

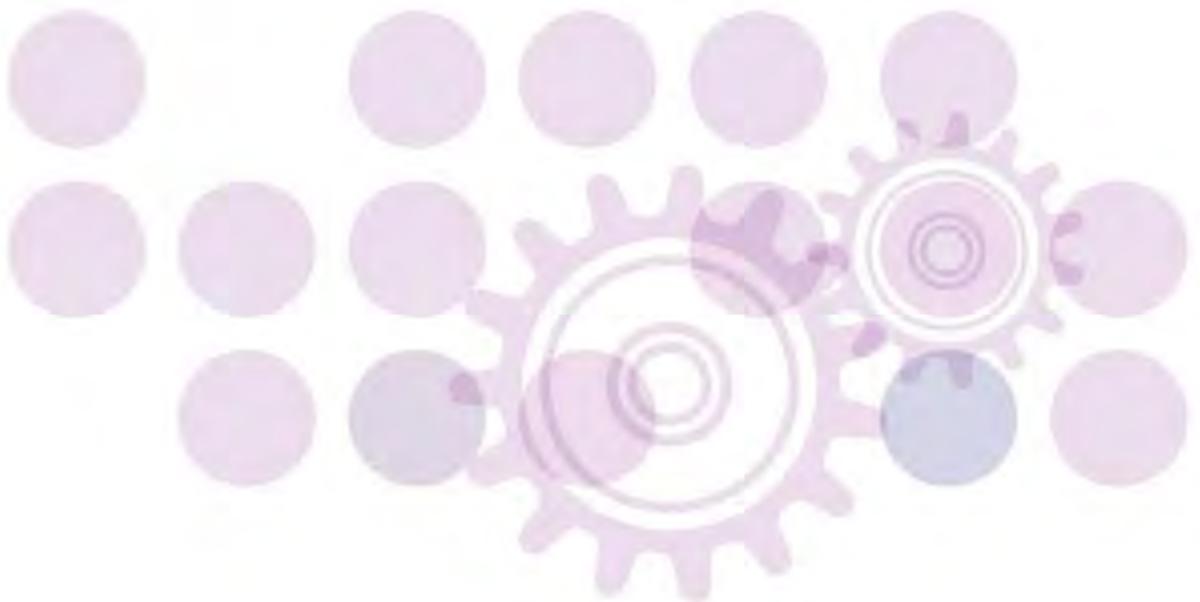
spd

supplementary planning document

Hove Station Area Supplementary Planning Document

Draft

November 2020



Contents

1 Introduction: Vision and Purpose	2	5 Site Specific Opportunities	33
Purpose	2	Unlocking the Station Area	35
Structure	2	Honeycroft Centre Area	37
Vision	2	Station Approach:	39
		Fonthill Road & Goldstone Street	41
2 Planning policy context	4	Pocket Park	42
		Ellen Street	43
3 Site and context analysis	9	Ethel Street	45
Introduction	9	Hove Park Villas Square	46
Site context	9	6 Phasing and delivery	47
Heritage	15	Appendix 1:	
Movement and access	15	Unlocking the Station Area	
Building heights	19	– Additional Note	53
Positive and negative influences	21		
4 Area Wide Strategy	24		
Layout Principles	29		

1 Introduction: Vision and Purpose

Purpose

1.1 This document is a 'Supplementary Planning Document' (SPD). All SPDs expand on higher level planning policy, providing more specific guidance to help shape future development. This SPD provides further detail to help guide future development in the Hove Station Area, which is designated in Brighton & Hove's City Plan Part One at Policy DA6' Figure 1.1 opposite shows the extent of the DA6 area. Policy DA6 aims to secure the long-term regeneration of the area as an attractive and sustainable mixed-use area.

1.2 In particular, this SPD focusses on the strategic allocation of the Conway Street Industrial Area and that part of DA6 to the south of the railway, while highlighting opportunities to knit together emerging development proposals in the wider DA6 area in order to help facilitate the emergence of a successful urban quarter that integrates and connects with local neighbourhoods and the wider city.

Structure

1.3 This SPD is structured as follows:

- 2. Planning Policy Context - providing an overview of policies which also apply to the Hove Station Area
- 3. Site Analysis - setting out the area's constraints and opportunities and concluding with a set of specific objectives that any regeneration of the area should deliver.
- 4. Area-wide strategy - providing principles for the area to the south of the railway with regard to public realm, design and land use, including an area
- 5. Site specific opportunities - providing principles for the design of key sites, buildings, streets and spaces within the overall area.

Vision - Hove Station Urban Quarter

1.4 The vision of this document is to transform the wider masterplan area into a successful mixed-use Hove Station Urban Quarter that provides for the following:

- good connections with surrounding neighbourhoods and the wider city, with attractive pedestrian and cycle friendly routes accessible by all;
- a broad range of employment uses, including facilities to support start-up and creative industries;
- integration of new employment with a diverse range of other uses to create a lively, diverse urban quarter - these uses to include housing of different types and tenures, along with retail, leisure and community facilities to support day-to-day living;
- a coherent, legible and attractive network of streets and spaces that include 'greening', space for play and prioritise the movements of pedestrians and cyclists over cars;
- a built environment that meets a wide range of access needs, including those with visual impairments.
- well-designed buildings that physically define and overlook the streets and spaces.
- a wide range of design features and facilities that make a major contribution towards the realisation of a carbon neutral and sustainable city.



Figure 1.1: Hove Station Quarter Area



Figure 1.2: Hove Station Quarter Area

2 Planning policy context

Introduction

2.1 This section of the SPD provides an overview of the planning policy context in relation to the following:

- the Brighton & Hove City Plan Part One (March 2016); and
- Supplementary Planning Guidance Note 15: Tall Buildings (January 2004) and emerging Urban Design Framework Supplementary Planning Document (UDF SPD).

2.2 This SPD has also had regard to emerging policy in the following documents:

- the Hove Station Neighbourhood Plan; and
- the Brighton & Hove City Plan Part Two.

Adopted Planning Policy

Brighton & Hove City Plan Part One

2.3 The BHCC City Plan Part One covers the Council's area outside the South Downs National Park and provides the overall strategic and spatial vision for the city up to 2030. It is the key development plan document for the city that provides the policy framework for other lower-tier documents including neighbourhood plans and SPDs. This includes more detailed advice on a range of matters that are relevant for the Hove Station Area in the same way they are relevant for other areas of this city, and include policies around biodiversity (CP10), urban design (CP12) and affordable housing (CP20). The City Plan identifies eight specific Development Areas which offer significant capacity for new development close to transport links and where new development and/or regeneration will secure substantial benefits for the city. The Hove Station Area is one of the development areas identified in Policy DA6.

2.4 Policy DA6 applies to the area defined in Figure 1.1 on page 3. The overall aim of the policy is to secure the long-term regeneration of the area and enable its development as a distinctive and sustainable mixed-use area focussed on employment. The policy lists a wide range of priorities focused on major public realm and townscape improvements; new and improved employment floorspace; public open space and essential community services; new housing development; enhancing the sustainable transport interchange at Hove Station by improving the local walking and cycling network; improving 'permeability' (pedestrian and cycle access); along with provision of 'green infrastructure' (sustainable planting and landscape design) and other sustainability measures.

2.5 The policy includes a Strategic Allocation of the Conway Street Industrial Area, to the south of the railway line. This area is identified in Figure 2.1 opposite. The Strategic Allocation seeks the comprehensive redevelopment of the area to deliver more effective use of the under-used land and buildings. It requires and sets out minimum figures for the retention or replacement of existing employment floorspace with a shift into high quality flexible office / business floorspace, along with the provision of residential dwellings and enhancements to the streetscape.

2.6 Policy DA6 states that guidance will be prepared to promote and coordinate the mixed-use regeneration of the area. The emerging Hove Station Neighbourhood Plan has been prepared by the local community (Hove Station Neighbourhood Forum) to provide more detailed planning policies for a Designated Neighbourhood Plan area which includes the area of Policy DA6. This SPD now provides further, more detailed guidance.



Figure 2.1: Policy DA6 allocation from Brighton & Hove City Plan Part One

2.7 As part of the process of producing this SPD, the Council undertook consultation on Issues and Options in early 2019. The Issues and Options document asked a number of questions based around:

- the boundary extent of the masterplan;
- the potential to capitalise on the location of the area in terms of sustainable transport;
- provision of community facilities and a secure public realm;
- the height of buildings;
- meeting the needs of existing business;

- development phasing and viability; and
- flooding and the provision of energy.

2.8 The following key principles were established as a result of the consultation:

- The core masterplan area is focussed on the DA6 land south of the railway.
- The needs of pedestrians and sustainable transport are a guiding principle.
- The SPD should identify locations for community hubs.
- Illustrative concepts should be provided to identify the key priorities for public realm improvements.

- The SPD should provide guidance on heights, density and massing of new buildings.
- The SPD should look at providing new good quality workspace that could meet the needs of existing and future businesses;
- Advise on phasing and funding, particularly to ensure that elements such as open spaces and good quality public realm could be delivered alongside new development, whilst still considering planning applications on their merits

Supplementary Planning Guidance Note 15: Tall Buildings

2.9 Supplementary Planning Guidance Note 15 on Tall Buildings is due to be replaced by the emerging Urban Design Framework (UDF) SPD in 2021. Both documents identify areas of opportunities for tall buildings within the city and set out a list of planning and design issues that must be addressed by any tall building proposals. The areas identified as suitable for tall buildings generally have limited visual impact on ‘sensitive’ views (conservation areas and other heritage and landscape assets – and are close to public transport routes and local shops and services.

2.10 The area ‘adjoining Hove Station’ is identified as having potential to accommodate ‘taller’ development. The emerging UDF SPD sets out indicative boundaries and heights ranging from mid-rise (up to 8 storeys) to very tall (15 storeys or more) in a way that avoids or minimises potential negative impacts on Hove Station and other surrounding heritage assets and residential areas. Each individual proposal would need to be assessed on its own merits and with regard to the criteria set out in these documents. Applications will be expected to include detailed justification for taller buildings including Townscape and Visual Impact Assessments.

2.12 The Hove Station area spans both sides of the rail corridor and extends west of Hove Station to include an existing group of tall residential buildings north of Clarendon Road and the adjoining industrial areas. The combination of existing tall buildings, good transport links, and limited conservation constraints provides the Hove Station area with opportunities for tall building development. These sites are at the heart of the masterplan area.

Emerging Planning Policy

Hove Station Neighbourhood Plan

2.13 The decision by local residents to establish the Hove Station Neighbourhood Forum with the right to develop a Hove Station Neighbourhood Plan emerged from the growing awareness that the area around Hove Station was to be transformed by regeneration, and the determination of the local community to have some significant influence over the planning process and its outcomes for the area. The Forum was designated in December 2014, and the designated area is shown in Figure 2.2 opposite.

2.14 The overall aim of the Neighbourhood Plan is to ‘facilitate the regeneration of the Hove Station Neighbourhood Area in a way which realises its potential by creating a vibrant and inclusive community, focused on a new Hove Station Quarter, as a great place to live, work and relax’.

2.15 The Regulation 14 Draft Hove Station Neighbourhood Plan was published for public consultation in March 2019. It comprises two parts:

- Part One: Policies and Consultation Statement
- Part Two: Aspirations

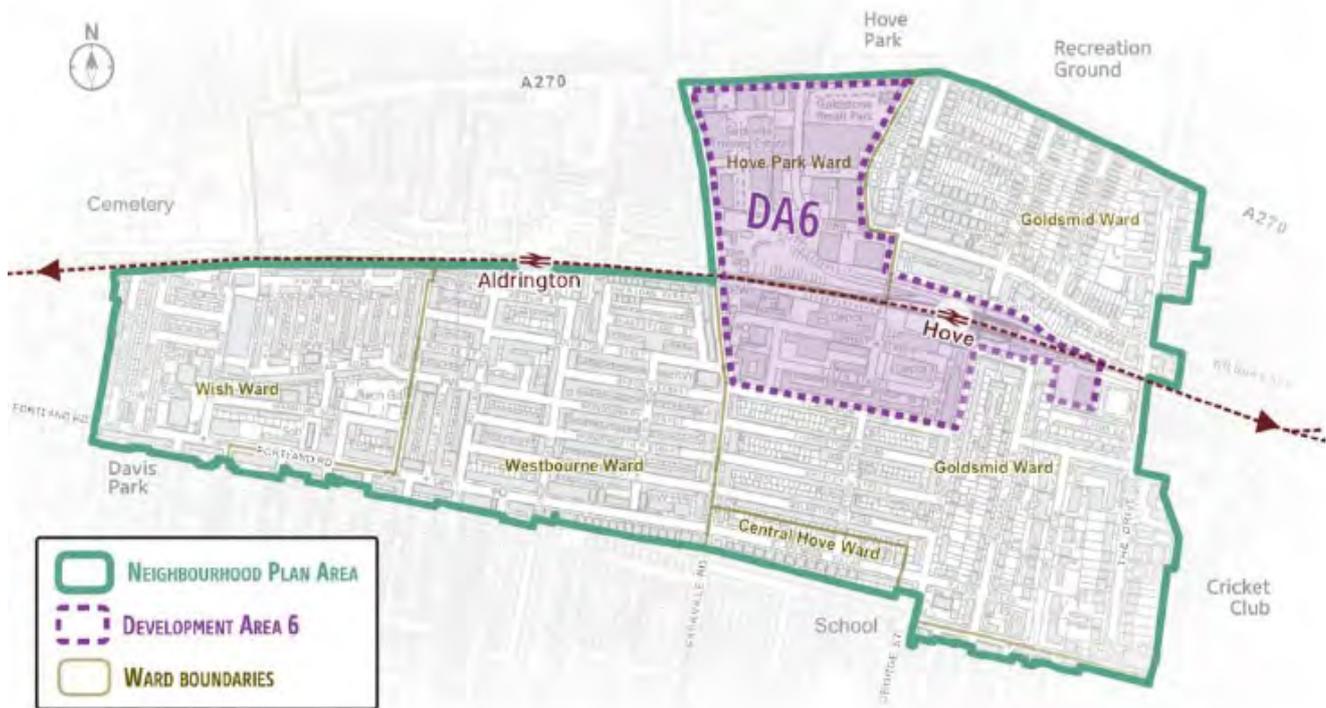


Figure 2.2: Designated Neighbourhood Plan Area

2.16 Part One includes draft policies which will form part of the statutory development plan once the Neighbourhood Plan is formally ‘made’. As such, these policies will be used alongside the City Plan in determining planning applications within the area.

The Neighbourhood Plan Consultation Statement provides detailed evidence of the processes and outcomes of a four year period of community engagement activities which has involved the participation of over 1000 residents in 17 public meetings and intervening workshops and smaller meetings.

The Regulation 14 consultation on the Draft Neighbourhood Plan Part One and Part Two resulted in the active participation of over 100 local residents in this final round of engagement, 24 written responses from individuals and organisations and detailed comments from all relevant Council departments.

The Consultation Statement itemises the amendments made to the Regulation 14 Draft. The Regulation 16 Draft Neighbourhood Plan will be submitted to the Council before the end of 2020.

Part Two of the Neighbourhood Plan does not include formal policies so will not form part of the statutory plan. Rather it is an aspirational document that brings together ideas and project proposals that emerged from the community engagement work which underpinned the preparation of the Neighbourhood Plan. These are presented in the Urban Quarter Concept Master Plan for DA6, with indicative project proposals for specific locations and sites, together with outline design schemes illustrating how the key Neighbourhood Plan Community Hubs policy could be implemented and a detailed case for a comprehensive traffic management plan for the whole of DA6 and adjacent residential neighbourhoods.

2.17 The making of the Plan requires the following:

- The Regulation 16 Consultation to be undertaken by the Council
- examination by an independent Examiner;
- following the Examiner's report and recommendations, a Council decision on whether the Plan should proceed to referendum; and

if successful at referendum, the Neighbourhood Plan would then be 'made' by the Council and form part of the Development Plan.

2.18 This SPD has had regard to the policies in the Draft Neighbourhood Plan Part One and drawn on the ideas presented in Part Two to provide detailed guidance for the implementation of both City Plan policies and Neighbourhood Plan policies.

Brighton & Hove City Plan Part Two

2.19 Part Two of the City Plan is intended to support the implementation and delivery of City Plan Part One and to complement the strategic policy framework. It allocates additional development sites and includes detailed development management policies. The draft Plan was subject to public consultation in 2018 and the Proposed Submission version of the Plan was approved for statutory pre-submission consultation by the Council in April 2020. Public consultation on the Proposed Submission Plan was undertaken during September/October 2020. The Plan will be submitted for Examination in 2021. Part Two includes changes in the DA6 area that had been identified in the emerging Neighbourhood Plan, most notably, the removal of the waste management designation from the former Sackville Coal Yard. The

emerging Neighbourhood Plan had proposed that this land, together with the adjacent Sackville Trading Estate should be allocated for comprehensive mixed-use redevelopment to facilitate the creation of a new, integrated Hove Station Urban Quarter which would straddle the railway line. City Plan Part Two proposes minimum quotas of 500 residential units and 6,000 sq.m employment (Class B1) floorspace for this area. Similarly, the emerging Neighbourhood Plan proposed the Royal Mail site (Hove Sorting Office, 88 Denmark Villas) for residential development and City Plan Part 2 subsequently specified 67 residential units along with employment uses under Policy H1 (Housing and Mixed Use Sites).

2.20 Although City Plan Part Two is not yet formally adopted, this SPD has had regard to the Proposed Submission version.

3 Site and context analysis

Introduction

3.1 This chapter provides an analysis of the opportunities and constraints that will inform the regeneration of the Hove Station Area.

These comprise:

- Site context;
- Land use and ownership;
- Heritage;
- Movement and access;
- Open space;
- Building heights; and

A summary of positive and negative influences.

3.2 The analysis in this section has led to the formulation of seven key objectives for the regeneration of the area. These expand upon and support the vision set out in Chapter 1, and provide the basis for the overall strategy and detailed sites principles in Chapters 4 and 5.

