

DA6 – Hove Station area



Supporting Documents:

- Urban Characterisation Study - 2007
- Public Space Public Life Study - 2007
- Employment Land Study - 2006
- Creative Industries Workspace Study - 2008
- Waste Local Plan - 2006
- Sustainable Community Strategy - 2006
- Retail Study - 2006
- Local Transport Plan - 2006
- Economic Strategy - 2005
- Portland Road and Clarendon Neighbourhood Action Plan - 2003
- Tall Buildings SPG - 2004
- Refreshed Local Area Agreement - 2007
- Open Space, Sport and Recreation Study - 2008
- Air Quality Detailed Assessment - 2007
- Reducing Inequality Review - 2008
- Strategic Flood Risk Assessment - 2008

Context

2.74 This is an area with a strong industrial past that has been influenced by its proximity to Hove Railway Station and important east-west transport corridors – the railway and Old Shoreham Road.

2.75 Over time industrial uses located on either side of railway have been progressively replaced by employment uses, large-scale out-of-centre retail and some residential uses. The result is an area with a predominance of employment uses, which make up an important area of employment land provision in the city in particular B1 (offices/light industry) and B8 (storage/distribution) uses. They are currently well-used with few vacant units, and are currently protected by various safeguarding policies in the Local Plan. The old coalyard site is allocated in the Waste Local Plan for a waste freight transfer facility.

2.76 A key issue identified in various council documents and strategies is the north-south severance caused by the Old Shoreham Road and the railway line. There is a poor quality of streetscape in several areas due to lack of defined street frontages, particularly around the large retail sites. The topography of the area may also have contributed to some of the poor townscape features, such as paths next to blank walls and lack of street frontages. The area also suffers from a poor public realm. The area lacks a high quality infrastructure for pedestrian and cyclists partly due to the dominance of cars in many areas. It has been identified in the Air Quality Detailed Assessment 2007, that the Sackville Road and the Old Shoreham Road Junction exceed the government's Air Quality Objectives for Nitrogen Dioxide and the area is therefore included within the 2008 declared Air Quality Management Area.

2.77 The Clarendon area to the west of the station is identified as part of the Portland Road and Clarendon Road Neighbourhood Renewal Area and is characterised by post war high rise residential development adjacent to nearby industrial estate and the bus depot. Part of the area around Conway Street is an identified community safety hotspot.

Local Priorities

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

- There is a need create more active street frontages to improve the environment for pedestrians.
- Public realm improvements generally but also traffic calming measures and in some areas public safety improvements (as identified in the Clarendon Neighbourhood Action Plan).
- There is scope to increase the efficiency of land use, due in part to the topography of the area. For example by redevelopment in accordance with the Tall Buildings SPG to exploit the significant drops in height between sites.
- One priority is to protect and enhance existing employment floorspace provision in the area to help maintain and strengthen the local economy. Important employment uses in the area currently include creative industries businesses and workshops (B1), general industrial (B2) and warehousing (B8).
- New residential development could be accommodated via mixed use redevelopments where appropriate on some sites that will not prejudice existing or future employment floorspace.
- Several of the junctions in the area are at or near capacity any additional traffic will add delays. Therefore new development will need to capitalise on its proximity to Hove Station, which is a high frequency service. In order to support this, access to the station, especially from north of the railway line, needs to be improved.
- Priorities for developer contributions in the area are open space improvements, sustainable transport improvements, particularly cycling and enhance the station as a gateway to the city.
- Explore opportunities for district heating/ combined heat and power technologies linked to new development.
- Significant growth of retail warehousing is not anticipated as this could compromise the viability or vitality of Hove Town Centre and other existing retail centres.

Preferred Option – DA6 Hove Station Area

Recognise the long term regeneration opportunity of the Hove Station area to develop as an attractive and sustainable employment-led mixed-use area creating a high quality employment environment that will attract investment and new employment opportunities for the city and promote efficient use of land through mixed use developments. This will be achieved through:

1. Preparing a masterplan to promote and coordinate employment-led mixed-use regeneration of under-used land and buildings and consider further the potential for mid-rise (between six and eight storeys) buildings in this location;
2. Through redevelopment secure public realm and townscape improvements in the area focusing on the Conway Street area, and the industrial/ retail frontages along Sackville Road, Old Shoreham Road and Goldstone Lane;
3. Ensuring redevelopment supports public safety improvements and opportunities for environmental and open space improvements around the Conway Street area;

4. Enhancing the sustainable transport interchange at Hove Station by improving the walking and cycling network in the wider area and strengthening north-south connections;
5. Continuing to protect identified employment sites and encourage more efficient use of underused sites, see CP16 and;
6. Maintaining and strengthening the creative industries business cluster in the area through ensuring that workshops, office space, studios, storage and other premises remain affordable, appropriate and available for use;
7. Recognising the need to continue to safeguard the allocated waste site in the area.
8. The area will provide a minimum of 295 additional residential units over the life of the plan.

