

ENVIRONMENT CABINET MEMBER MEETING

Agenda Item 129

Brighton & Hove City Council

Subject:	Madeira Drive Progress Report		
Date of Meeting:	26 March 2009		
Report of:	Director of Environment		
Contact Officer:	Name:	Jayne Babb	Tel: 29-2730
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Key Decision:	No	Forward Plan No. N/A	
Wards Affected:	East Brighton; Queens Park; Rottingdean Coastal		

FOR GENERAL RELEASE

1. SUMMARY AND POLICY CONTEXT:

- 1.1 To provide a progress report to the Cabinet Member on the implementation of the short-term improvements to Madeira Drive.
- 1.2 To update on investment proposals by existing tenants at Gracie's Place Café and the Adventure Golf site.
- 1.3 To report back on the proposals for the long-term strategic vision to further improve this area of the Seafront.

2. RECOMMENDATIONS:

- 2.1 (1) That the Cabinet Member for Environment notes the short-term improvements that have already been implemented and agrees the further proposals for improvements at paragraph 3.9 of the report for the removal of concrete blocks and the implementation of the new cycle route.
- 2.2 (2) That the Cabinet Member for Environment notes the ongoing work with the existing tenants of Gracie's Place Cafe and the Adventure Golf Site
- 2.3 (3) That the Cabinet Member for Environment requests officers to bring to a future Cabinet Member Meeting a report detailing the strategic vision action plan to address the future and ongoing regeneration of Madeira Drive.

3. RELEVANT BACKGROUND INFORMATION/CHRONOLOGY OF KEY EVENTS:

- 3.1 In order for Madeira Drive to be an attractive and viable area it needs to be equipped with basic infrastructure services. Madeira Drive already serves as an outdoor arena for many cultural and sporting events. A setting out the issues facing Madeira Drive was presented to and agreed at the Cabinet Member Meeting on 11 September 2008.

- 3.2 The one and a quarter mile Madeira Drive that stretches from Black Rock to Brighton Palace pier is in need of regeneration to fulfil its potential as a key part of the city's seafront range of amenities.
- 3.3 It had been hoped that this would be stimulated directly and indirectly by the approved plans for the Marina and Black Rock. The delay to these developments means that Madeira Drive is in danger of remaining neglected for many years unless other initiatives are encouraged in the near future.
- 3.4 At the Cabinet Member Meeting in September the officers were asked to implement immediate improvements to the area and to begin to draw up longer term aims for its regeneration.

Update On Short Term Improvements Underway

- 3.5 Over the past few months some improvements have been implemented or have now commenced: Work is still progressing on the repair and restoration of the Madeira Lift. Because of the various specialist requirements the works have been split into stages with specialist contractors being brought in to carry out works. The structural survey has shown that despite its age the lift shaft is still in relatively good condition with only minor works required to satisfy the structural engineer's recommendations. Contractors are still working towards a completion date of Easter however; this is subject to specialist parts that are required for the lift to be made DDA compliant arriving from Germany on time from the supplier. This work will be funded from the council's planned maintenance budget with an allocation of £250,000.
- 3.6 The strengthening works at the western end of Madeira Drive have been completed. In November work commenced on replacing the temporary concrete blocks with new bollards, this work has now been completed. This prevents any vehicles from parking on or driving across this area.
- 3.7 Security lighting and CCTV cameras have been installed on the toilet block at the Peter Pan playground. Lighting and cameras monitor the railway crossing and the Northern side of the Yellowwave beach sports facility. The installation of security lighting and the CCTV has improved safety for both staff leaving late at night and customers to Yellowwave sports facility.
- 3.8 Highways street lighting identified funding to install additional security lighting under the terraces between Concord 2 and the Volks railway workshops. Works have commenced on bringing the electrical supply to the area; orders have also been placed for the lights, it is anticipated, subject to materials being available that this work will be completed by the end of March 2009.
- 3.9 **Proposed further improvements**
- Concrete Blocks: The concrete blocks opposite Concord2 are to be removed and replaced with barriers and a single bar access gate. This will still allow the area to be used for events and other activities as and

when required and for the remainder of the time prevent the area being used as a temporary encampment by Travellers and local van dwellers.

- **New Cycle Route:** Brighton and Hove City Council has agreed the installation of a cycle route extension between Brighton Pier and the Marina. The key purpose of this scheme is to provide an east-west link, currently missing along this section of the National Cycle Network.
- **Development of Land East of Yellowwave:** Proceed with marketing of the above site for suitable leisure activities/ amenities. Look to set out the development brief for marketing the site to a suitable leisure provider seeking expressions of interest in May 09. A more detailed report will be brought to the Cabinet Member for Environment on the outcome of the response to the expressions of interest along with recommendations on the preferred option

External Investment by Existing Tenants

- 3.10 Since the last meeting the project manager has met with both the tenant of Gracie's Place Café at Peter Pan's Playground and the tenant of the Adventure Golf site. Both tenants have expressed an interest in investing substantial funding to improve the current facilities.