Site context

3.3 The Hove Station area is located to the north of the central commercial area of Hove (focussed on George Street, Blatchington Road and Church Road) which is located around 800m to the south (around 10 minutes' walk). The seafront is a further 600m to the south (about 20 minutes' walk from the station). Walking to these destinations is straightforward and pleasant along the gridded network of wide streets.

3.4 The large and inviting green spaces of Hove Park and Hove Recreation Ground are some 10 minutes' walk to the north of the station. However, the east-west railway line creates a significant barrier to all modes of transport, there being only two crossing points within the masterplan area - one of these is

the deteriorated pedestrian footbridge and the other a road tunnel - neither of which are attractive or welcoming for pedestrians. The Old Shoreham Road (A270) to the north is busy arterial road creating a further barrier for pedestrians to navigate between the masterplan area and the park.

3.5 The northern and western boundaries of the site are formed by 'A' Roads, with the A270 to the north and Sackville Road (A2023) to the west. There is a significant amount of 'rat-running' through the site area from drivers avoiding the junction of these two roads to the north-west and instead using Fonthill Road / Goldstone Villas and Newton Road/ Wilbury Avenue. This fast-moving through-traffic results in an environment that is hostile to pedestrians and cyclists.

3.6 While the majority of the Core Masterplan Area is occupied by employment uses, the surrounding area is largely residential, along with clusters of small shops and some leisure and community facilities. These are focused to the immediate north and south of Hove Station.

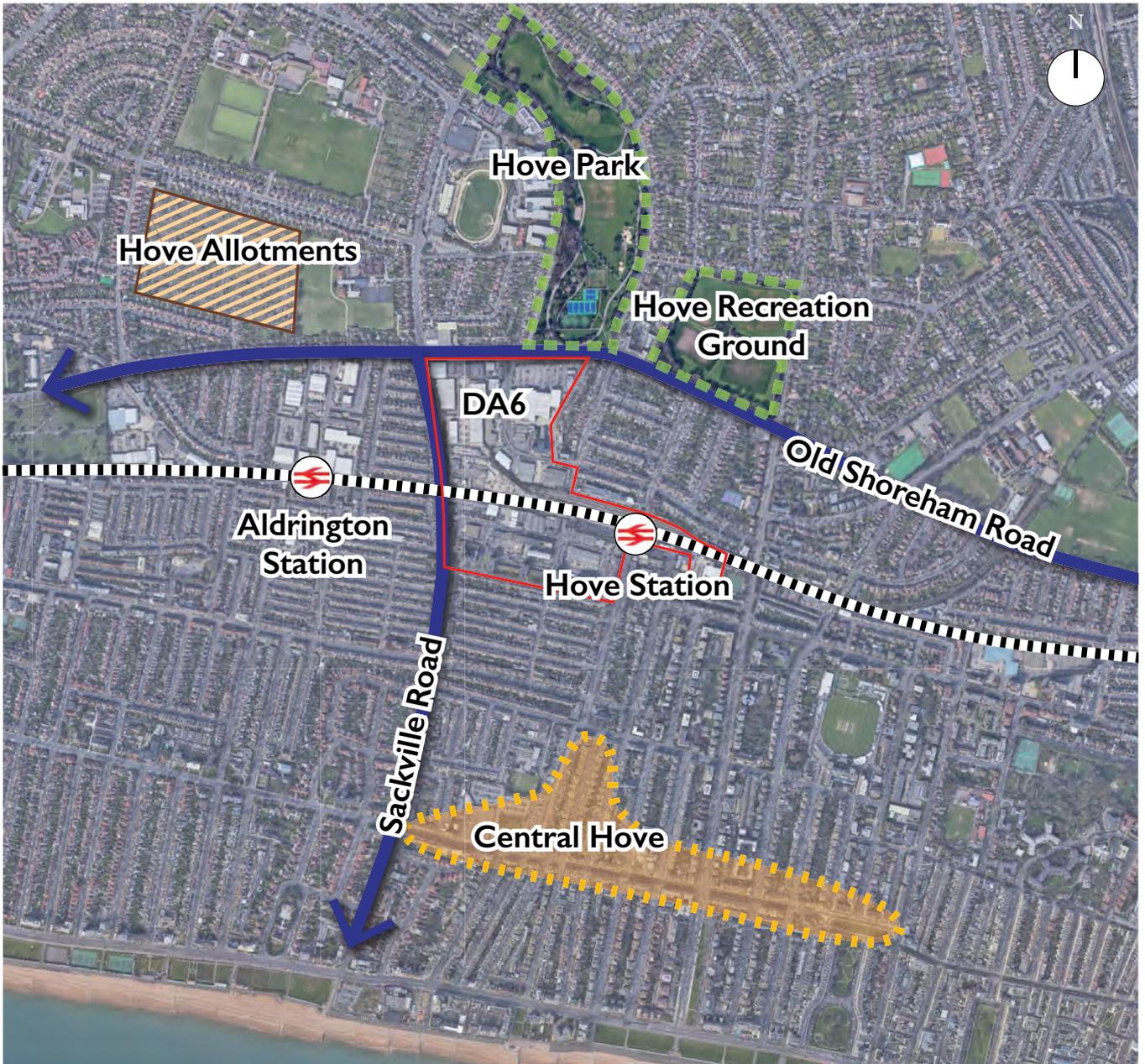


Figure 3.1: Site context Plan



Figure 3.2: The Station pub is located next to a cluster of small shops, south of the Railway Station.



Figure 3.3: Hove Park, located to the north of the DA6 area.

Ownership and Land Use

3.7 The sites comprising the key development opportunities in the masterplan area are in a range of different ownerships. In preparing the document discussions have been held with the principal landowners to gain a good understanding of, current requirements and any aspirations for the future, to understand drivers for change – and provide an understanding of the extent to which these align with – and can be assisted by – the masterplan in realising the desired changes for the area as set out in the City Plan and the emerging Neighbourhood Plan. The feedback from engagement with these landowners is summarised below.

Core Masterplan Area

A: Hove Station Car Park The existing car park provides around 120 spaces and is located on a higher level to the bus depot immediately to the south. Owners Network Rail are supportive with regard to the principle of the car park site being developed as part of regenerating the wider area, subject to business considerations and re-provision of existing levels of parking provision in a location convenient for rail users.

B: Bus Depot These sites are owned and operated by Brighton & Hove Bus Company (part of the Go-Ahead Group). The company has advised that the existing location of their depot/workshop/staff within the Conway Street area are key (both now and in the future) to their operational needs in providing bus services across the city and beyond. However, their two existing buildings are in a poor state of repair and need to be redeveloped to provide up-to-date bus depot facilities. In the short term, the company is seeking to demolish its existing buildings, re-provide workshop, office and staff facilities on part of its western landholding – and provide bus refuelling and/or parking facilities on open areas across the remainder of its sites. Any long-term regeneration of the area affecting all or some of their existing landholdings would need to re-provide the

company with a consolidated site of sufficient size to meet their needs within the core masterplan area.

C: Jewson's Yard This site is owned and operated by the builder's merchant Jewson. The company has indicated that incorporating its site into a wider regeneration scheme would need to involve provision of an appropriate new site within reasonable proximity of Hove Station, to continue to serve its existing market in this part of the city.

D: Crown Drinks The owner of the site has indicated their interest in the potential of the site to play a role in the future regeneration of the area.

E: Decon Laboratories This site is owned and operated by Decon Laboratories. The company has advised that an appropriate site in the Burgess Hill/Haywards Heath area would better meet its locational needs.

F: Albert Works This site is owned and managed by Harket Properties, providing workspaces and a residential element. The company is supportive in principle of its site playing a role in the wider regeneration of the area, subject to a satisfactory land deal.

G: Custom Pharmaceuticals This site is owned by Matsim Properties. The existing tenant is currently seeking to move to new accommodation in the city – but is likely to require up to a further 5 years on its current site as part of the staged transfer of operations.

H: Industrial House This site is owned by Brighton & Hove City Council and provides workspace units for a range of companies. The council is supportive of the site being part of the wider comprehensive regeneration of the area.

I: The Agora This site, owned by Matsim Properties, is a business centre providing accommodation to a range of companies.

J: 1-3 Ellen Street This site is currently occupied by a low quality, two storey employment building. Planning permission

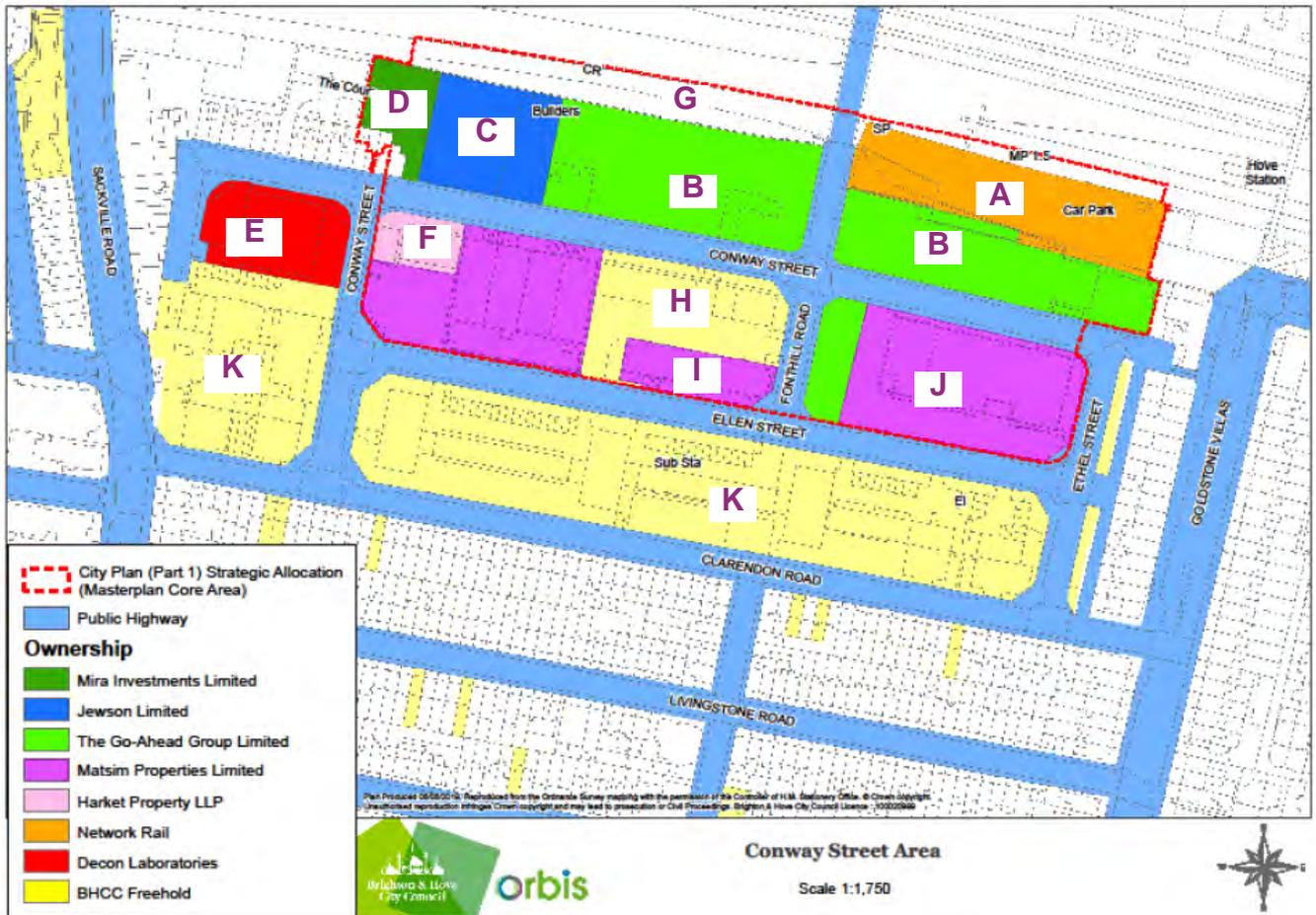


Figure 3.4: Core site land ownership plan

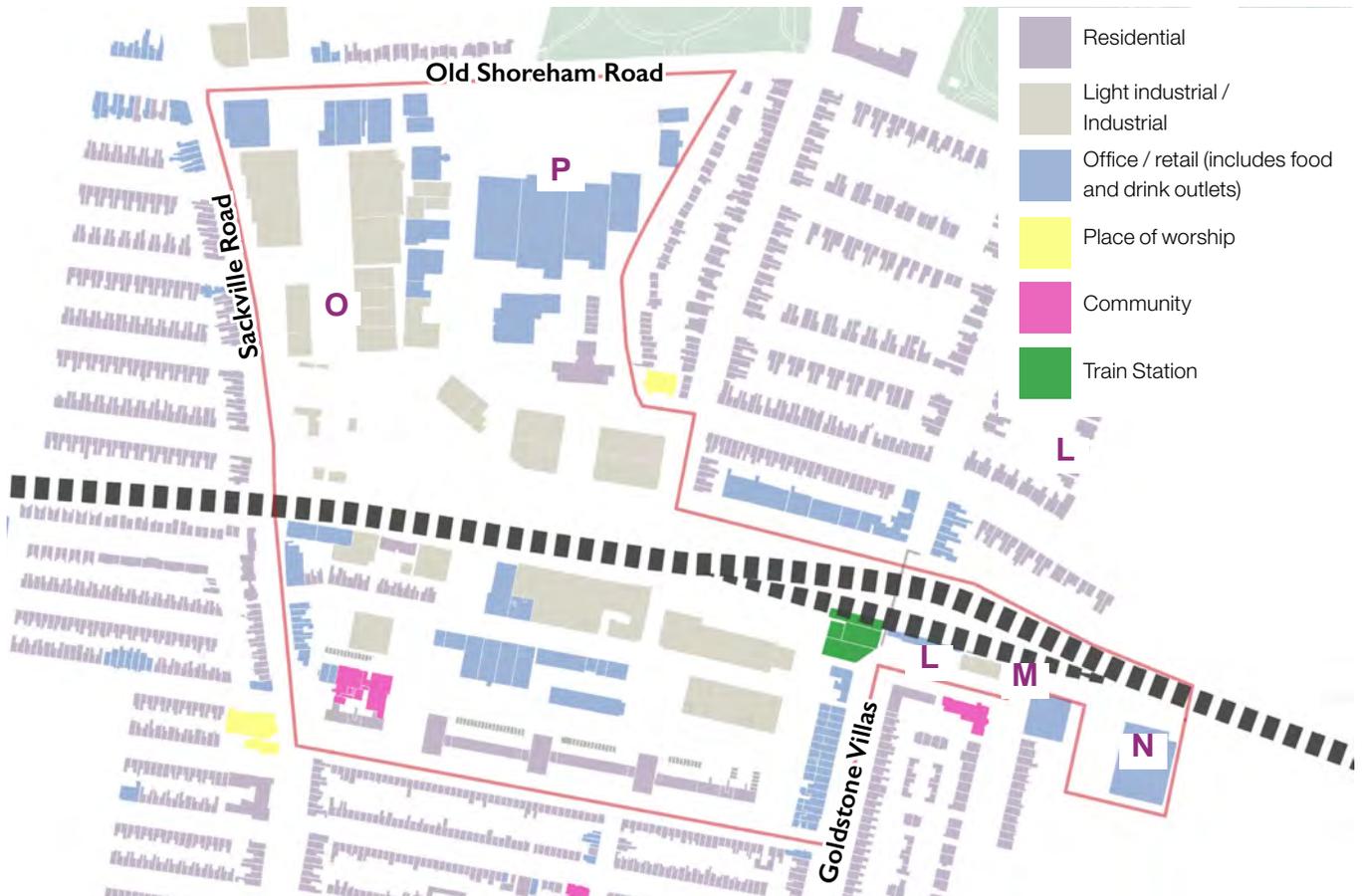


Figure 3.5: Site and context land use plan



Figure 3.7: Hove Railway Station and footbridge



Figure 3.8: Former Ticket Office at Hove Railway Station



Figure 3.9: Ralli Memorial Hall

P: Goldstone Retail Park. The owners of this site have advised that they do not have any plans for redevelopment in the near future.

3.9 Outside the masterplan area, the locality is dominated by residential development in a network of geometric gridded streets, dating from the late 19th and early 20th centuries. The scale of these becomes less ‘grand’ from east to west. These areas are densely developed, but often pleasant and tree-lined. To the east, the streets are often impressive and wide. Within the housing areas to the west, there are few breaks for open space or parking, and occasional terraces of local services and shops.

3.10 Within the masterplan area, the scale is different, with an emphasis on light industrial units accommodating small and medium companies. Many of these units have parking and servicing adjacent to the street, making the environment feel and disjointed.

3.11 Some of earlier residential terraces remain on Conway Street, and the gridded street layout within the industrial area reflects the pattern of former residential streets. North of the railway line, the street pattern changes to reflect the adjacent sweeping curved lines of the former coal yard and railway sidings.

3.12 The bus depot has been within the area for a century and may well have been established close to the railway station for practical and operational reasons. These reasons remain – access to the station for employees, access to the main service routes and availability of space.

Heritage

3.13 The eastern part of the masterplan area overlaps with the northern part of the Hove Station Conservation Area. Designated in 1996, the area focuses on the listed station buildings and the long approach to them along Goldstone Villas. It is this relationship between the station and the connection to the town centre that gives the area its special character.

3.14 There are two listed buildings within both the study area and the Conservation Area, and these are:

- the Grade II Listed Station Buildings. The current station building dates from around 1879, though the original station building from 1865 is adjacent to it on Station Approach. The listing includes the glazed canopy to the south of the current station building and the pedestrian footbridge over the railway line; and
- the Grade II Listed Former Ticket Office to the north of the railway line, constructed at the same time as the pedestrian footbridge.

3.15 The footbridge is in a poor state of repair and - with limited views out - feels enclosed and rather unwelcoming. It does not provide any alternative means of crossing the railway line for those who cannot use steps.

