the wider benefits of ecosystem services.

- minimising impacts on biodiversity and providing net gains in biodiversity where possible, contributing to the Government's commitment to halt the overall decline in biodiversity, including by establishing coherent ecological networks that are more resilient to current and future pressures.

12. Conserving and enhancing the historic environment

Local planning authorities should establish a positive strategy for the conservation and enjoyment of the historic environment, including heritage assets most at risk through neglect, decay or other threats. In doing so, they should recognise that heritage assets are an irreplaceable resource and conserve them in a manner appropriate to their significance. In developing this strategy, local planning authorities should take into account:

- the desirability of sustaining and enhancing the significance of heritage assets and putting them to viable uses consistent with their conservation;
- the wider social, cultural, economic and environmental benefits that conservation of the historic environment can bring;
- the desirability of new development making a positive contribution to local character and distinctiveness; and
- opportunities to draw on the contribution made by the historic environment to the character of a place.

Promoting healthy communities

Para 72 - Access to high quality open spaces and opportunities for sport and recreation can make an important contribution to the health and well-being of communities. Planning policies should be based on robust and up-to-date assessments of the needs for open space, sports and recreation facilities and opportunities for new provision.

10. Meeting the challenge of climate change, flooding and coastal change

Para 99 - Local Plans should take account of climate change over the longer term, including factors such as flood risk, coastal change, water supply and changes to biodiversity and landscape. New development should be planned to avoid increased vulnerability to the range of impacts arising from climate change.

Para 100 - Inappropriate development in areas at risk of flooding should be avoided by directing development away from areas at highest risk, but where development is necessary, making it safe without increasing flood risk elsewhere.

Para 106 - Local planning authorities should reduce risk from coastal change by avoiding inappropriate development in vulnerable areas or adding to the impacts of physical changes to the coast. They should identify as a Coastal Change Management Area any area likely to be affected by physical changes to the coast, and:

- be clear as to what development will be appropriate in such areas and in

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- what circumstances; and
- make provision for development and infrastructure that needs to be
- relocated away from Coastal Change Management Areas.

Using a proportionate evidence base

Para 168 - Shoreline Management Plans should inform the evidence base for planning in coastal areas. The prediction of future impacts should include the longer term nature and inherent uncertainty of coastal processes (including coastal landslip), and take account of climate change.

The Good Practice Guide to Planning on Tourism (2006)

The Guide encourages planners to engage with the tourism industry and public to ensure development maximises the many benefits of tourism. The objectives of the Guide are to:

- provide a catalyst for growth in an area, by raising its profile and stabilising outmigration;
- provide opportunities for retraining the resident workforce and help to diversify over-specialised economies; and
- help maintain and expand underused sports and recreation facilities in
- urban areas.

The Marine and Coastal Access Act (2009)

The Act seeks to improve access to the coast of England and to introduce a new framework for the seas based on marine spatial planning which balances conservation, energy and resource needs. The Act provides better protection for the marine environment; sustainable use of marine resources; an integrated planning system for managing the sea, coast and estuaries; a robust legal framework for decision-making; streamlined regulation and enforcement and seeks to extend access to the English coast.

Other policy guidance

CABE (now part of the Design Council) and English Heritage have published a number of documents including *Shifting Sands – Design and the Changing Image of English Seaside Towns* (2003) and *Regeneration in Historic Towns* (2007), demonstrating that high quality design, open spaces and enhancing the historic environment can radically regenerate seaside resorts.

The Coastal Communities Alliance has also produced an authoritative handbook “*Coastal Regeneration in English Coastal Resorts – 2010*” which provides a toolkit for coastal regeneration practitioners. It encourages new approaches to address long standing problems such as lack of investment by sharing knowledge and best practice concerning the economic, social and physical regeneration of coastal resorts.

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Regional policy context

The Regional Spatial Strategy (RSS) sets out a long-term strategy for the spatial development of the South East. The South East Plan identifies the Sussex Coast as one of nine sub regions as a focus for growth and regeneration. In relation to Brighton & Hove, Policies SCT1 and SCT17 of the Plan emphasise the importance of continuing to strengthen the economy of Brighton & Hove and the adjoining area as a major centre and hub for the wider Region.

Local policy context

The Local Development Framework (LDF) provides the spatial planning mechanism which will help to deliver the Seafront Strategy. Once adopted, the City Plan will set out the overarching strategic planning framework for the city up to 2030. The currently adopted Local Plan (2005) continues to apply to the seafront until its relevant policies are superseded by those in the LDF. Policies **SR18 Seafront recreation** and **SR19 Black Rock site** refer directly to the council's aspirations for future development of the seafront. These policies are soon to be replaced with policies **DA2 Brighton Marina, Black Rock and Gas Works area** and **SA1 The Seafront**. SA1 identifies the following priorities for seafront development:

- Enhance and improve the public realm and create a seafront for all; to ensure the seafront has adequate facilities for residents and visitors (including public toilets, waste disposal facilities, seating, signage, lighting and opportunities for shelter and shade) and continue to improve access to the beach and shoreline and ensure the seafront is accessible to everyone;
- Promote high quality architecture and urban design which complements the natural heritage of the seafront and preserves and enhances the character and appearance of the Conservation Areas, and the historic squares and lawns that adjoin the seafront;
- Secure improvements to sustainable transport infrastructure along the A259, including a rapid/ express bus-based services and improve air quality, pedestrian and cycle routes and crossing opportunities in order to achieve a modal shift and thereby reduce the impact of traffic;
- Monitor, conserve and expand designated coastal habitats and secure nature conservation enhancements to the marine and coastal environment;
- Work in partnership with Defra, the Environment Agency, Natural England and Southern Water to continue to maintain coastal defences and to ensure appropriate waste water treatment infrastructure.

The policy also identifies priorities for four specific parts of the seafront:

- Western Seafront (Medina Terrace to Boundary Road/Station Road)
- Central Seafront (Medina Terrace to Palace Pier)
- East of Palace Pier to the Marina
- East of the Marina

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These areas are shown on Fig 1. The objectives associated with each of these areas and how they relate to the different Character Areas are detailed in section x of this Strategy.

Other local policy documents considered in this strategy include the council's:

- City Plan
- Corporate Plan
- One Planet Living
- Economic Development Strategy (Refreshed)
- Sport & Physical Activity Strategy
- Transport – Local Transport Plan
- Legibility Study
- Council's medium term financial strategy
- Investment Priorities Plan
- City Prospectus
- City Skills & Employment Plan
- Brighton Station Gateway Project
- Waste Management Plans review