Proposed Investment & Development of Gracie's Place Cafe

- 3.11 The tenant of the existing building is proposing to redevelop the café. The existing building is no longer 'fit for purpose'; it was originally one of the kiosks that formed part of the old amusement area. The tenant wishes to demolish the old cafe building and replace it with a new 'carbon positive' café with the tenant funding all of the proposed works himself. The café owner is looking to develop these proposals over the next few months with a view to implementing the scheme in September 2009.
- 3.12 The project manager has had two meetings with the tenant regarding the outline scheme. Details of the scheme will be brought to a future cabinet member meeting. The tenant would be looking to secure a long-term lease on the new unit, the terms of which would be brought to a future Cabinet Member Meeting. Final approval of any lease will be dependent upon a process of due diligence to assess the business plan, the financial models and the viability of the scheme.
- 3.13 Detailed below is an outline timetable in taking this proposal forward. The amount to be invested by the tenant is currently estimated to be in the region of £125,000 for both the demolition and rebuild costs.

- Begin work on planning application, building material research etc Feb 09
- Environment Cabinet Member Report 26 March 09
- Begin negotiation on agreement to lease Heads of Terms April 09
- Finalise planning application end of April 09
- Submit planning application 1 May 09
- Decision made on application July / August 09
- Finalise lease details with the council July / August – October 09

- Development start date November 09
- Completion end of January 2010
- Re-open February 2010

Proposed External Investment – Adventure Golf

- 3.14 The project manager has also approached the tenant of the Adventure Golf facility regarding their continued interest in the site. This facility was originally part of the old amusement area and has over the past five years been managed by the tenant under a short-term tenancy agreement. The tenant of the adventure golf site has indicated that he too wishes to substantially invest and seeks to work with the council as landlord to improve the existing facilities. This includes replacing the perimeter fence, building a new kiosk/ticket booth, increasing the playability of the greens to meet standards required for competitions as well as improving the quality of recreational play and to bring in new equipment.
- 3.15 The estimated level of investment by the tenant is currently in the region of £100,000. In return the tenant is looking for a secure lease agreement to be put in place. Final approval of any lease will be dependent upon a process of due diligence which assesses the financial models and the viability of the final scheme.
- 3.16 The project manager will continue to work closely with the tenant to develop these initial proposals into a more detailed plan which will be brought to a future meeting and will ensure that all the necessary and required consents are in place.

Strategic Vision Madeira Drive

- 3.17 At the last meeting it was also agreed that officers would look into the development of the strategic vision and action plan for the continued regeneration and development of Madeira Drive.
- 3.18 With the opportunity to promote Madeira Drive as an ‘all year round’ destination working with existing and new businesses in the area along with the emerging artist quarter, there is now potential to bring together key partners to create a vibrant family friendly active outdoor arena that bridges the gap between the Pier and the Marina.

Overall aim

- 3.19 The longer-term aim is to continue the programme of regeneration so that Madeira Drive again becomes an attractive and safe area for local residents and visitors alike.
- 3.20 Madeira Drive should become an essential element of the city’s seafront, different from but complementing the rest of the facilities available between Hove and Saltdean. It should offer a natural and enjoyable link for those going between the city centre/ pier and the marina. The proposed key elements of the strategic vision are:

- To celebrate the area's rich cultural heritage
- To promote environmental understanding
- To encourage healthy outdoor activity
- To support local arts and artists
- To continue to promote Madeira Drive for events

3.21 Essential to the success of the strategic vision is to make the area feel safer and to encourage more people to come to Madeira Drive for leisure, sport and educational activities. However, it is also essential that Madeira Drive remains one of the city's key areas for hosting and staging events.

3.22 Heritage

- Volks railway – Work has begun on drawing up plans for the replacement of the Volks railway siding sheds with a view to carrying out a full rebuild in the near future. The plans will include consideration of a education/heritage centre and a dedicated restoration area.
- Other elements to consider over a period of time will be the upgrading of the existing railway line , extending the line possibly closer to Brighton Pier ,a small museum to exhibit original Volks Railway artefacts and extending the opening times and to consider the possibility that the railway can be mobilised out of season for special one off events
- Information boards and heritage walk to celebrate the life and works of Magnus Volk
- Consider specific links to the heritage of Kemptown as well as the rest of the city.

3.23 Environment

- Education about the coastline, its creation, unique vegetation, birds and wildlife and its fragility.
- Creation of an environmental walk encouraging respect for the coast and beach, conservation of water and energy.
- A demonstration site to show the benefits of renewable energy – solar, wind and wave.

3.24 Active Living

- Walking – to build on the existing signed Health walk scheme and to create a safe and enjoyable walk from the pier to the Marina, away from traffic, with points of interest and sea views.
- Cycling – a safe route for families and others to learn and enjoy cycling away from traffic and pedestrians. Completion of the county's remaining missing link in the National Cycle Network route 2.