3.16 A further Listed Building, the Grade II Ralli Memorial Hall, is within the Conservation Area and just outside the Masterplan area. Its setting is somewhat compromised by the adjacent six storey residential building and the car wash and garage opposite. The Hall provides a range of community activities, and could form a key part of an upgraded area around the station.

Movement and access

3.17 Providing for movement and access via sustainable travel modes, both within the Hove Station Area and to the wider City, will be key to the success of any redevelopment plans. Key issues that need to be addressed are:

- the severance caused by the railway line;
- the lack of clarity (or 'legibility') of pedestrian access at the edges of the area ;
- rat-running by private vehicles through the area (i.e. use quieter roads to avoid busier, more congested routes);
- enhancing pedestrian access to the bus services at the Station and along Sackville Road which is currently limited by the flights of steps at both ends of Conway Street
- streets and spaces being dominated by car parking and service areas.

3.18 **Severance:** The railway is a significant barrier to movement between the northern and southern sides of the railway both to pedestrians and other transport modes. Existing crossing points are (from west to east):

- Sackville Road, which offers the easiest connection, but is heavily trafficked.
- Fonthill Road / Goldstone Street, which passes beneath the railway. The road is used as a rat-run to avoid Sackville Road and is unappealing to pedestrians and cyclists on account of its dark environment, narrow footways and length.
- The pedestrian footbridge at the station, which does not incorporate a lift, so is not accessible to all. It is in a poor state of repair and does not feel pleasant or safe to use.



Figure 3.10: Movement Analysis Plan

- | | | | |
|---|--|---|--|
|  | DA6 Boundary |  | Regional Cycle Network Route 82 |
|  | Barrier to movement - railway line |  | Private car parking |
|  | Existing bus stop |  | On street parking for the public and permit holders |
|  | Vehicular route (larger thickness indicates a more primary road) |  | Pedestrian access point |
|  | Vehicular access point |  | Stepped pedestrian access point |
|  | Access to commercial car parks |  | Railway bridge (pedestrian step access) |
|  | 'Rat run' vehicular route |  | Tunnel under railway bridge (pedestrian, cyclist and vehicular access) |

3.18 **Lack of clarity:** There are four main 'gateways' to the area for pedestrians, but all suffer from a lack of clarity (legibility) and accessibility due to level changes:

- The Salvation Army steps up from Sackville Road to Conway Street. These steps do not have the appearance of a 'public' thoroughfare (although they can be used by anyone) and have gates that are locked every night.
- Steps up to Conway Street from the public open space outside the Honeycroft Centre. These are tucked away behind buildings on Sackville Road. They do not look inviting and make no provision for disabled access.
- Goldstone Street / Fonthill Road provides a strong north-south link through the site connecting to the wider area. However, at the site's southern 'gateway', it passes under the low-rise dwellings in the Clarendon Ellen

Estate and does not appear visually as a welcoming or important connection.

- The steps down from Goldstone Villas next to The Station Pub are not obvious.

3.19 **Rat-running:** Private vehicles 'rat run' through the site from the south-east at Clarendon Road, along Ellen Street to Fonthill Road and up to Old Shoreham Road. These fast moving vehicles make the environment hostile for pedestrians and cyclists.

3.20 **Lack of bus stops:** There are bus stops outside the Rail Station and on Sackville Road. However, access to these from the Conway Street Industrial Area is via steps (both on its eastern and western sides) and there is currently no bus service serving this core area. With future intensification from development



Figure 3.11: Open Space Analysis Plan

of the core area, improved access to bus facilities would be beneficial. Any changes to routes would need consideration of the impact on other services and be subject to early discussion with commercial operators.

3.21 Dominance of car parking and servicing: Much of the Conway Street area is dominated by parking, be it off-street within business curtilages, or on-street. This adds to the lack of legibility within the area; service yards at the back of premises often face public streets.

Open space

3.22 Though there are extensive green spaces to the north (principally Hove Park, north of Old Shoreham Road) there is very little green space within the masterplan area; instead it is dominated by hard tarmac surfaces. There are some small green areas within the Clarendon Ellen Estate. However,

these spaces appear to be neither public nor private in nature, and do not seem to offer any functional amenity value, beyond providing very limited amenity space for estate residents and a buffer zone between the flats and the public highway.

3.23 The dominance of hard surfacing and the southward sloping topography means that the area contributes to surface water runoff that can become an issue in areas further south towards the coast, during times of exceptionally intense rainfall. There is an opportunity to slow down flows during rainfall by incorporating SUDs storage features into the design of an improved public realm. The area is within a Groundwater Source Protection Zone (GSPZ) and therefore any SUDs would need to be appropriately designed to avoid contamination of the local water supply (see the Sustainable Drainage SPD).

3.24 There is potential for creating two distinctive and welcoming 'entry points' that



Figure 3.12: Building Heights Plan

could help draw people into the area - through improvements to two existing spaces: the space outside the Honeycroft Centre and the setting of the listed Hove station buildings. Neither of these spaces perform this role well at present.

- the station setting is dominated by a very wide road and unsightly car-related uses in the form of a car wash and petrol station; and
- the space outside the Honeycroft Centre is a bleak space that, with the absence of good overlooking from adjacent buildings, fails to fulfil its potential as an attractive people-friendly public space or in facilitating a range of informal recreational amenities.

Building heights

3.25 Buildings in the wider area surrounding the masterplan area are typically of a residential scale, 2 to 3 storeys in height. The residential terraces of Hove are grand to the east of Goldstone Villas, and denser and smaller to the west. The industrial buildings within the employment areas are of a larger scale, but rarely above two storeys.

3.26 There are exceptions to this general scale, notably the five 10-storey towers within the Clarendon Ellen Estate. Other taller buildings include the 6-storey residential block across from the station entrance and the new apartment block recently developed by Hyde (New Wave) on Newtown Road. The Dubarry building on the north side of the railway has an imposing presence, being of four storeys with a large floor to ceiling height.

3.27 As discussed, the area is undergoing change. As an identified tall buildings area significant changes to the townscape can be expected in the future. Three schemes are already in the pipeline for development of substantially greater scale than the existing:

- the Moda Living proposal that has been granted planning permission for the redevelopment of the Sackville Trading Estate and the former Goods Yard. which includes buildings up to 15 storeys in height;
- the KAP proposal on Newtown Road includes buildings up to 11 storeys, and
- the Watkin Jones proposal on the 1-3 Ellen Street site on Conway Street has been granted permission for up to 18 storeys.

3.28 There is potential for the spatial relationship between tall buildings to realise a distinctive townscape, particularly in clustering close to the station to create an overall landmark within the wider townscape – while of course - being mindful of key heritage considerations.



Figures 3.13 (above): Existing Positive Influences



Figures 3.14 (above): Existing Negative Influences

Positive and negative influences

3.29 The presence of the railway station and its role in generating the movement of people to and from this part of the city provides a key potential catalyst for the area's regeneration. There has been significantly increased investment in the existing small independent businesses and shops clustered around the station which has provided an enhanced sense of vibrancy in the station's southern approach.

3.30 There are some further existing elements that contribute positively to the built environment -The listed station buildings, nearby buildings such as the Dubarry building (Hove Business Centre) and the Ralli Memorial Hall. However, the majority of the masterplan area is occupied by low quality employment buildings with largely 'blank' frontages, creating a relatively hostile pedestrian environment.

3.31 The area contains a range of different employment uses, from start-up space for creative businesses through to larger scale independent operations. Ensuring that the area retains a significant employment function, shifting to a more office based economy, is key. The creation of a mixed-use employment and residential neighbourhood will make best use of the area's proximity to the Station and its ability to support a diverse range of ancillary uses (such as cafés and shops). The delivery of new employment floorspace is a fundamental requirement of City Plan Policy DA6. The area also offers potential to deliver substantial new housing up to and above the minimum housing figures set in Policy DA6.

3.32 New developments need to provide solutions that overcomes the existing poor connectivity to the wider area, and the poor quality of the streets and spaces within it. There is a major opportunity for regeneration of the area to improve connections, particularly:

- at the north-eastern corner, where the potential redevelopment of the Network Rail Car Park and eastern Bus Depot could open-up direct access to the area from the Station, and supplement the existing stepped access from Goldstone Villas; and
- at the south-western corner, where redevelopment of the Honeycroft Centre could provide for a really high-quality public space with direct, welcoming connections into the area for pedestrians and cyclists.

3.33 Since 2015 the submission of successive planning applications for major new developments such as at Hyde Newtown Road, 1-3 Ellen Street, KAP and the Sackville Road Trading Estate/Coal Yard have demonstrated sustained market pressure for the transformation of the area by very high density development. To achieve planning policy aims, it is important that the management of planning applications takes a comprehensive, coordinated approach to the area – reflecting the objectives of the City Plan and the Neighbourhood Plan. In January 2019, the council declared a climate emergency and put in place a commitment to make Brighton & Hove carbon neutral by 2030. The redevelopment of this area offers a unique opportunity to meet this ambition and provide an exemplar of what can be achieved when carbon neutrality is at the core of the masterplan

The principles set out in Chapters 4 and 5 of this SPD draw on and enhance those which were developed for the above planning documents and will help meet the city's climate challenge. They provide a detailed coordinating framework.

3.34 Table 3.1 overleaf sets out seven specific objectives derived from the analysis of the area. These objectives have underpinned the coordinating framework.

Objectives

1	<p>Improve bus depot</p> <p>The bus depot needs to be improved within the DA6 area, and needs scope to expand</p>	<p>Discussions with the bus company have established that the current location of the bus depot is fundamental in meeting its operational requirements. A range of potential future changes relating to an expanding fleet, the fuelling requirements and other operational issues mean that the ageing bus depot needs redeveloping. The current buildings need upgrading. The bus company's preference is to remain in its current location. However, there may be potential to partially relocate and reconfigure the company's existing sites as part of a land assembly exercise shifting the bus facilities westwards onto adjacent land within the core masterplan area</p>
2	<p>Unlock station sites:</p> <p>Provide the necessary drivers for key sites around the station itself to become available for development</p>	<p>Connections into the area from the east are limited. The integrated development of the Network Rail Car Park and Bus Depot site east of Fonthill Road would provide the means to unlock the area as a whole, providing a significant level of development and new links into and through the area to and from the station. Such redevelopment could act as a catalyst for further development on other sites within the core masterplan area</p>
3	<p>Repurpose Fonthill Road:</p> <p>Fonthill Road needs to become a pedestrian and cyclist friendly link, and vehicle movements through the area must be limited</p>	<p>The potential regeneration of the Conway Street area is currently compromised by the existing use of Fonthill Road as a rat-run. There is an opportunity to both reduce the number of vehicles using this link and to create a greatly improved environment for pedestrians and cyclists</p>
4	<p>Maintain station parking:</p> <p>The level of dedicated parking provision serving the station should be maintained</p>	<p>Discussions with Network Rail have indicated that the current level of parking provision serving the station should be accommodated in any redevelopment involving the existing car park site. The location of replacement parking should maintain convenient access for rail travellers. The Neighbourhood Plan promotes the long-term possibility of centralised car parking facilities combining the station parking with parking for local residents, commuters and visitors if a suitable site can be found.</p>
5	<p>Enhance station setting:</p> <p>The setting of the station / Station Approach should be enhanced</p>	<p>The area south of the railway line has the potential to provide (i) a much improved setting for the listed station buildings; and (ii) a public realm that provides more space for pedestrians, cyclists and users of public transport and reduced space for vehicles. Enhancement of the station setting is a key component of the Neighbourhood Plan proposal for a Hove Station Community Hub, which is focused on the improvement of the immediate environs of the station</p>

Objectives

<p>6</p>	<p>Improve station accessibility: Improve station accessibility: In the context of improving non-vehicular accessibility to the station, east-west routes through the Conway Street industrial area should be improved and the northern access to the station also enhanced</p>	<p>While the south side of the station forms the main access point for passengers and is relatively accessible, the vehicular-pedestrian cycle conflicts should be minimised. The north side of the railway has completely inadequate access via the footbridge, creating access problems for a range of users (and potential users) including people with disabilities and elderly people with heavy shopping bags or luggage.</p> <p>In the short term, the physical condition of the bridge (which is a listed structure) should be improved, It should also offer more attractive alternatives for accessing the southern entrance by improving connectivity from the north and west through the Conway Street area, from Fonthill Road and across to the Sackville Trading area as it is redeveloped. In the longer term an evaluation of the options should be undertaken of lift access to the bridge at both ends or extending to Hove Park villas the north-south tunnel connecting the platforms. Improving accessibility to the station is a key component of the Neighbourhood Plan proposal for a Hove Station Community Hub</p>
<p>7</p>	<p>Improve Honeycroft: The Honeycroft community hub at the Clarendon Ellen Estate should be improved</p>	<p>Clarendon Ellen Estate currently provides a social hub on the ground floor of the western tower (the Honeycroft Centre) which includes a nursery, space for community events and training, and space for hire, There is also a range of other community uses in the two-storey building. The public open space in front of the centre and pedestrian access into the core masterplan area at this point are both poor in terms of quality and legibility. There is potential to redevelop while greatly improving this area, re-providing community facilities along with additional homes with a reconfigured public open space and legible routes to better connect into the surrounding area. The improvement of the existing community facilities and local open space with the associated redevelopment of the Decon building are core elements of the Neighbourhood Plan proposal for the Sackville Road-Conway Street Community Hub</p>

4 Area Wide Strategy

Introduction

4.1 This chapter provides a coordinating framework for all new development within the masterplan area. All planning applications and projects are expected to accord with the principles in relation to the following:

- Public Realm Strategy
 - Movement: routes and connectivity
 - Street types and spaces
 - New and improved areas of public space
 - Sustainability Principles
- Layout Principles
 - Key frontages and edges
 - Key views, landmarks, and opportunities for height
- Land use principles

Public Realm Strategy

4.2 Figure 4.1 overleaf sets out the overall strategy for movement, showing how routes and connectivity will be improved in the area. The key principles are:

- movement: routes and connectivity;
- street types; and
- integrating sustainability principles.

Movement: routes and connectivity

4.3 Figure 4.1 overleaf sets out the overall strategy for movement, showing how routes and connectivity will be improved in the area. The key principles are:

- Reduce the volume and speed of vehicular traffic by introducing controls at the Fonthill Road tunnel under the railway line. Design the route through the tunnel to provide greater space for pedestrians and cyclists. Incorporate lighting, materials and public art

to make the space feel more welcoming and engaging to non-car users.

- Extend this north-south route through to Clarendon Road, creating a green link for all pedestrians (including children and young people) between Conway Street and Ellen Street, along with an improved pedestrian / cycle link through the Clarendon Ellen Estate to Clarendon Road.
- Redevelop the station car park and eastern Bus Depot sites to provide mixed-use development incorporating a strong, positive pedestrian connection from the station level to Conway Street.
- Improve the existing pedestrian footbridge over the railway line, providing lifts as well as stairs, being mindful of its Grade II Listed status.
- Consider opportunity to provide for limited additional parking in a s multistorey car park to serve the wider development in the core masterplan area.
- Redevelop the Honeycroft Centre and associated community facilities, providing a new 'gateway' space and a direct and welcoming pedestrian / cycle connection through to Ellen Street.
- Create a clear pedestrian-friendly east-west route connecting Sackville Road to the station.
- Simplify vehicular routes, ensuring that appropriate access to existing and future businesses to ensure they can continue to operate successfully. This includes providing for bus access to existing and future Bus Depot facilities.
- Ensure that any future redevelopment of the Newtown Road employment area provides direct pedestrian and cycle connections to east-west routes provided as part of the redevelopment of the Sackville Road Trading Estate.

Street types

4.4 A key aim of the public realm strategy is to make the Hove Station Area more welcoming to pedestrians and cyclists. The area is currently dominated by motor vehicles and isn't conducive to walking or cycling. The aim of the public realm strategy is to prioritise pedestrian and cycle movements. To achieve this, the public realm strategy proposes two distinct street types:

- Vehicular routes, with the traditional demarcation of carriageway and footways on either side. Cyclists are accommodated on-street. Greening of these streets is not normally an essential requirement, though opportunities to enhance green infrastructure should be sought where possible. Streets that buses are expected to use should be designed appropriately to allow unobstructed free-flow operation of buses in both directions.
- Pedestrian / cycle priority routes, which either wholly or partly exclude vehicles and provide slow speed design. Green/blue infrastructure in the form of pocket parks, water management/SUDs and / or street trees should be an integral element of the design of these streets.

4.5 Chapter 5 provides guidance for specific locations within the overall movement strategy.

- trees must be an integral part of the design of these streets.

