

ECONOMIC DEVELOPMENT & CULTURE COMMITTEE

Agenda Item 74

Brighton & Hove City Council

Subject:	Medina House Planning Brief		
Date of Meeting:	Thursday 7th March 2013		
Report of:	Strategic Director, Place		
Contact Officer:	Name:	Clare Flowers	Tel: 29-0443
	Email:	clare.flowers@brighton-hove.gov.uk	
Ward(s) affected:	Central Hove		

FOR GENERAL RELEASE

1. SUMMARY AND POLICY CONTEXT:

- 1.1 This report seeks approval to consult on a draft planning brief (attached as an appendix to this report) that has been prepared in respect of Medina House and the adjacent, associated plot.
- 1.2 The draft brief has been prepared following a petition to the council and in order to set out the council's planning requirements for the site, following previous refusals of planning permission and conservation area consent and the related appeals that were dismissed by the Planning Inspectorate. Planning briefs are recognised as being potentially useful tools for improving the quality and the consistency of advice provided to developers, the efficiency of the planning process and the quality of the built environment.

2. RECOMMENDATIONS:

- 2.1 That the Economic Development & Culture Committee approves the draft planning brief as forming the basis of a public consultation exercise.

3. RELEVANT BACKGROUND INFORMATION/CHRONOLOGY OF KEY EVENTS:

- 3.1 Medina House is a locally listed building and heritage asset which forms part of a wider development site on Kings Esplanade within Cliftonville Conservation Area. Planning and conservation area consent applications to demolish Medina House and redevelop this site were refused by the council as Local Planning Authority in December 2010 (BH2009/03120 and BH2009/03105) and the subsequent appeals to the Planning Inspectorate were dismissed in November 2011.
- 3.2 Following a petition to the Planning Committee of 8 August 2012 that a planning brief be prepared to guide future development on the Medina House site, the petition was forwarded to the meeting of the Economic Development & Culture Committee on 20 September 2012, where the Chair confirmed the council's intention to prepare such a brief.

- 3.4 The draft planning brief seeks to retain and reuse Medina House through setting out guidance for an appropriate scheme that can retain the locally designated Medina House and develop the adjoining vacant site sensitively and modestly, whilst maintaining realistic overall viability levels. The brief is informed by the views of both the council and the Planning Inspectorate that the site makes a positive contribution to the character of Kings Esplanade and the Cliftonville Conservation Area by way of the Medina House building and the visual gap the site creates.
- 3.5 A viability report has been carried out by Cluttons using development parameters set out in the draft brief against a number of options; and this has been used as a relevant background document. Residential development was considered in the report as it is both a suitable use and the only realistic use that would deliver a viable land value to support the retention of Medina House
- 3.6 Meetings on and off site with relevant council officers in the Heritage Team; Development Control officer comments and Highway Authority officer comments have directly informed the contents of the draft brief. The landowner will have the opportunity to make formal representations during the consultation period and these comments can be considered alongside those of other stakeholders before a final version of the brief is agreed (see following section).

4. COMMUNITY ENGAGEMENT AND CONSULTATION

Public consultation will be undertaken over a four week period using the council's online consultation portal. A public exhibition will be held in Hove Town Hall over a number of days. Key stakeholders, interested parties, groups and societies will also be actively encouraged to participate in the consultation, in line with Aim 2 of the Community Engagement Framework.

5. FINANCIAL & OTHER IMPLICATIONS:

Financial Implications:

- 5.1 Any costs relating to the Planning Brief will be met from within existing budgets.

Finance Officer Consulted: Jeff Coates

Date: 21/01/13

Legal Implications:

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

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

Lawyer Consulted: Hilary Woodward

Date: 24/01/13

Equalities Implications:

- 5.3 An Equalities Impact Assessment (EQIA) of the Planning Projects service was undertaken in 2010. This included good practice in relation to the preparation of Planning Briefs. Officers have followed this advice to ensure that the consultation on the brief does not exclude people from the process and encompasses hard-to-reach groups

Sustainability Implications:

- 5.4 The draft planning brief refers directly to the need for future proposals and planning applications to comply with the requirements of Supplementary Planning Document 08 – Sustainable Building Design and appropriate City Plan/Local Plan policies, including those relating to affordable housing and transport. The retention and reuse of a locally listed but vacant heritage asset will make a sustainable and positive contribution to the character of Kings Esplanade and Cliftonville Conservation Area.

Crime & Disorder Implications:

- 5.5 The draft planning brief advocates the retention and reuse of Medina House which will result in this previously squatted, vacant and boarded up site being brought back into active use. The redevelopment of this important site should therefore help to deter future crime and disorder at this location.

Risk and Opportunity Management Implications:

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

Public Health Implications:

- 5.7 The draft planning brief seeks that new residential units be built to lifetime home standards where appropriate and financial contributions may be sought to mitigate the impact of future development on the local area e.g. open space, health, education etc.

Corporate / Citywide Implications:

- 5.8 The preferred option contained in the draft brief advocates the provision of additional residential units to help meet the housing needs in the city; allow the reuse and retention of a locally listed heritage asset and enhance the site's positive contribution to the character of Cliftonville Conservation Area, along with the wider seafront promenade

6. EVALUATION OF ANY ALTERNATIVE OPTION(S):

- 6.1 An alternative option is to not produce a planning brief. This option has been discounted as the site has been the subject of a number of development

proposals and planning applications over the last few years that have not received the support of the local planning authority. This brief is intended to provide clarity and guidance to developers concerning the appropriate scale, potential land use and other planning issues with regard to any future development proposals for the site.

7. REASONS FOR REPORT RECOMMENDATIONS

- 7.1 Public consultation in respect of planning documents is an integral element in ensuring that wide ranging views are taken into account and inform the council's decision-making process.

SUPPORTING DOCUMENTATION

Appendices:

1. Draft Medina House – Planning Brief

Documents in Members' Rooms

None

Background Documents

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