

DA 1 – Brighton Centre and Churchill Square Area



Supporting Documents:

Sustainable Community Strategy - 2006
Refreshed Local Area Agreement - 2007
Brighton Centre: Area Planning and Urban Design Framework SPD - 2005
Tall Buildings SPG - 2004
Retail Study - 2006
Brunswick & Regency Neighbourhood Action Plan 2007-2010
Tourism Strategy - 2008
Economic Strategy - 2005
Community Safety, Crime & Drugs Audit-2004
Hotel Futures Study - 2007
Public Space Public Life Study - 2007
Local Transport Plan - 2006
Conservation Strategy - 2003
Open Space, Sport and Recreation Study 2008
Strategic Flood Risk Assessment - 2008

Context

2.23 The area around the Brighton Centre is in the heart of the cultural, retail and commercial core of the city and contains the key drivers of the local tourism, leisure and shopping economy. The Brighton Centre was constructed in 1977 and is now thought to be outdated in terms of its design, specification and appearance when compared with other more modern conference centres located throughout the UK and Europe. The long term aspiration of the council, set out in the Sustainable Community Strategy and the adopted Brighton Centre SPD is to secure the city's conference economy by redeveloping the Brighton Centre as a successful, high profile, sustainable conference centre.

2.24 Churchill Square and Western Road to the north is the principal retail area of Brighton regional shopping centre and this area contains the larger, more modern retail units. There is considerable potential to enhance the pedestrian environment, unit configuration, appearance and national multiple retailer representation within this primary retail area. In order to enable existing retailers to trade up, and to attract major new retailers to the centre, it is necessary to identify new opportunities for creating additional retail space, in addition to the ongoing redevelopment and modernisation of current stock.

2.25 West Street contains a concentration of bars and large nightclubs and central Brighton and particularly the West Street area, continues to experience higher incidences of violent crime. Coordinated work through the Local Public Service Agreement/Violent Crime Action Plan has sought to manage the area and reduce violent crime. The Central Seafront area falls within the Brunswick and Regency Neighbourhood Renewal Area, the priority theme set out in the Neighbourhood Action Plan is to improve community and public safety. The 2007 Detailed Air Quality Assessment has indicated that the West Street/ A259 junction exceeds the government's Air Quality Objective for Nitrogen Dioxide and the area is now included within the declared 2008 Air Quality Management Area.

Local Priorities

2.26 The following local priorities have been identified for the development area:

- The main priority is a redeveloped state of the art conference centre in a landmark new building to benefit the city and region and to sustain the tourism economy for the next 30 years, positioning Brighton & Hove as one of Europe's leading conference and meeting destinations.
- The redevelopment also provides an opportunity to deliver new retail floorspace on the edge of Brighton's shopping centre to enhance and consolidate Brighton's role as a primary regional shopping centre within the South East.
- The redevelopment provides an opportunity to address and improve the current problem of pedestrian severance between the northern side of the A259 and the seafront;
- Ensure improvements to local air quality at the West Street/ A259 junction.
- Improved pedestrian environment around Churchill Square, a new gateway link through from Churchill Square Shopping Centre to the seafront, enhanced junction at West Street and Kings Road.
- Fundamental townscape improvement opportunities and improved built form to create a new bold iconic landmark building and opportunities for tall building.
- Improve community and public safety including West Street improvements to diversify the evening economy and initiatives to reduce public place violence.
- Explore opportunities for district heating/ combined heat and power technologies linked to new development.

Preferred Option – DA1 Brighton Centre and Churchill Square Area

To secure a redeveloped state of the art conference centre in a landmark new building to benefit the city and region and to sustain the tourism economy for the next 30 years, positioning Brighton & Hove as one of Europe's leading conference and meeting destinations.

1. To work in partnership with SEEDA and landowners to plan for a replacement facility for the existing Brighton Centre with a new state of the art convention facility incorporating the highest standard of environmental design;
2. To ensure that the redevelopment benefits the surrounding area through high quality building design and townscape, public realm and biodiversity improvements, in accordance with the adopted Brighton Centre SPD and draft Nature Conservation and Development SPD;
3. Support the extension of the Churchill Square shopping centre to provide a minimum 20,000 sq m of new comparison goods floorspace including A2/ A3 use floorspace;
4. Ensure replaced/ new leisure and cultural facilities add to the diversity of the evening economy and address community safety concerns, in particular along West Street and the lower seafront promenade.
5. To ensure additional movements by car traffic are the minimum necessary and high quality public and sustainable transport facilities serve new development;

6. Improve pedestrian and cycle access through the area and reduce the severance between the northern side of the A259 and the seafront to accord with the Public Space Public Life Study;
7. Ensure the redevelopment proposals complement the priorities for the seafront in this area as set out in SA1.

Supporting text

2.27 The Brighton Centre re-development will deliver a sustainable city centre regeneration scheme, over a 30 year timeframe, with an economic impact of some £2 billion for the local economy. The objectives for the council are:

- To deliver a world class state of the art convention centre
- To continue to deliver significant positive impact to the local economy
- To protect and enhance Brighton's position as a leading conference destination
- To increase the target market and to re-establish Brighton & Hove's position in the international association conference market

2.28 The Brighton Centre SPD (adopted January 2005) provides more detailed planning guidance to ensure redevelopment proposals come forward in a co-ordinated, integrated and complementary manner. The Brighton & Hove Retail Study 2006 identified the potential to extend the rear of Churchill Square as part of the Brighton Centre redevelopment. Proposals should promote strong linkages with the primary shopping frontages, along Western Road in particular and connectivity through to the seafront. Any increase in additional car trips generated by large scale retail provision will need to be mitigated at source.

Implementation

2.29 The council will work with SEEDA, adjacent landowners and other parts of the private sector to deliver this priority during the first ten years of the Core Strategy. The emphasis will be on:

- Partnership working with key private and public sector partners to achieve a shared vision for the area.
- Maximising the use of other public sector funding opportunities to help deliver the vision.
- Ensuring that any significant expansion of retail should be developed in conjunction with strategic transport solutions such as Park & Ride and RTS expansion /improvements.
- Securing community benefits from Section 106 agreements and other mechanisms. The highest priorities will be given to the provision of all necessary transport infrastructure, townscape and community safety improvements and training opportunities to support this significant regeneration opportunity.