Integrating sustainability

4.6 Sustainability measures should be integrated into the design of the public realm. These should include:

- incorporating planting, vegetation and water features ('green'/'blue' infrastructure) including sustainable urban elements (SuDS) to slow-down the rate of surface water run-off and reduce contaminants

entering the groundwater resource (see SPD16 Sustainable Drainage);

- ensuring that any future heat network in the area can be accommodated within streets and spaces; and ensuring that space is safeguarded within the public realm and coordinated with other services to allow the installation of an area-wide low-carbon heat network, including links to other adjacent areas to support the development of a wider interconnected area wide network
- providing green infrastructure to help enhance biodiversity, (e.g. wildlife-friendly planting, green walls or roofs, hanging gardens, bird boxes, bee bricks etc.), improving air quality, providing shading and improving the well-being of people who live and work in the area, including through the provision of local food growing opportunities.
- food growing (e.g. edible landscaping/fruit trees etc.).
- car-free developments where possible and an environment conducive to pedestrians and cyclists.
- explore opportunity for a freight logistics/ 'last mile' hub to north of railway
- Provide for/retain Blue Badge parking
- Retrofit and/or integrate electric vehicle charging points into new public realm and individual plots for private and communal use.
- Work with statutory undertakers to upgrade utilities to facilitate renewable energy projects and retrofit
- Improve cycle parking within public highway and within redeveloped and retrofitted individual plots and arrays of plots (blocks)

4.7 In combination, these measures can help improve the area's resilience to climate change and help to enhance local

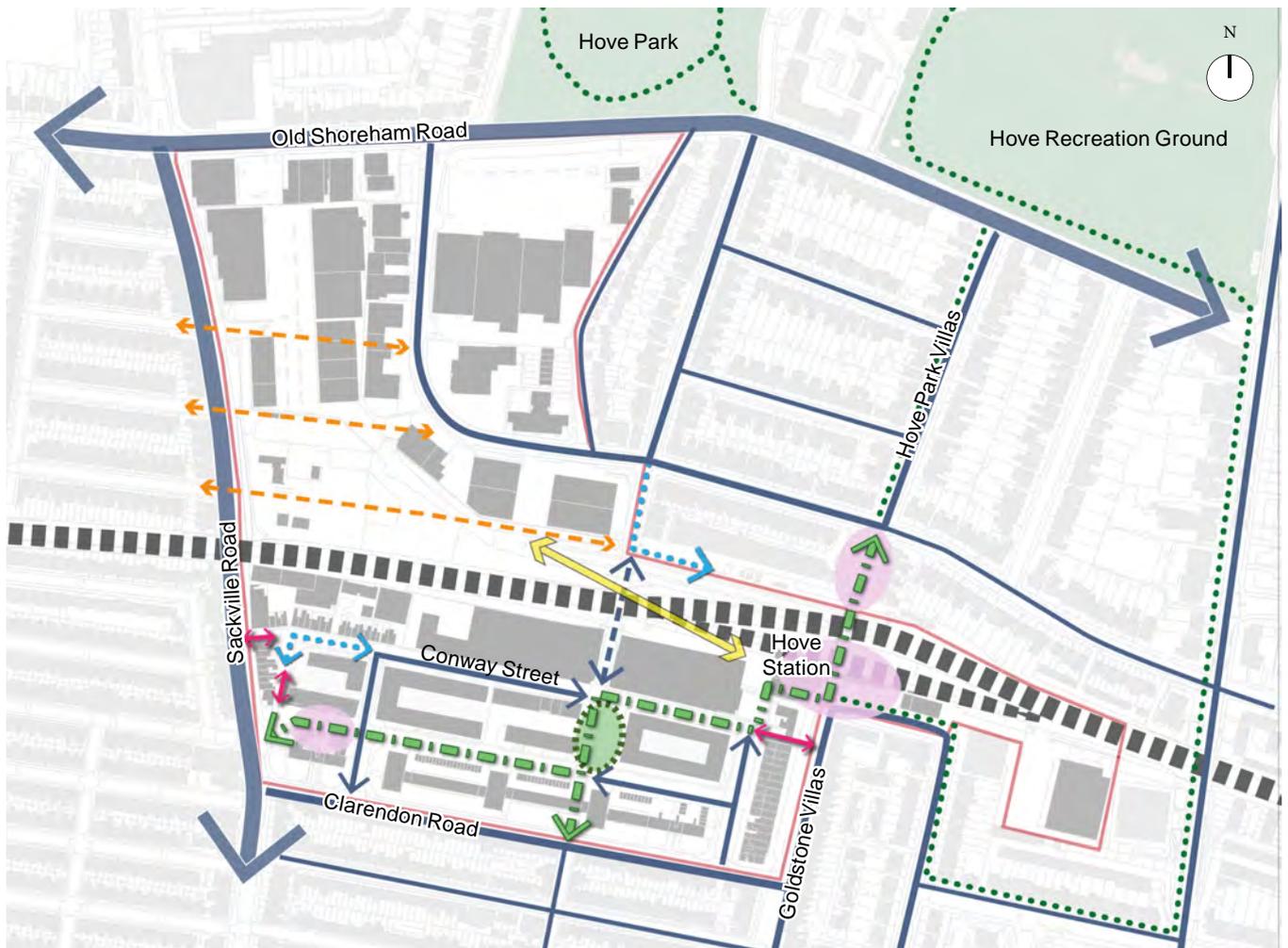


Figure 4.1: Movement Strategy

- | | | | |
|--|--|--|---|
| | Access only vehicular route | | DA6 Boundary |
| | Improved pedestrian links | | Vehicular route |
| | Regional cycle route | | Priority flow vehicular route |
| | Key pedestrian / cycle priority route | | Indicative strategic pedestrian / cycle links |
| | Potential pedestrian / cycle bridge over railway line (illustrative alignment) | | Focal green space |
| | | | Key area of public realm |

biodiversity. All schemes for the public realm will be expected to demonstrate how they combine these measures in creating attractive pedestrian and cycle friendly streets and spaces. The illustrations and diagrams overleaf set out the key principles, including examples of some very urban streets being transformed into engaging, pedestrian and cycle friendly spaces. This same level of transformation should be achieved on the pedestrian / cycle priority routes in the Hove Station Area.



Fig 4.4: BEFORE: Bridget Joyce Square, White City, London.

The original street divided a school from two playgrounds. On-street parking and pick up / drop off made this a dangerous place for children to be.



Fig 4.5: AFTER: Bridget Joyce Square, White City, London.

Traffic restriction, new paving, rain gardens and tree planting combine to create an urban public park.



Fig 4.6: BEFORE: Aldgate Square, London

The gyratory system encouraged high traffic speeds. Pedestrian movement was restricted by railings, emphasising the dominance of vehicles.

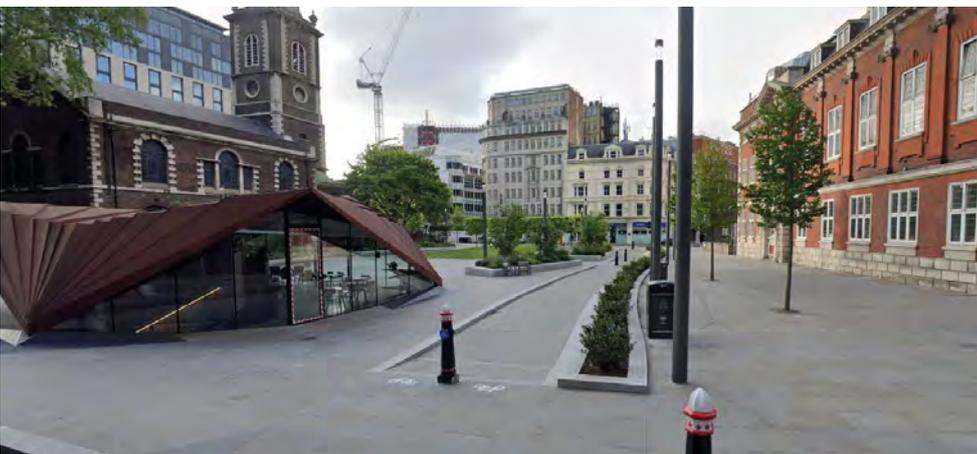


Fig 4.6: AFTER: Aldgate Square, London

The gyratory was re-routed, enabling the creation of a new public square and expansion of the churchyard gardens. The large amount of new planting improves air quality, as well as the look and feel of the area.

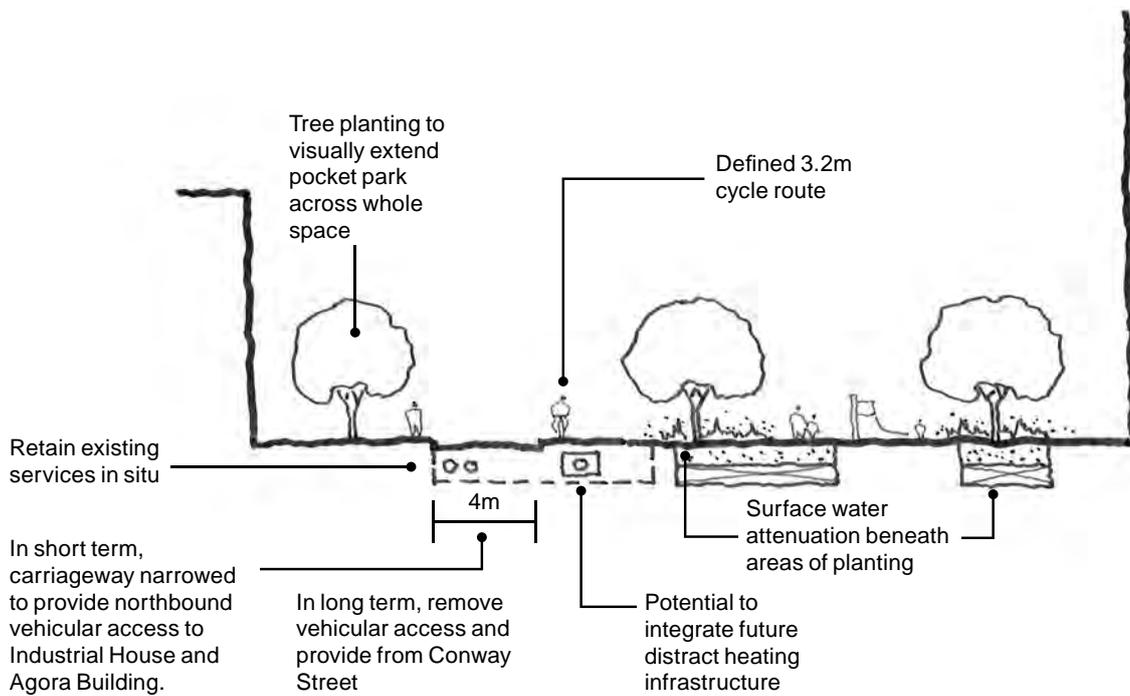


Figure 4.7: Illustrative section showing integration of sustainability principles in new pocket park

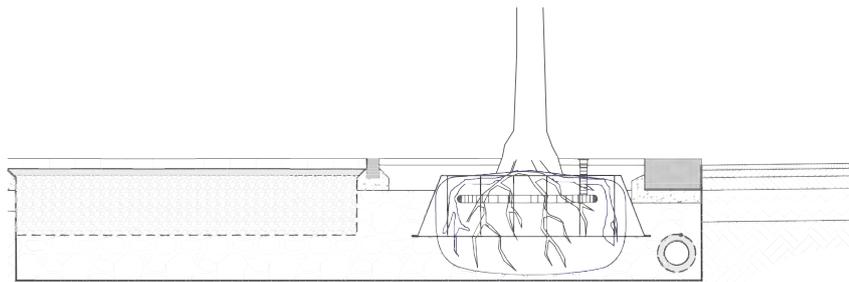


Figure 4.8: Principles for integrating new trees and permeable surfaces into the streetscape.

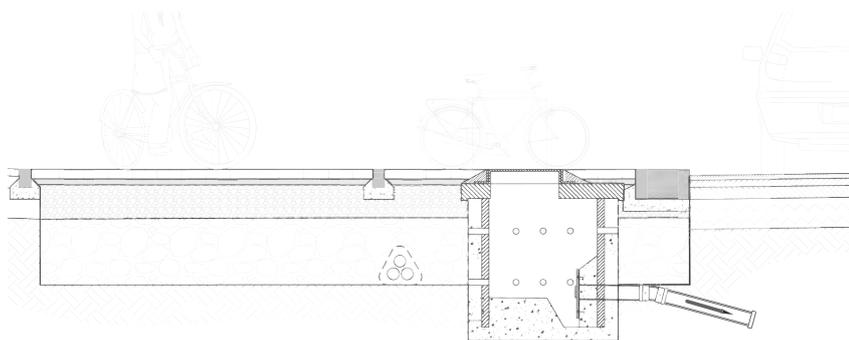


Figure 4.9: Principles for integrating permeable paving and surface water outfall

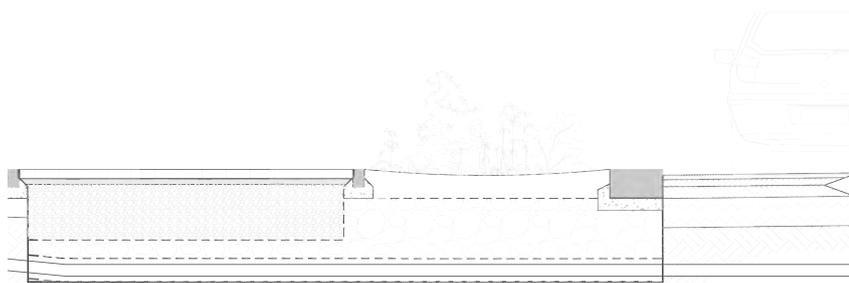


Figure 4.10: Principles for integrating rain gardens into the streetscape.

Layout Principles

4.8 The Public Realm Strategy must be supported by positive building edges defining and overlooking the key routes and spaces within the site. Taller buildings help and landmark / way finding point reinforce the important destination of the station (though the station is on the edge of the cluster and, with its heritage status, should not be overcrowded). This section sets out principles for:

- key frontages and edges;
- mix of uses to support active edges; and
- key views, landmarks and opportunities for height

Key frontages and edges

4.9 Figure 4.12 sets out a range of different building frontages that, to a greater or lesser degree, have a role to play in creating a sense of place within the core masterplan area. The requirements for the design of these frontages are as follows:

- **Key frontages.** These frontages should define the edge of the route linking the station to Sackville Road with strong, almost continuous building edges with few gaps between them. The ground floor of buildings along these frontages should have windows and doors onto the route.
- **Other important frontages.** These frontages also have a role to play in defining and overlooking key routes and spaces. However, there are challenges with some (e.g. the existing buildings on Ethel Street are essentially the 'backs' of buildings) and so it is acknowledged that achieving active frontages for their whole length may not be possible.
- **Active edges.** 'Active' edges (providing views into and out of buildings) should be provided at ground floor level in all new developments within the area. These must



Figure 4.11: Inactive frontages can make a positive contribution to the streetscene

include windows and doors on the ground floor and should extend for at least 50% of the frontage.

- **Potentially inactive frontages.** There is one use where achieving active frontages may not be possible for large parts of the building frontage: the bus depot. The design of a replacement bus depot must aim to have some active frontage (e.g. to showcase sustainable transport or allow some activity to be visible) and make inactive frontages as engaging as possible through:
 - a strong architectural design that introduces human scale and vertical rhythm to the lower floors through the use of materials and detailing;
 - creatively incorporating graphics and signage into the design of the building (rather than being an add on); and
 - incorporating small amounts of active ground floor uses where possible - e.g. making the most of staff entrances and office functions.

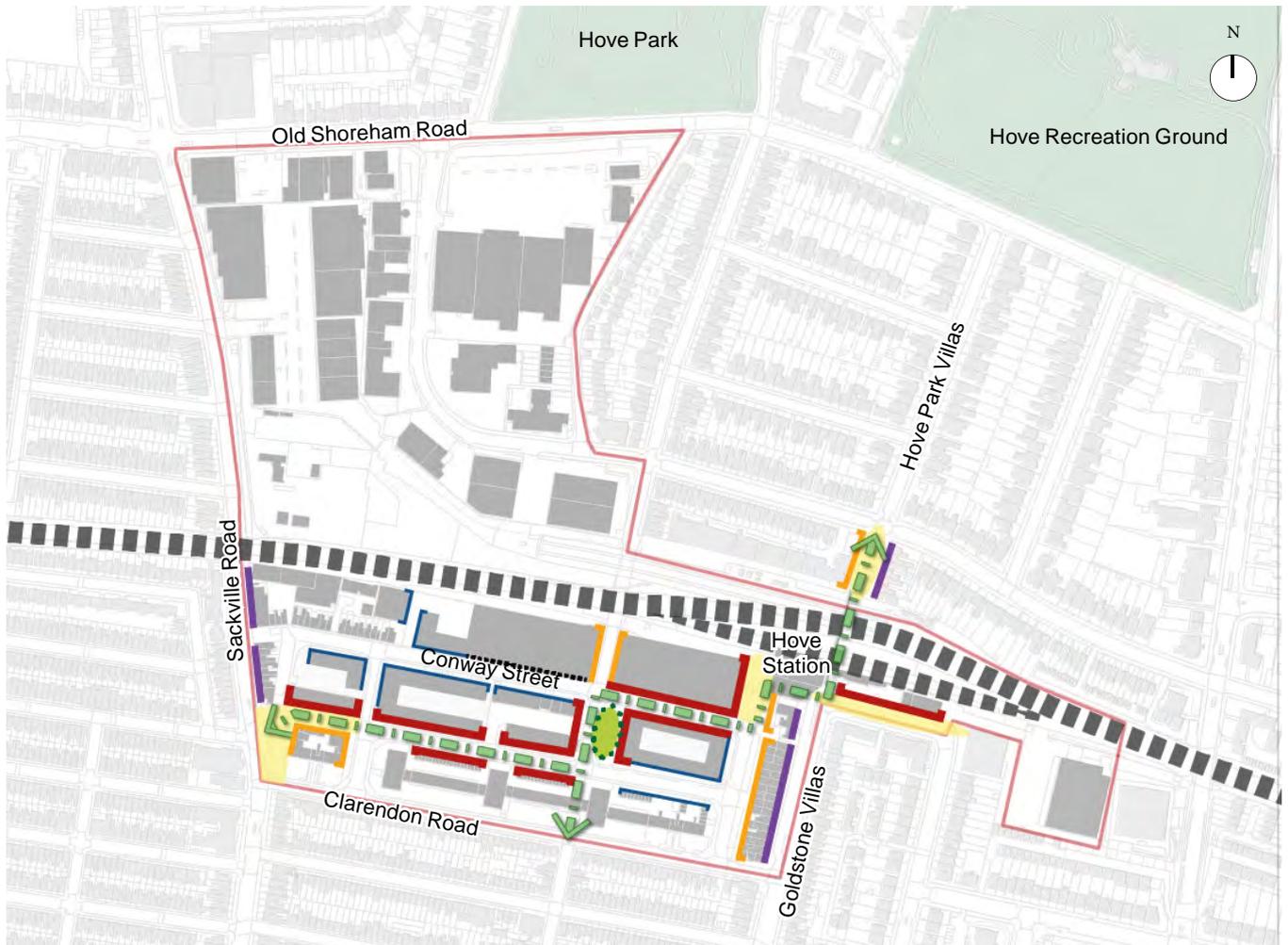
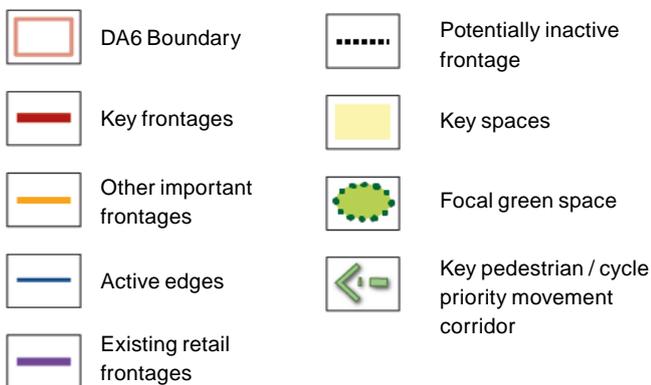


Figure 4.12: Key frontages and edges



Mix of uses

4.10 The Council's planning policy aims to regenerate the area as a vibrant and sustainable mixed-use area. Policy DA6 requires the retention or replacement of existing employment floorspace with a shift towards high quality flexible office / business (B1) uses. In order to secure an appropriate mix of uses, new development in the area should incorporate a range and mix of uses at ground floor level, with housing units above, that can contribute positively to active edges along the streets and spaces. New development should:

- provide employment uses on the lower floors, defining and overlooking adjacent streets and spaces, with residential above

where possible noise and pollution impacts could be reduced;

- focus ‘active’ employment frontages onto vehicular rather than pedestrian / cycle priority streets as employment tends to be less sensitive than residential uses to noise from passing vehicles;
- locate employment where other non-residential uses are expected to be in place for the long term - i.e. opposite the western Bus Depot;
- employment tends to be most active during weekdays. In order to ensure active edges onto streets and spaces all week long, mix employment on the ground floor with other ancillary uses - e.g. entrances to residential at the upper level, cafe and retail units, and community facilities.