- Outdoor leisure pursuits – creation of a range of opportunities for people to participate in outdoor sea and beach related leisure activities (e.g. windsurfing, kayaking, roller blading, volleyball, sand sculpture).

3.25 Events

- Madeira Drive already serves as an outdoor arena for many cultural and sporting events. Madeira Drive continues to attract a variety of new events to the city year on year as well as continuing to host the familiar range of well-known favourites. This year there is the addition of White Air and the return of Fat Boy Slim. As part of the strategic vision for the area the events will be fully integrated into any proposed improvements.

3.26 Arts

- The development of and Artist Quarter – consideration given to the creation of an outdoor gallery to display and promote interest in the city’s vibrant contemporary arts scene, street sculpture, informal locations for performing arts and busking, and the staging of temporary outdoor exhibitions.
- Arts quarter – encouragement given to the existing Madeira Drive Arts collective to promote the area for artists and the development of additional studio space and increased opportunities for arts and craft markets on Madeira Drive and the lower promenade east of the Pier.

Action Plan

3.27 By setting out in an integrated developmental action plan that combines the themes of heritage, environmental improvements, safety, events and healthy sporting activity the council can then look to deliver this plan over a number of years rolling out improvements in phases as funding is identified. The aim would be to make Madeira Drive a vibrant interactive open space for enjoyment, relaxation, education and health a natural complement to the sea and beach.

3.28 To enable the above proposals to be implemented it is known that the area needs some improvements to its infrastructure. The traffic needs calming measures that are effective and attractive whilst still enabling major events to be staged. The promenade needs to be made more attractive by careful use of materials and improved street furniture. Street lighting at the eastern end of Madeira Drive would be a great improvement. Some of the existing fencing and beach structures need replacing or tidying up. Therefore, a detailed action plan will be developed over the next few months showing how some of the areas outlined above can be taken forward in partnership with others.

4. CONSULTATION

4.1 Some consultation has already been carried out with a number of traders and businesses in the area and other council divisions with responsibility for providing services in the area. Further consultation regarding the longer-term proposals would need to be undertaken with a range of stakeholders.

Most of the issues detailed above have been the outcome of meetings with traders and stakeholder already providing services and activities in the area.

5. FINANCIAL & OTHER IMPLICATIONS:

Financial Implications:

- 5.1 All costs for implementation of short-term improvements have been met from existing budgets. The costs of preparation of the report for the next phase will be met from existing budgets and will identify the full implications of revenue and capital costs across the Environment directorate.

Finance Officer Consulted: Derek Mansfield Date: 23/02/09

Legal Implications:

- 5.2 The City Council has powers as the Highways Authority and well-being powers under the Local Government Act 2000, which enable it to progress the proposals set out in this report. Full legal implications for specific proposals can be considered when these are brought back to the Cabinet Member for approval. So far as any traffic regulation orders are required the Director of Environment has delegated authority subject to any unresolved objections being referred back for a decision to a future Cabinet Member Meeting.

Lawyer Consulted: Oliver Dixon Date: 23/02/09

Equalities Implications:

- 5.3 An equalities impact assessment has not yet been carried out in relation to the development of the proposed strategic vision however this would be carried out as part of the development of the strategy. It would be key to the success of the overall plan that the regeneration of the area is an inclusive document in addressing the physical barriers to access and including a wide range of stakeholders in the consultation events. The results will be incorporated into the strategy and action plan.

Sustainability Implications:

- 5.4 Sustainability issues will be addressed part of the implementation processes each phase is rolled out or each issue dealt with. Consideration will be given to the materials and products used to ensure that they are meeting the council's sustainability agenda.

Crime & Disorder Implications:

- 5.5 One of the key reasons in taking short-term actions and developing a strategic vision is to specifically address anti social behaviour and to improve community safety in this area of the city. The plan would look to improve and enhance the area making it a safer place for all who work in and visit the area.

Risk and Opportunity Management Implications:

- 5.6 The proposals to develop a strategic vision for the regeneration of Madeira Drive when developed and approved would work towards delivering the council's strategic objectives and would impact positively on the council and the communities it serves.

Corporate / Citywide Implications:

- 5.7 Development and enhancement to Madeira Drive will benefit both residents and visitors in the city by providing a venue for cultural and sporting activities. The regeneration of Madeira Drive is an important component in promoting and sustaining the long term economic growth of this key seafront location.

6. EVALUATION OF ANY ALTERNATIVE OPTION(S):

- 6.1 No other alternatives considered

7. REASONS FOR REPORT RECOMMENDATIONS

- 7.1 Officers now require cabinet member approval in order to take forward the strategic vision for the long-term regeneration and development of Madeira Drive as outlined in this report.

SUPPORTING DOCUMENTATION

Appendices

None

Documents In Members' Rooms

None

Background Documents

None