Supporting Text

2.79 The Hove Station area has a number of special characteristics; a sustainable transport hub with local and regional connections, strong links to Hove Town Centre and the seafront and proximity to Hove Park. Improving these north south links could unlock further potential of the Hove Station area and the council recognises the longer term role that this area could provide in terms of new, high quality employment opportunities for the city.

2.80 Much of the Hove Station area is identified in the Brighton & Hove Local Plan 2005 as containing key employment sites and is therefore currently safeguarded by employment protecting policies. The Employment Land Study 2006 indicates that these sites remain well used, being relatively modern and still fit for their current purpose with few vacancies and therefore should continue to be protected. The area also contains a range of out-of-centre bulky goods retail stores. However a number of sites are under-utilised with large areas of car parking and single storey developments. The Tall Building SPG identifies potential for mid-rise buildings in this location which are between 6 and 8 storeys in height and should be considered as part of wider design considerations for the area.

2.81 The Employment Land Study also identified the need to find sites suitable to accommodate the forecast need for 20,000 sq m of high quality office floorspace post 2016. An initial capacity analysis of under-utilised sites in this area has suggested that there is potential for the 20,000 sq m employment floorspace to be accommodated in the Hove Station Area. The preferred approach has been to focus this requirement in the New England Quarter location, see Policy DA4. This approach accords with recommendations of the Employment Land Study and the LR2 Study and recognises that the market is more likely to deliver new office accommodation close to Brighton Station and the regional centre. The Creative Industries Workspace Study 2008 has highlighted the shortage of appropriate and affordable workspace to meet the significant forecast demand for floorspace over the next ten years. To ensure there is a continuing supply of new employment floorspace in the city, particularly post 2016, and the potential for new employment floorspace to meet the needs of the creative industries sector within the Hove Station Area existing employment land should be safeguarded, reviewed and monitored.

2.82 It is anticipated that the majority of the capacity identified in this area would be for office uses (Use Class B1) but also for intensification of existing warehouse and

distribution uses (Use Class B8). It is also recognised that there may be opportunities for high quality mixed use development and to strengthen the creative business cluster in this location. High quality, employment-led mixed use development would be appropriate on some sites. Initial SHLAA analysis suggests that this area could accommodate 295 residential units by more efficient use of sites. The allocated waste site close to the railway line should continue to be safeguarded to meet the future waste management needs of the city.

2.83 The area contains a range of out of centre retail units - Goldstone Retail Park and Sackville Road Trading Estate. Whilst redevelopment of large out-of-centre retail sites could include like-for-like retention of retail, any new retail development would be considered against the key tests set out in national guidance, regional and local policies for such locations. This is to ensure that the viability and vitality of Hove Town Centre and other existing retail centres is protected and to recognise the defined hierarchy of centres set out in preferred option CP15. The 2006 Retail Study recommends that the council does not need to allocate further sites beyond the town centre for food store development and any proposal in an edge or out-of-centre location must meet the tests set out in PPS6.

Implementation

2.84 The need for additional office development beyond 2016 will be dependant on further assessment of the need and the ability of the local economy to support future office growth. The opportunities for new creative industries workspace cluster in this area should also be explored. The preparation of a masterplan will provide a framework to guide developers and decision makers on the form and content of development and on the provision of infrastructure. The preparation of a masterplan for this area will also be important in ensuring that all issues and necessary improvements such as public realm, townscape, and public safety are fully addressed, including the priorities of the local communities as identified in the Neighbourhood Action Plan (for Clarendon).

2.85 A masterplan would also help to ensure that the cumulative impacts of development effecting highways and other infrastructure are taken into account and that a co-ordinated approach to development is promoted in light of the fragmented ownership constraints. As one of the gateways to the city, intensification in this area should be of high quality, employment-led and help address the current dominance of cars by improvements to cycle and pedestrian routes.