4.11 The council is commissioning a Heat Network Feasibility Study of the Hove Station Area, with work expected to commence in spring 2021. Sufficient space should be safeguarded within the masterplan area to accommodate an appropriately sized energy centre to provide low carbon heat to the buildings contained in the new urban quarter. The energy centre shall allow sufficient space for the range of technologies (which may be considered under the heat networks feasibility study) and the volume to encompass thermal storage to maximise the potential to deliver carbon reductions

Key views, landmarks, and opportunities for height

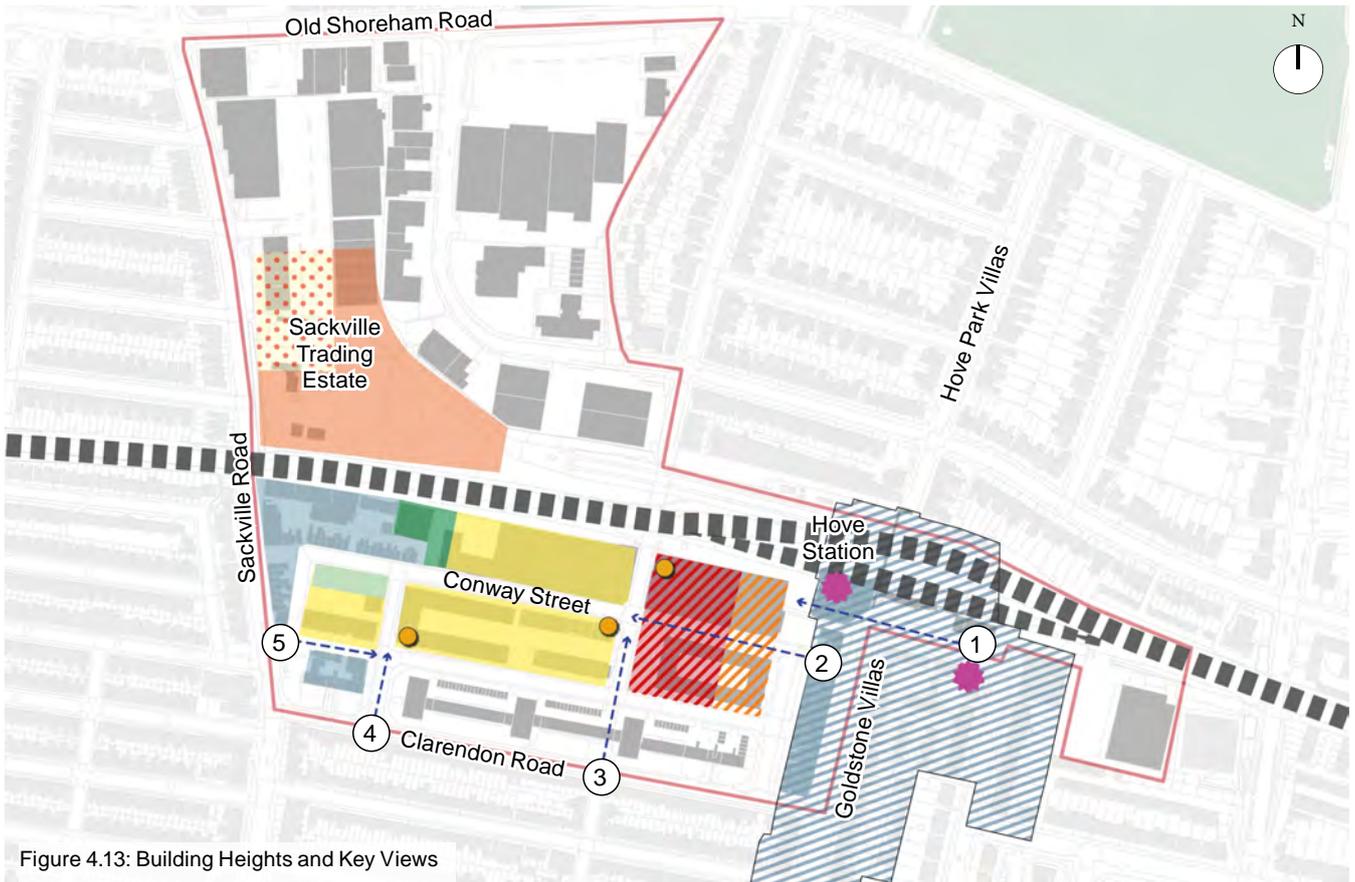
4.12 New buildings should support the overall approach to movement and connections through the area, locating buildings to animate key views along streets and spaces. Figure 4.12 sets out principles for building height across the core area as follows:

- Taller buildings should be clustered to the south west of the station building, incorporating the 1-3 Ellen Street site, the eastern Bus Depot and Network Rail’s car park.
- The majority of the remainder of the Core Area may be up to 8 storeys in height. Changes in height and massing should be

used to create visual interest and avoid long ‘walls’ of the same height. Those corners where there are opportunities for landmark / focal points are located on key view-lines - and should be designed to respond positively to these views. Height above 8 storeys may be appropriate in these locations.

4.13 The approach to setting building heights for the area is informed by:

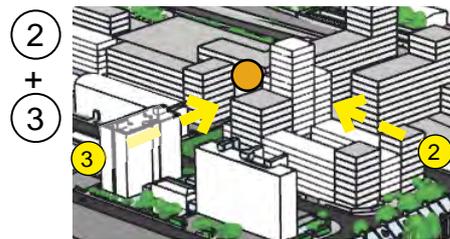
- the urban design strategy for movement, aims to improve connections and accessibility to the station. A cluster of taller buildings close to (but not immediately adjacent to) the station will help provide physical and visual landmark to this destination;
- supporting the overall approach to movement and connections through the site by locating buildings to respond to and terminate key views;
- the material consideration with regard to heights set by consented schemes, with up to 18 storeys at 1-3 Ellen Street and up to 15 storeys on the Coal Yard/Sackville Trading Estate. The Network Rail Car Park is around two storeys higher than land to the south, and so this topological factor should be taken into account in the design and consideration of the visual impact of tall building proposals in this location.
- responding to the Clarendon Ellen Estate’s 10 storey towers, which are assumed to remain in situ. However, there is an opportunity to improve and/or replace other buildings within the estate, including the potential replacement of some of the garage blocks with new development. In doing so, the 10 storey towers should remain prominent elements in the townscape by being higher than surrounding development. Therefore, a maximum height of up to eight storeys is recommended, with the tallest elements on key corners to act as landmarks; and
- Stepping down building heights of any development that is proposed in close-proximity to the existing two-storey residential dwellings on Conway Street.



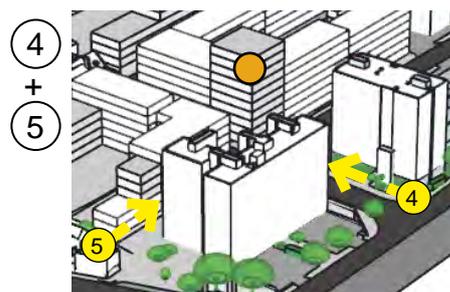
-  DA6 Boundary
-  Area suitable for heights up to 17 storeys
-  Area suitable for heights up to 8 storeys
-  Area suitable for 10-15 storeys
-  Area suitable for up to 5 storeys
-  Area suitable for up to 8 storeys, with some opportunity for taller elements
-  Opportunities for landmarks / focal points where building heights could increase incrementally
-  Area where height of existing residential must be respected
-  Areas where heights are retained
-  Key views
-  Hove Station Conservation Area
-  Listed Buildings



Key view 1 shown on the illustrative massing model



Key views 2 and 3 shown on the illustrative massing model



Key views 4 and 5 shown on the illustrative massing model

5 Site Specific Opportunities

Introduction

5.1 The principal site specific opportunities identified in Chapter 4 are set out in Figure 5.1 opposite and are:

1: Station Rise: This area, lying to the west of Hove Station, comprises the eastern bus depot and Network Rail Car Park. These two key sites in combination have the potential to 'unlock' the station area as a whole, by providing direct connections between the station and the wider area

2: Honeycroft Centre Area: A cornerstone to the development, this area has the potential to provide a welcoming gateway to the area from the west and continue to host important community facilities. This potential underpins the Neighbourhood Plan Sackville Road / Conway Street Community Hub proposal.

3: Station Approach: area of public realm which should be enhanced to provide a high quality setting to the Listed Station Buildings and create a positive initial impression of Hove on exit from the station. This area is included in the Neighbourhood Plan Hove Station Community Hub proposal

4: Fonthill Road & Goldstone Street: This street, currently dominated by cars, provides the opportunity to create a pleasing and practical north-south pedestrian and cycle route through the site, subject to the constraints of maintaining a minimum level of accessible on-street parking for residents.

5 Pocket Park: Located within the heart of the area, south of the Fonthill Road tunnel, this new soft landscaped area will provide an accessible amenity space for the residents of the immediate and wider area, bringing much needed green to the area. The provision of a pocket park is a high priority for local residents

but alternative locations in the core masterplan area identified in NP Part 1 Figure 6 should be evaluated during the consultation on the SPD.

6: Ellen Street: There is potential to transform this street, both through the regeneration of the Clarendon Ellen Estate to create positive building fronts onto the street and by making it a greener street, with priority for pedestrians and cyclist.

7: Ethel Street: There is an opportunity to reduce the dominance of private vehicles along Ethel Street to create a calmer, more welcoming approach to the station from the south.

8: Hove Park Villas Square: The approach to the station from the north side is along a characterful residential street with local shops. This is a key pedestrian route to the station from the surrounding northern neighbourhoods. There is potential to create a calmer, people-focused space in this area that - coupled with improvements to the pedestrian footbridge - could significantly improve the experience of the station and the link across the railway. This location is included in the Neighbourhood Plan Hove Station proposed Community Hub.



Figure 5.1: Location map of site specific opportunities

Station Rise

5.2 The function of this area is to provide a high-quality, gateway approach into the Hove Station Quarter from the station.

Site Parameters:

- **Scale and massing:** Taller development should be located on the western edge of the site, rather than towards the east where it meets the listed station building and the Conservation Area. This should create a landmark within the vicinity of the station and aid legibility towards the key transport node, while respecting the urban grain of the existing built form here.
- **Public realm and open space:** Provide an accessible, welcoming pedestrian link within a high-quality public realm; a destination that addresses the level change between what is currently the station car park and Conway Street, and allows for urban greening.
- **Active frontages:** Create positive frontages within this new public realm that incorporate active ground floor uses with residential above. Incorporate a range of ground floor units, so that there is an opportunity to draw on the existing lively character of small, independent businesses in this part of Hove.
- **Access and parking:** Replacement station car parking must be re-provided as part of the redevelopment. There is a major opportunity to step down in levels from the station to Conway Street, and - as shown in Figure 5.3 opposite - parking could be accessed or provided at ground level on Conway Street, with vehicles accessing the site from Clarendon Road. This should be incorporated in a way that does not compromise active frontages at ground level. No residential car parking, with the exception of access for disabled parking, servicing and deliveries should be provided for the residential development located above the commercial units. A longer term alternative



Figure 5.2: Site location

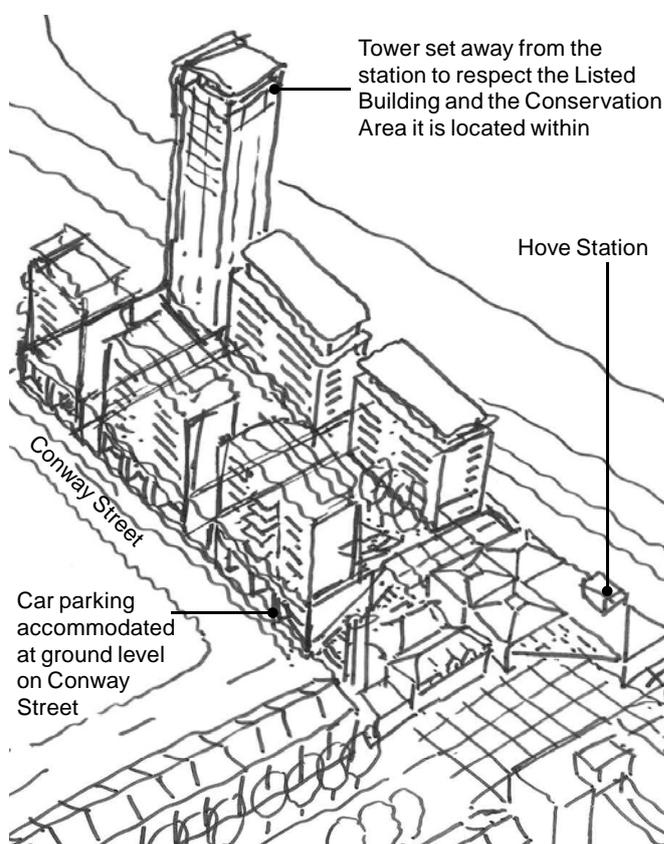


Figure 5.3: Illustrative sketch showing massing and key principles

could be the provision of a new car park for the station, which could be integrated with parking for residents, commuters and visitors if a suitable site can be found.

Key Deliverables:

- Creating a welcoming and positive pedestrian link from the station into the Conway Street area.

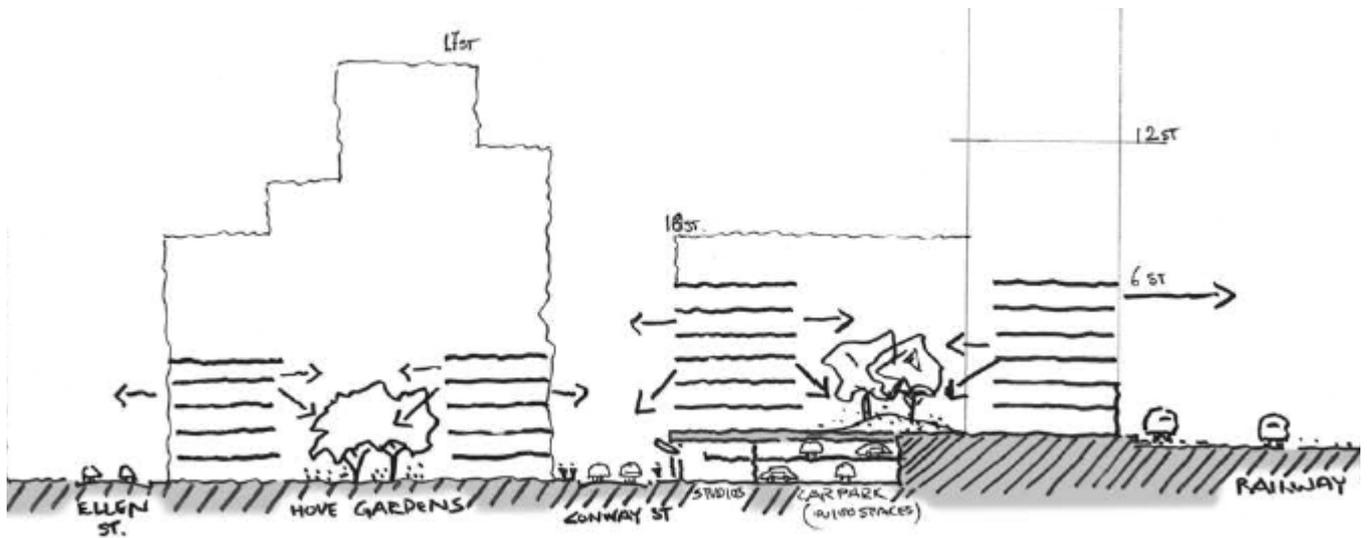


Figure 5.4: Illustrative section showing level change from railway line to Conway Street.

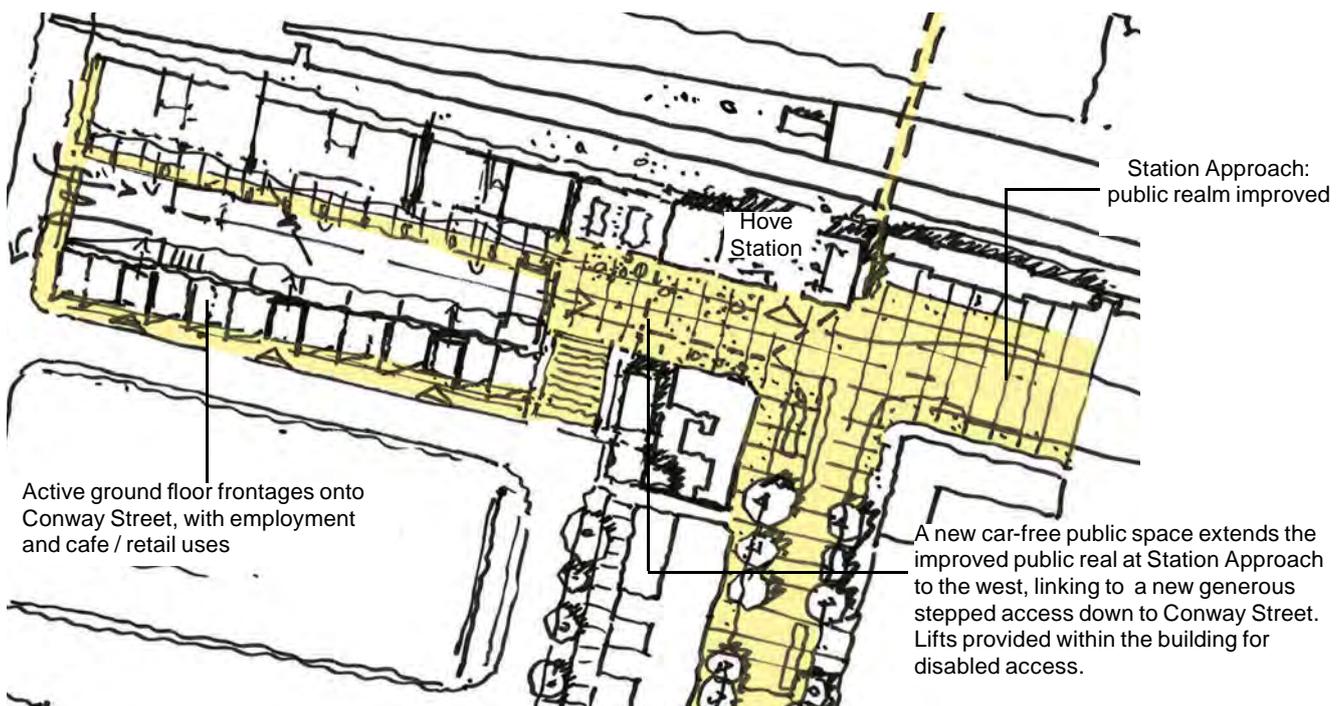


Figure 5.5: Illustrative station level plan

- Re-providing existing station car parking in a location convenient for rail users.
- Delivering mixed-use development, including employment and ancillary retail uses (to fulfil local needs) on the lower floors, with residential above. Retail uses could also be considered at ground floor level; however, any retail provision should integrate with and positively benefit the existing shopping area

along Goldstone Villas which is an important local shopping parade.

Honeycroft Centre Area

5.3 The Council is intending to engage with residents of the Clarendon Ellen Estate to develop an estate-wide regeneration scheme. The Honeycroft Centre has a key role to play in the regeneration of both the Estate and the wider Hove Station Area which the Neighbourhood Plan has recognised by designating it as one of its Community Hubs.

Site Parameters:

- **Community facilities:** Enhance/upgrade the existing community facilities as part of any redevelopment or major refurbishment.
- **Public realm:** Design new development to define a new east-west route through the site, lining directly with Ellen Street. Create an improved open space addressing Sackville Road and connecting to this new route. Be mindful of the needs of children and young people in the space, considering opportunities for informal play in the public realm.
- **Scale and massing:** Step buildings down towards Sackville Road to respect the scale of the existing streetscape. Buildings to be a maximum of 8 storeys. Design layout so as not to prejudice future development of Decon Laboratories site immediately to the north.
- **Active frontages:** Ensure that active ground floor uses face onto the open space and new east-west route. Provide residential on the upper floors, with clearly defined entrances at ground level.

Key deliverables:

- Improvement of the public space and creation of east-west link to Ellen Street to create a welcoming gateway to the area.
- Re-provision of the existing community facilities on site.



Figure 5.6: Site location

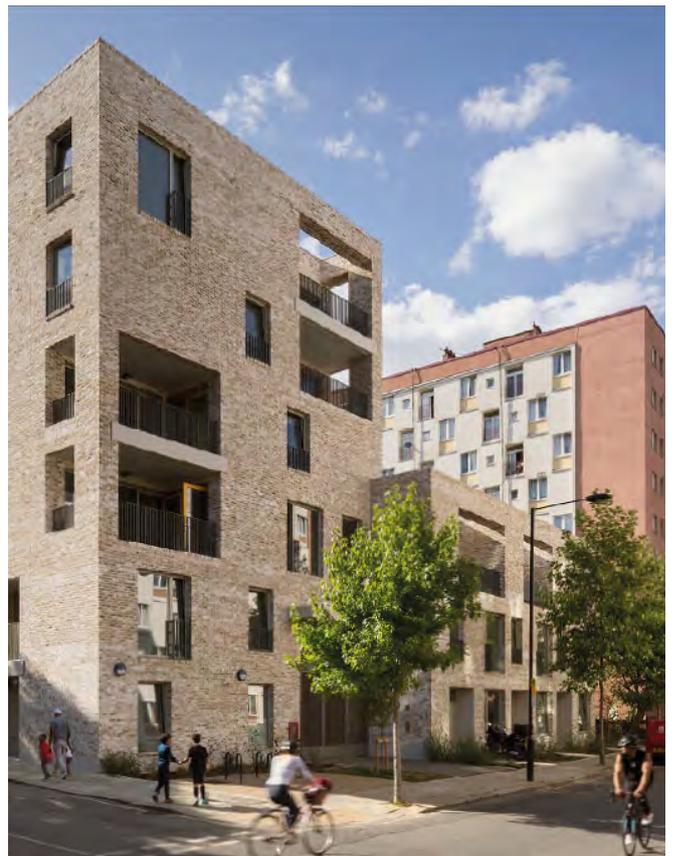


Figure 5.7: Example showing how new development could define the new east-west link to Ellen Street

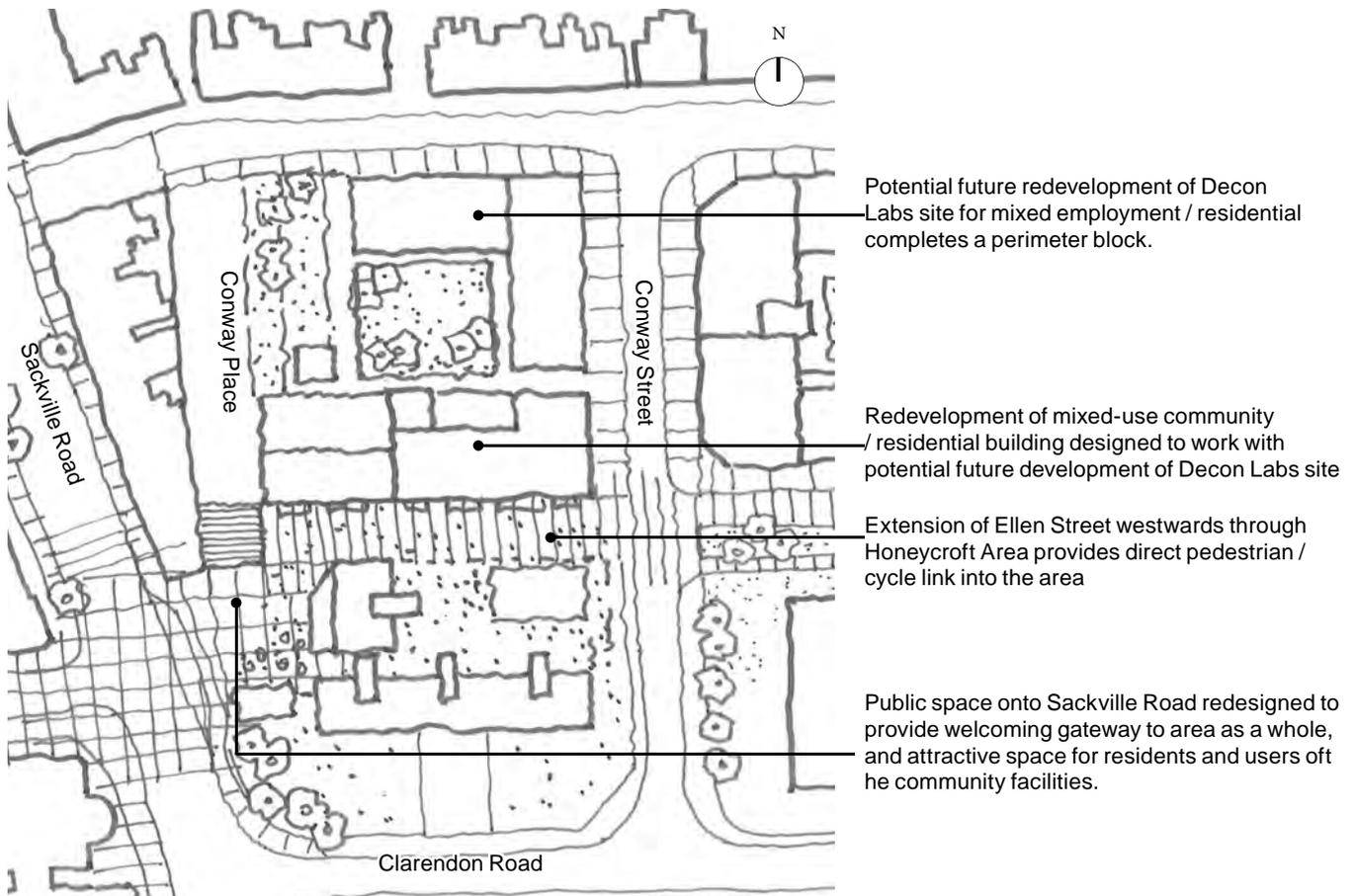


Figure 5.8: Illustrative plan view of the Honeycroft Centre Area.

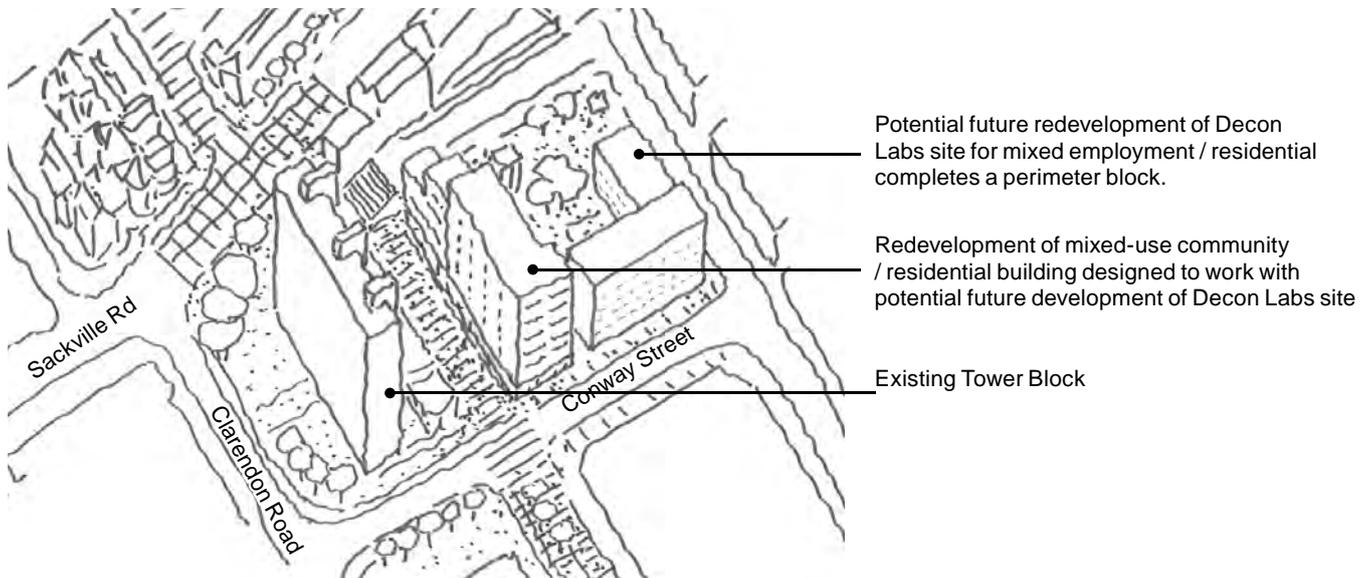


Figure 5.9: Illustrative aerial view of the Honeycroft Aerial showing potential massing

Station Approach:

5.4 The Hove railway station buildings and the footbridge are all listed Grade II and lie within the Hove Station Conservation Area. At present vehicular movement across the station forecourt to access the Network Rail car park on the eastern side creates conflict with pedestrians and cyclists. In addition, buses and taxis - although located close to the station- are not organised in the most accessible way for pedestrians moving between different modes of transport. The existing site movement arrangements create a poor first impression of Hove upon arrival at the station. This is a key opportunity to create a gateway at the Station Approach area and re-establish a sense of arrival to Hove which is one of the reasons for its incorporation in the proposed Hove Station Community Hub.

Site Parameters:

- **Public realm:** Improvements to the Station forecourt and its immediate surrounds to unify the public realm and provide visual continuity, with priority given to pedestrians and help ensure that the space provides a safe and pleasant environment for its users. Removal of the existing carwash and petrol-filling station would provide considerable opportunities to enhance this area if these factors could be brokered as part of a wider comprehensive project. Widen pavements to provide new seating, public art street greening and the avoidance of 'pinch-points' (e.g. adjacent to bus stops). Narrow the carriageway to reduce the space dedicated to vehicles. Introduce activity through 'pop-up' uses (such as a coffee van) in the improved public realm.
- **Transport:** Relocate taxi-rank (currently situated in the centre of the carriageway on Goldstone Villas) to a new location adjacent to the widened footway on the west side of



Figure 5.10: Site location

Goldstone Villas as illustrated in Figure 5.1. This would avoid passengers having to cross the road to get to a taxi.

- Relocate the east-bound bus stop to immediately outside the station on Station Approach, again removing the need for passengers to cross the road. Southbound / westbound buses continue to stop on Goldstone Villas.
- **Access and parking:** The relocation of the station car park to Conway Street would result in a car-free station forecourt, enabling the extension of the high-quality Station Approach public realm westwards to provide a positive connection to the wider Hove Station Area.

Key deliverables:

- Improvement of the station forecourt and immediate area to create a pleasant and coherent streetscape and a positive gateway entrance to the city on arrival to/from Hove Station.
- Reducing the presence of private vehicles on the street, enabling the promotion of more sustainable modes of transport

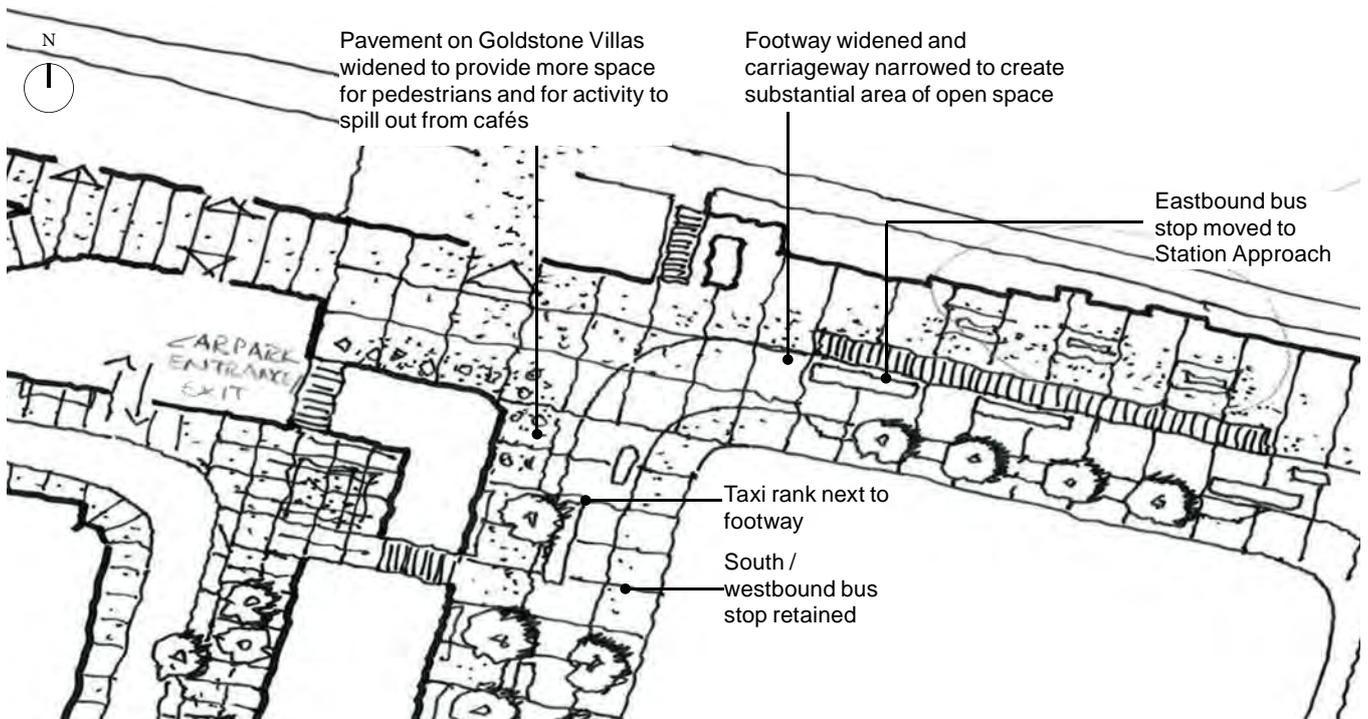


Fig 5.11: Sketch plan showing how Station Approach could be improved



Fig 5.12: High quality public realm and opportunities for seating to encourage activity.



Fig 5.13: Opportunities for planting for visual amenity as well as incorporating SUDs.



Fig 5.14: Good lighting, sympathetic to the character of the Station buildings, will help make the space attractive and safe at all hours.



Fig 5.15: Reducing the presence of the private vehicle will allow the public realm to be reclaimed by pedestrians.

Fonthill Road & Goldstone Street

5.5 Together, Fonthill Road and Goldstone Street form a key north-south route through the site. The objective will be to create a key movement corridor, with reduced vehicular movement.

Site Parameters:

- Public realm and movement: Reduce to single carriageway for vehicles through the road tunnel under the railway and extend footway width to provide more space for pedestrians. Use priority filter to control traffic. Install high quality paving within and at either ends of the tunnel to reinforce the requirement for slow vehicular speeds. Use creative lighting and public art to improve the tunnel's environment.
- Frontages: Ensure that the building edges immediately to the south of the railway tunnel provide active frontages, to avoid extending the 'tunnel' effect.

Key deliverables:

- • Public realm and traffic management scheme to reduce vehicular movement and create an appealing and safe environment for pedestrians and cyclists.



Figure 5.10: Site location

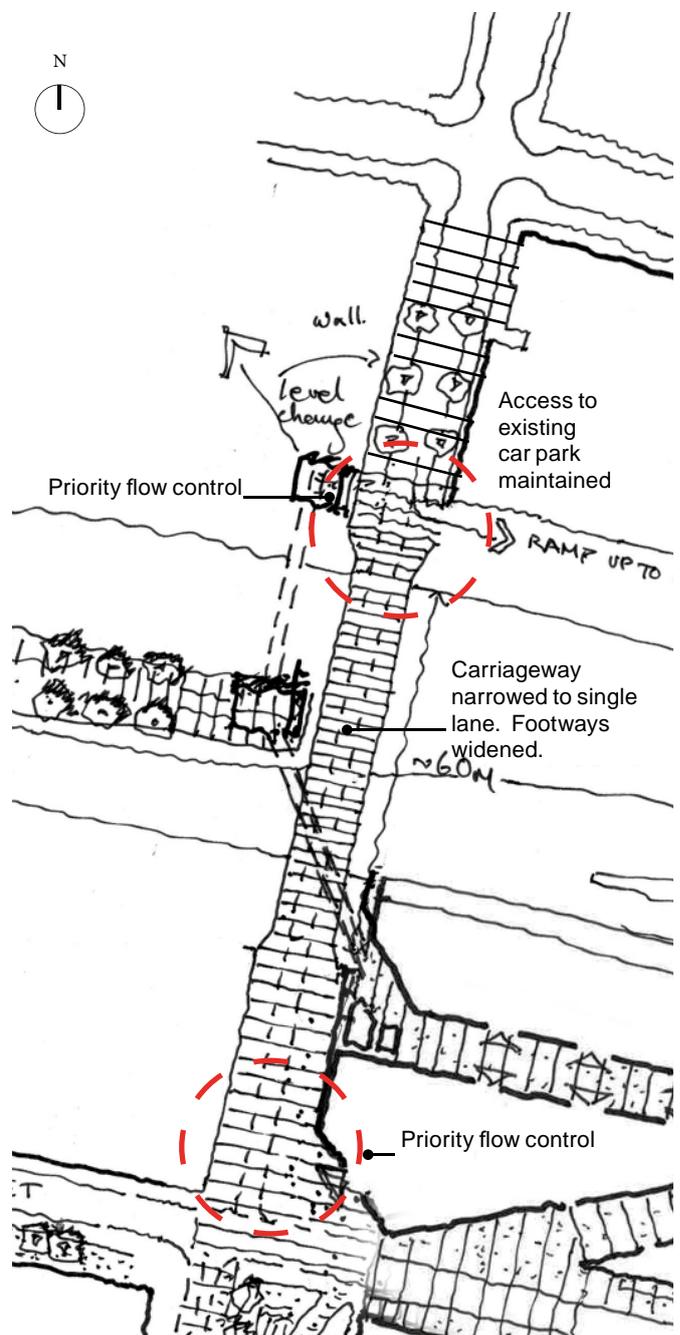


Figure 5.13: Widened footway gives generous space to pedestrians



Figure 5.11: Creative use of lighting to improve the pedestrian experience



Figure 5.12: Widened footway gives generous space to pedestrians



Figure 5.14: Site location



Figure 5.15: Illustrative sketch plan of the Pocket Park.



Figure 5.16: Seating designed as an integral part of the pocket park provides a reason to linger



Figure 5.17: Soft planting not only looks good, it works with SUDS features to manage drainage and helps improve air quality

Pocket Park

5.6 The pocket park at the junction of Goldstone Street and Ellen Street will form an important green space for the area. It also has a key role to play as part of the pedestrian-friendly east-west route across the area. However, alternative and/or additional locations in the area should be considered, possibly to provide a pair of pocket parks in the context of very high density development as indicated in the Neighbourhood Plan.

Site Parameters:

- **Public realm:** This space will combine SuDS infrastructure and green infrastructure to provide a unique and engaging space for people to move through and linger in the area. There is potential to incorporate informal play opportunities or a small children's play area.
- **Movement:** In the long-term, there will be no vehicular access through this space. However, in the short to medium term, a shared-space access on the western side will provide one-way access to the parking that serves Industrial House and the Agora Building. Redevelopment of all or part of these sites in the future should relocate vehicular access to Conway Street to the north.
- **Biodiversity:** The pocket park offers a prime opportunity to enhance biodiversity (e.g. through tree/plant choices (see the Council's Tree Strategy) promotion of learning (e.g. "bug hotels" and other similar features) and shared community food growing space

Key deliverables:

- Deliver a focal open space in the form of a pocket park.



Figure 5.18: In the short term, vehicles to pass through the edge of the park. Design to minimise the impact of cars.

Ellen Street

5.7 Ellen Street is currently lined with inactive frontages: garage blocks to the south and industrial units predominantly set behind car parking to the north. The route, shown in Figure 5.25, provides a key opportunity to create a direct link between the community facilities located at Honeycroft, the pocket park and the eastern end close to the station.

Site Parameters:

- **Building – street relationship:** As part of regeneration of the Clarendon Ellen Estate, redevelop the northern edge of the estate to provide a strong, positive building line onto Ellen Street. Ensure that windows and doors open onto the street, and that upper levels overlook Ellen Street. Redevelopment of the Custom Pharma, Agora and the 1-3 Ellen Street site should form a similar positive relationship to Ellen Street.
- **Public realm and movement:** Transform Ellen Street into a pedestrian and cycle-friendly route, with soft planting, biodiversity gains and SuDS features integrated into the design. Achieve this by:
 - reducing or eliminating vehicles from the western part of Ellen Street and from Conway Street to Goldstone Street;
 - minimising vehicular access to Ellen Street between Goldstone Street and Ethel Street; and
 - designing a high-quality public realm, with street trees, soft planting and incidental areas for sitting.

Key deliverables:

- Creation of a ‘green’ shared street that prioritises pedestrian and cycle movement.
- Provision of active edges lining this key movement corridor.



Figure 5.14: Site location



Figure 5.15: Example of how new development on the Clarendon Ellen Estate could create a positive frontage to Ellen Street



Figure 5.16: The style of new development on the Clarendon Ellen Estate is not prescribed by this SPD: what is crucial are active frontages overlooking the greened street

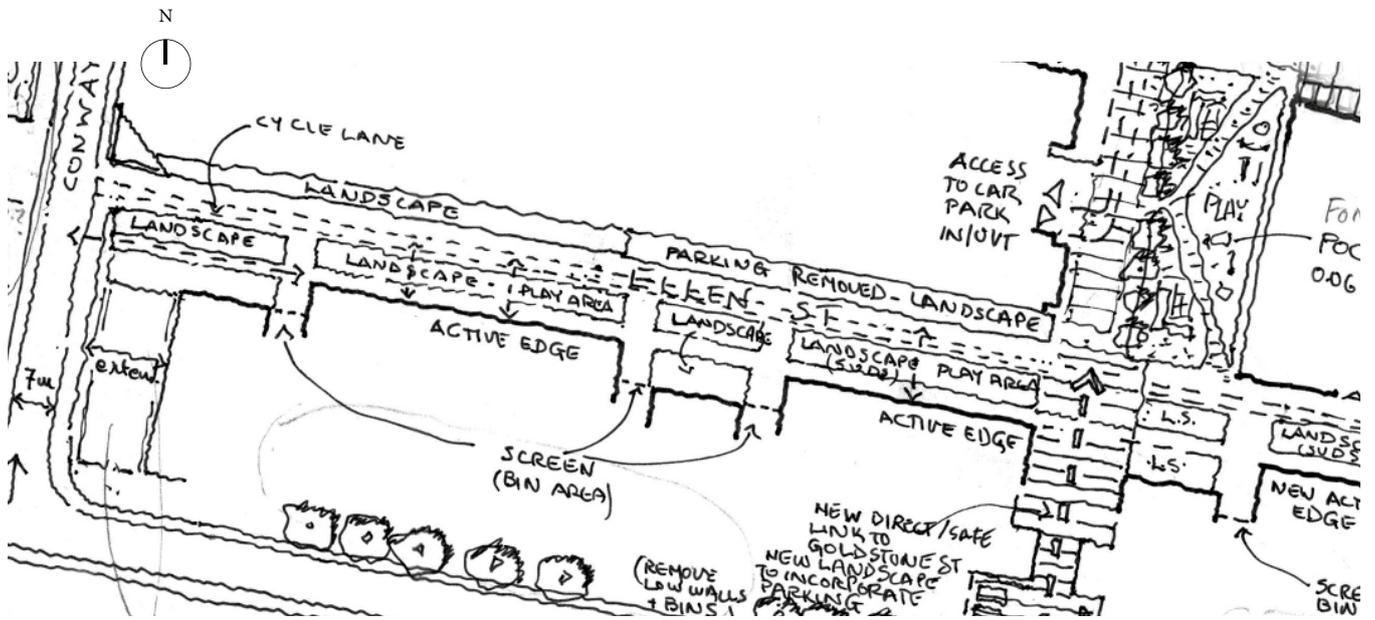


Figure 5.17: Illustrative sketch of Ellen Street.

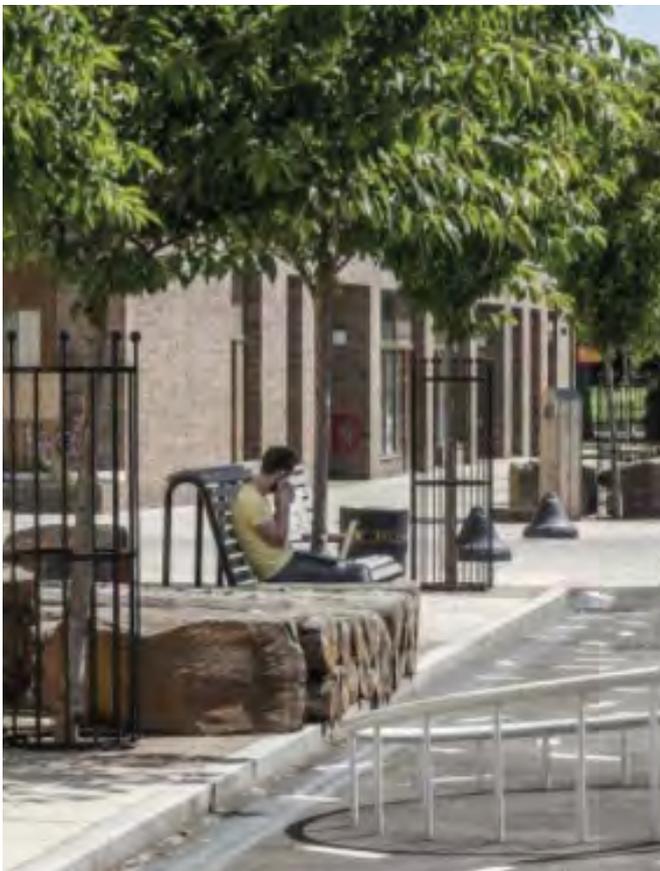


Figure 5.18: Places to sit help to make Ellen Street a place to linger



Figure 5.19: Greening introduces softness into an otherwise urban area.

Ethel Street

5.8 Ethel Street is effectively two parallel streets:

- Ethel Street itself, which is a very wide street with parallel parking on the western side and end-on parking under trees on the eastern side; and
- separated by the parking under the trees, a narrow service access serving the businesses fronting onto it.

This potentially pleasant part of the area is currently dominated by parked cars. It feels cluttered and unwelcoming to pedestrians. There is an opportunity to enhance the setting for businesses and improve circulation for pedestrians and cyclists via public realm improvements. There are many examples from where such public realm changes and have played a key role in attracting more people into using an area to spending time (and money).

Site Parameters:

- **Building – street relationship:** The proposed 1-3 Ellen Street development will provide an active edge along the entire western side of the street. As part of the regeneration of the Clendon Ellen Estate, a strong, positive building line should be provided onto Ethel Street. On the eastern side of the road the existing uses of buildings will be retained.
- **Public realm and movement:** Ethel Street will continue to provide vehicular access to the area as whole. However, the carriageway can be narrowed significantly to provide for two-way traffic. Reduce the amount of car parking on Ethel Street, preferably providing it as parallel parking. Create a shared pedestrian / cycle route incorporating the existing trees, and planting more to create a greened street.

Key deliverables:

- Creation of a street with a better balance of provision for vehicles and pedestrians / cyclists.
- Provision of active edges overlooking and defining the street.



Figure 5.20: Site location

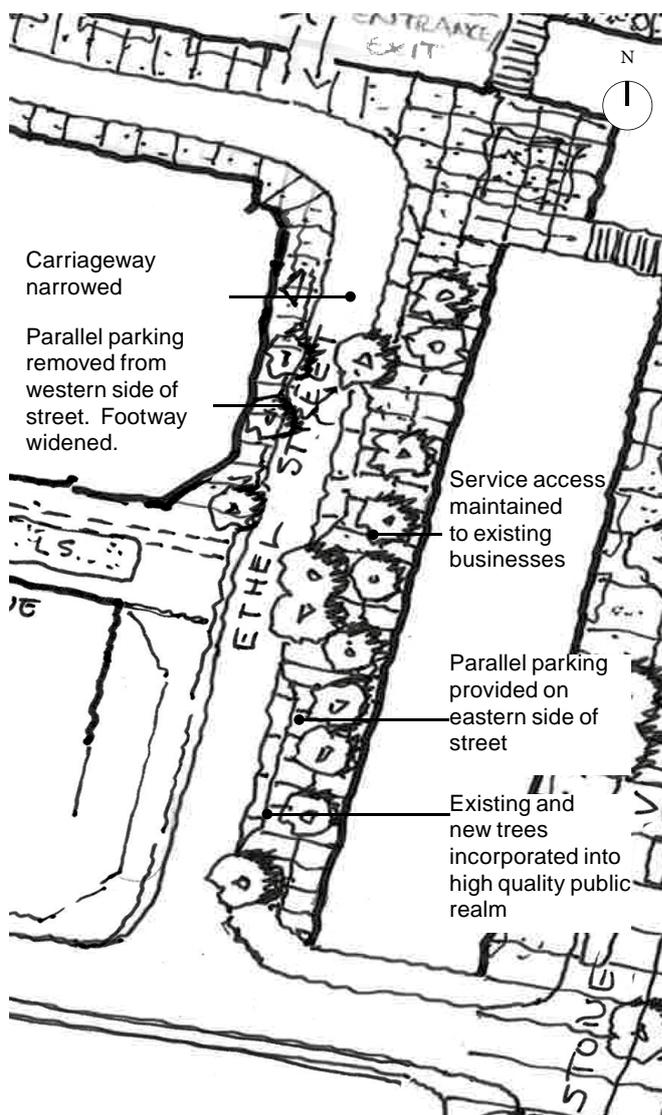


Figure 5.21: Sketch plan of Ethel Street



Figure 5.22: Site location

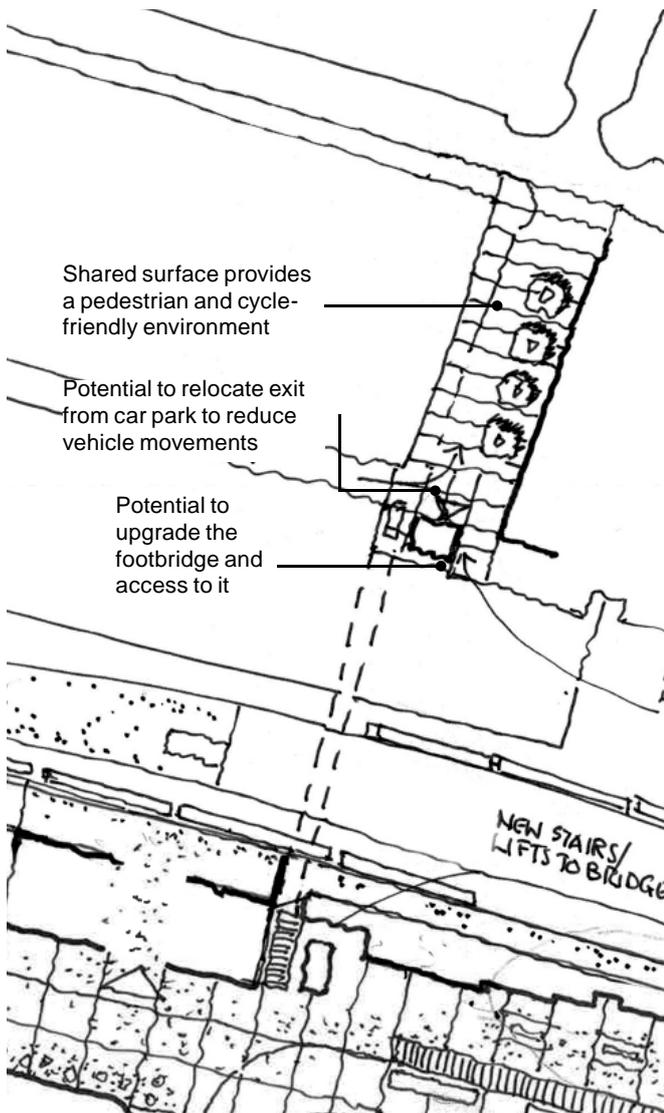


Figure 5.22: Sketch plan of Hove Park Villas Square

Hove Park Villas Square

5.9 The approach to the station from the north side is along an attractive residential street with local shops, which is identified in the Neighbourhood Plan as the Hove Station Community Hub. This is a key pedestrian route to the station from the surrounding northern neighbourhoods. The stepped access over the Grade II Listed footbridge is not accessible to all. There is an opportunity to sensitively upgrade the footbridge with lifts at the north and south and/or provide disabled access to the station ticketing area by an extension of the existing pedestrian underpass beneath the platforms. Improving the public realm to the north to create a square would provide an appropriate setting for better access.

Site Parameters:

- Public realm and movement: Create a public space that enables pedestrians, cyclists and vehicles serving the shops and business to co-exist comfortably. Investigate the potential for relocating the vehicular exit from the Hove Business Centre to Fonthill Road.

Key deliverables:

- Creation of a public square providing an appropriate setting to the Station footbridge.
- Refurbishment of Station footbridge, to provide access for all either by lifts or an extension to the existing pedestrian underpass.



Figure 5.23: An improved public realm together with the existing business could create an attractive and distinctive square

6 Phasing and delivery

6.1 The Hove Station Area is complex, with many different landowners with a range of different aspirations for the future. This SPD is the first step in distilling higher level policy as set out in City Plan Part One as well as emerging policy in City Plan Part Two and the Hove Station Neighbourhood Plan. Driving regeneration forward will take considerable effort from all involved, including the Council, the Hove Station Neighbourhood Forum and individual landowners.

6.2 The longer-term key to unlocking the potential of the area is the redevelopment of the eastern Bus Depot and Network Rail Car Park. Supported by interventions into the public realm and traffic management, there is potential to achieve significant change that in turn stimulates the regeneration of the area as a whole over time. Ideally, this would be achieved at an early stage, but in order to accommodate the shorter-term operational needs of the bus company, it is probable that it will take some time to secure the necessary land deals that will provide for the bus company's longer term needs and release the eastern depot site.

6.3 This section sets out the sites and projects in an order of priority, which has taken account of the community's priorities as identified in the Neighbourhood Plan, identifying the landowners and the key stakeholders who need to be involved. Early developments and actions include sites for which planning permission has already been secured, as well as those being promoted by their landowners for development. They also include some public realm works that could quickly start to change the character of the area with minimal investment, particularly traffic management to reduce vehicular movements under the railway line and rat running through

the area, together with short-term investment in the Community Hubs

6.4 It is the medium term projects that have the potential to really transform the area, and the groundwork for these needs to be started now in order for them to come forward. This includes the Council,

Discussing with developers the Council's stated position on delivering a carbon neutral Brighton and Hove by 2030 and the importance of this area in helping to deliver this commitment and how this can be achieved;

- working with local stakeholders including the Neighbourhood Forum, brokering discussion between key landowners and/or to consider engaging with a third-party agency to provide a key role in land assembly and possibly as a lead developer;
- undertaking engagement with the residents of the Clarendon Ellen Estate to inform a comprehensive regeneration scheme; and
- leading the process of designing and implementing public realm improvements at Ellen Street and Ethel Street
- leading the process of designing and implementing public realm improvements in the Hove Station Community Hub area
- securing the early refurbishment of the footbridge and the necessary investment commitments for the medium-term provision of lifts or a tunnel to provide access to all from the residential areas north of the Station.

6.5 Network Rail has an important part to play in this crucial 'medium term' stage of regeneration, not only as a partner in the key site but also leading improvements to the station footbridge, and being a partner with the Council and the Neighbourhood Forum in public realm improvements at Station Approach



	Site / project	Landowner ■ key stakeholders	Comments
Early sites / projects			
1	1-3 Ellen Street	Watkins Jones ■ Neighbourhood Forum	Planning permission for residential-led mixed development of up to 18 storeys comprising residential units (build to rent), with commercial and community space. WJ is committed to working with the Forum through the construction period to occupancy to establish the Hove Station Neighbourhood Quarter.
2	Sackville Trading Estate	Multiple ownership ■ Application made by Moda Living ■ Neighbourhood Forum	Planning permission for a mixed-use development comprising residential units (build to rent), a care community, offices and commercial space. Moda Living is committed to working with the Forum through the construction period to occupancy to establish the Hove Station Neighbourhood Quarter.
3	Fonthill Road & Goldstone Street	Highway land ■ Highway Authority ■ Network Rail if works to tunnel proposed	Opportunity for early public realm project. Could be done in two stages (i) directional traffic control implemented early; and (ii) upgrading of surfacing and lighting / art project at a later date.
4	Hove Park Villas Square	Highway Land ■ Businesses and residents in and around the square ■ Hove Business Centre ■ Neighbourhood Forum	Opportunity for early public realm project to improve setting of northern entrance. First phase of comprehensive scheme to improve access to the station, including upgrading the footbridge To be incorporated in a comprehensive urban design scheme building on the Neighbourhood Plan proposals for the Hove Station Community Hub
5	KAP site	■ Tudor Holdings	Planning permission for residential / office development.

	Site / project	Landowner <ul style="list-style-type: none"> ■ key stakeholders 	Comments
Medium Term Sites / Projects			
6	Royal Mail Site	<ul style="list-style-type: none"> ■ Royal Mail Group PLC 	Proposed for allocation for residential in the Neighbourhood Plan Part Two and City Plan Part Two.
7	Eastern Bus Depot and Network Rail Car Park	Go-Ahead Group / Network Rail <ul style="list-style-type: none"> ■ Brighton & Hove Bus 	<p>Key opportunity to unlock the area as a whole with comprehensive redevelopment, re-providing station car parking along with employment and residential uses.</p> <p>A significant and complex scheme that requires re-provision of the eastern bus depot facilities elsewhere in the masterplan area south of the railway line.</p>
8	Station Approach and Footbridge	Network Rail <ul style="list-style-type: none"> ■ Historic England ■ Businesses and other occupiers around the Station Approach Area ■ Neighbourhood Forum 	<p>Public realm scheme to improve setting of Hove Station, reduce dominance of road network and provide more convenient access to buses and taxis. To be incorporated in a comprehensive urban design scheme building on the Neighbourhood Plan proposals for the Hove Station Community Hub</p> <p>Improving the footbridge (including providing lifts) is a key element of this project</p>
9	Honeycroft Centre	B&HCC <ul style="list-style-type: none"> ■ Residents of Clarendon Ellen Estate ■ Occupiers and users of the community facilities ■ Decon Labs ■ Businesses / residents on Sackville Road ■ Neighbourhood Forum 	As part of the wider regeneration of the Clarendon Ellen Estate, an opportunity to refurbish/redevelop this area, along with new residential redevelopment of the Decon Labs site (site 15) and an improved public realm to deliver the Neighbourhood Plan Community Hub proposal. Connecting into and extending Ellen Street westwards is a key part of the project. If site 15 could come forward at an earlier opportunity (it is currently identified as a longer term project) it could be incorporated as part of a wider comprehensive redevelopment with this site.

	Site / project	Landowner <ul style="list-style-type: none"> ■ key stakeholders 	Comments
10	Ellen Street	Highway Land / B&HCC <ul style="list-style-type: none"> ■ Residents of Clarendon Ellen Estate ■ Businesses in the Conway Street Area ■ Highway Authority 	As part of the wider regeneration of the Clarendon Ellen Estate, an opportunity to redevelop the northern edge of the estate to provide new homes fronting onto Ellen Street, and improvements to Ellen Street to create a pedestrian and cycle friendly green street.
11	Ethel Street	Highway Land <ul style="list-style-type: none"> ■ Businesses and residents served by Ethel Street 	Public realm scheme to combine vehicular access and parking with an attractive environment for pedestrians and cyclists.
Medium – Long Term Sites / Projects			
12	Industrial House, Custom Pharma and Albert Works	B&HCC, Matsim Properties, Harket Group <ul style="list-style-type: none"> ■ Occupiers / tenants of the 3 sites 	Potential for the redevelopment of all or part of these ownership. Could form part of future bus depot relocation, or could provide mixed-use development.
13	Western Bus Depot	Go-Ahead <ul style="list-style-type: none"> ■ Brighton & Hove Bus 	Potential to redevelop western bus depot to upgrade facilities. Not as critical as the eastern depot in unlocking the regeneration of the area as a whole, and so can be delivered at a later stage as part of the phased upgrading of bus depot facilities (subject to successful site assembly).
14	Pocket Park	Go-Ahead / Highway Land <ul style="list-style-type: none"> ■ Brighton & Hove Buses ■ Industrial House and Agora owners / occupiers 	Land is partly within highway and partly within Go-Ahead ownership. The bus company considers the land important in the near future for operational purposes It will need to form a key element in the phasing solution to any future redevelopment. Pocket park cannot therefore be delivered until land is no longer required for bus depot operation and suitable alternative site has been found.

	Site / project	Landowner ■ key stakeholders	Comments
Long Term Sites			
15	Decon Laboratories	Decon Laboratories	Potential for mixed-use development to complement redevelopment of Honeycroft Centre Area (see site 9 comments) thereby completing a logical urban 'block' as proposed in the Neighbourhood Plan outline design scheme for the Sackville Road Conway Street Community Hub. Outlook is primarily eastwards, so would be more attractive for development once other sites in the area have come forward.
16	Jewson and Hove Car Supermarket	Jewson Ltd and Hove Car Supermarket	Comprehensive redevelopment of these two sites would be likely to make best use of land, as the Car Supermarket is visually 'tucked-away' and therefore difficult to develop on its own. Potential to combine with redevelopment of the Western Bus Depot site.
17	Agora	Matsim Properties	Better quality building than most in the area and currently fully occupied, so potential for a longer life than many existing buildings. Matsim own adjacent Custom Pharma site (see site 12) so potential for a comprehensive approach to redevelopment.
18	Newton Road Employment Area	Multiple ■ Owners and occupiers of businesses	Potential for future redevelopment to connect the Sackville Trading Estate Development into the wider area. The area is currently subject to a protected employment land designation under Policy CP3 in the City Plan Part One. This, together with land assembly complications arising from multiple land ownerships mean that the area would need to form part of a wider comprehensive project in conjunction with site 7 if it was to be realised.
19	Goldstone Retail Park	Oxford University Endowment Managers ■ Owners and occupiers of businesses	No plans from the site owner to redevelop this area. Very low potential for change in the lifetime of this SPD.

Appendix 1: 'Station Rise'- unlocking the Station Area: Additional Note

In Spring 2020, the Brighton and Hove Bus Company shared its preferred strategy for the redevelopment of its three sites across the city (Lewes Road, Whitehawk and Conway Street)

The bus company (part of the Go-Ahead Group) currently owns and occupies three sites around Conway Street including a bus garage on the eastern side of Fonthill Road (3,139m²), further storage and offices on the western side of Fonthill Road (4,170m²), and parking on the smaller southern site east of Goldstone Road (725m²). The company's proposals include the demolition of all existing office and workshop buildings, and the construction of new workshop facilities and a new HQ on the upper floors on the western side, allowing open storage of buses on the western side.

This SPD provides a strategy for a new mixed-use neighbourhood focussed on the Conway Street Industrial Area. The potential redevelopment and (ultimate) relocation of the bus depot buildings are not only an important element within this wider context. but could have an impact upon the attractiveness of the wider area.

The prospect of open storage of buses on at least part of the site - and potentially all of the eastern side - may undermine the wider regeneration objectives for the area, so this note aims to use what the bus company's plans to consider how later phases might still release key parts of the Conway Street area for development uses that could meet the Council's aims for the Hove Station Quarter.

Phase 1

Key Outputs:

- Existing depot buildings demolished
- Temporary open bus depot installed

Phase 1 would enable the bus company to progress its current plans, creating new office space on its western site, and open bus parking on the eastern site. This has the benefit of allowing the bus company to improve its working conditions and clearing the eastern site of its current buildings, creating a parking and storage area for buses.

However, the long-term storage of buses on the eastern site would not be conducive to creating a successful neighbourhood or provide the link to the station from the east. Neither would it realise the development potential of the station car park. The Council would wish to see this site better used by development, given its close proximity to the station and potential to create a link between the station and Conway Street / Sackville Road.



Figure 1.1: The bus company's current land. Phase 1 would remove buildings on the large eastern site.

Phase 2

Key Outputs:

- New bus depot developed
- Eastern bus depot relocates, freeing up this site

Because of the importance of the eastern site to the Hove Station Area, its availability for development is deemed essential, potentially in combination with the Network Rail car park abutting it to the north. The key to achieving this is the relocation of the operational bus uses from the eastern site to a single consolidated site within the core masterplan area, that would better meet its long-term operational requirements.

The most suitable site(s) for this would be to the immediate south of the bus company's western site, on land currently occupied by the Council's Industrial House, Custom Pharma and Albert Works. All of the uses here could be relocated over the medium term, allowing the bus company to relocate and still remain adjacent to its other site. The site currently occupied and owned by Jewson to the immediate west of the western depot site may also have a role potential to provide for temporary or more permanent bus relocation. There would, of course, need to be an agreed strategy in place to secure the necessary related land deals.

The potential for redevelopment on the eastern site allows the possibility of funding the purchase of some or all of these sites site for the relocation of bus facilities.

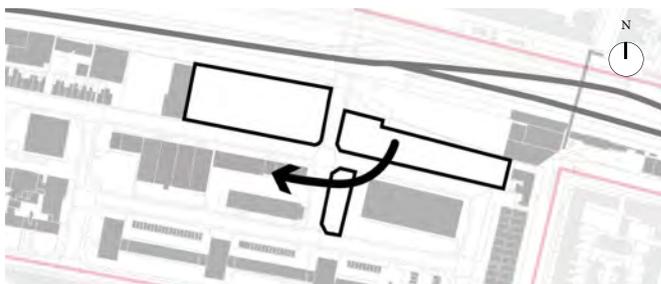


Figure 1.2: Eastern depot facilities move to alternative site

Phase 3

Key Outputs:

- Eastern bus depot redeveloped for mixed use
- Work to bring Network Rail site in as a comprehensive approach

Securing the bus company's move from the eastern site would allow the site's redevelopment for a mixed use scheme in conjunction with the Network Rail Car Park, thereby achieving the SPD's strategy for a new pedestrian access to the station from the east, a replacement multi-storey car park close to the station and the realisation of considerable development of the car park in conjunction with the eastern depot site. As discussed within the SPD, the combination of the eastern bus depot site with the Network Rail site to the north could create a comprehensive approach to the area which could begin to generate critical mass for the Hove Station neighbourhood and provide a catalyst to deliver wider benefits for the Conway Street area generally.

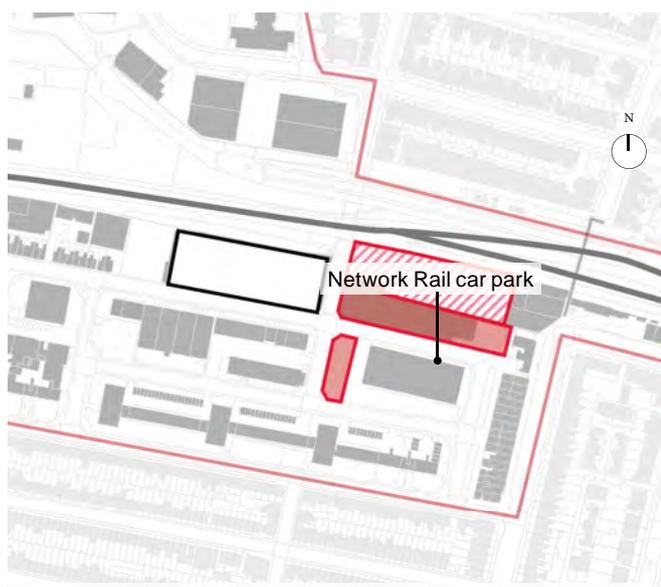


Figure 1.3: The eastern depot smaller eastern side can be redeveloped.

Phase 4

Key Outputs:

- New bus depot developed on single consolidated site

Once the bus company has cleared the eastern site, changes required to the western bus depot and office site can be completed to bring the two sites together operationally. This may involve the new depot spanning across - and closing off a part of - Conway Street in order to provide a consolidated site for bus operations. Ideally, perimeter blocks would form an edge around any open area required for operations, to aesthetically accommodate the depot within the urban grain and make best use of the development capacity of the core masterplan area.

The disbenefits of the bus depot spanning Conway Street would be a reduction in access/permeability through this part of the area, although it should be noted that access to the masterplan envisages Ellen Street to the south as providing for the key east-west pedestrian connections through the area.

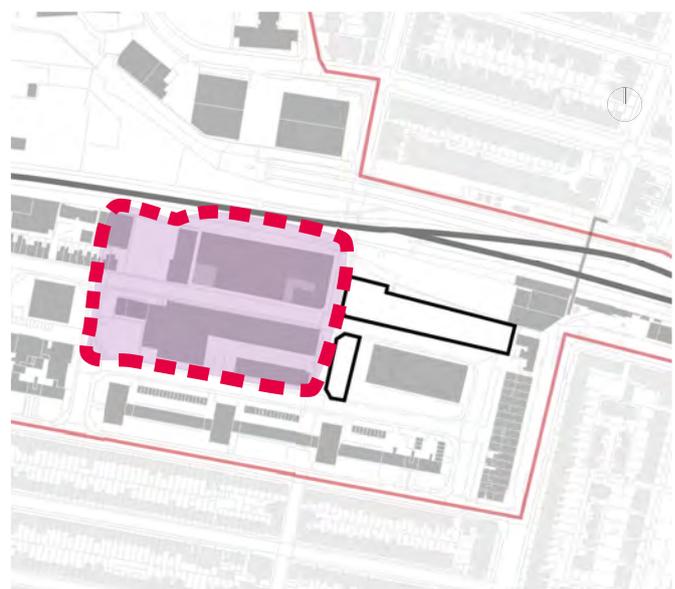


Figure 1.4: The western bus depot can be fully redeveloped with the new site.

City Planning
Brighton & Hove City Council
Hove Town Hall
Norton Road
Hove
BN3 3BQ

